

Overview of the tracking technologies of our website

Provider	Tracking technology	Category	Data Processor	Data	Processing purposes / legal bases	Disclosure to third parties	Transfer outside the EEA	Processing time	Link to privacy policy	Additional revocation	Data Protection Officer
Google Ads	Real-time conversion reporting	Marketing	Google Ireland Ltd Gordon House, Barrow Street, Dublin 4 Ireland (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent Formation of target groups (1+2) / Your consent	Yes	Yes	The data will be deleted as soon as they are no longer needed for the processing purposes.	https://policies.google.com/technologies/partner-sites	https://safety.google/privacy/privacy-controls/	https://support.google.com/policies/contact/general_privacy_form
Apple Login	Software module	Necessary	Apple Inc. One Apple Park Way, Cupertino, California, USA, 95014	Account data (e.g. Apple ID and associated account details), device information (e.g. device ID), contact data (such as name, e-mail address), usage data	Authentication of the user / Our legitimate interest	Yes	Yes		https://www.apple.com/legal/privacy/en-ww/		
CloudFlare	Reverse-Proxy	Necessary	Cloudflare Inc. 101 Townsend St, San Francisco, CA 94107, USA (jointly responsible)	Log data, e.g. IP address, system configuration	Ensuring the performance and security of the website / Our legitimate interest	Yes	Yes	1 Month	https://www.cloudflare.com/privacypolicy/		
Facebook Login	JavaScript module	Necessary	Facebook Ireland Limited Grand Canal Quay 4 D02 X52S Dublin Ireland (jointly responsible)	Data about the device, usage from the website, web pages visited and advertisements seen.	Authentication of the user / Our legitimate interest	Yes	Yes	3 years	https://www.facebook.com/about/privacy		
MaxMind	Database query	Necessary	MaxMind, Inc. Waltham, MA, 14 Spring St., Suite 3, Waltham, Massachusetts 02451 USA (jointly responsible)	IP address	Providing location data / Our legitimate interest	No	No	As long as this is necessary for the provision of our online offer (basic membership / premium membership) and the associated services or we have a legitimate interest in the continued storage.	https://www.maxmind.com/en/privacy-policy		
Google Ads App Campaign	Real-time conversion reporting	Necessary	Google Ireland Ltd Gordon House, Barrow Street, Dublin 4 Ireland (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent Formation of target groups (1+2) / Our legitimate interest	Yes	Yes	The log data is anonymized after 9 months.	https://policies.google.com/technologies/partner-sites	https://safety.google/privacy/privacy-controls/	https://support.google.com/policies/contact/general_privacy_form
Adjust	App module	Necessary	Adjust GmbH Saarbrücker Str. 37A, 10405 Berlin, Deutschland (jointly responsible)	Date and time of the request Information about the device used (e.g. model number) and the operating system IP address (Internet Protocol address) of the accessing device Device ID Amount of data transferred and type of resource transferred Interactions within the app Information about which ads were clicked Sensor data to detect fraudulent activity	Attribution and measurement of success of marketing campaigns (1) / our legitimate interest	Yes	Yes	3 years	https://www.adjust.com/terms/privacy-policy/	/	/
Google Analytics for Firebase	App module	Necessary	Google Ireland Ltd Gordon House, Barrow Street, Dublin 4 Ireland (jointly responsible)	Date and time of the request Information about the device used (e.g. model number) and the operating system IP address (Internet Protocol address) of the accessing device Device ID Amount of data transferred and type of resource transferred Interactions within the app Information about which ads were clicked	Measurement of activity in our app (1+2) / Your consent Measurement and optimization of marketing campaigns (1) / Your consent Exclusion of users from campaigns (remarketing function) (1) / Your consent	Yes	Yes	3 years	https://policies.google.com/technologies/partner-sites	/	https://support.google.com/policies/contact/general_privacy_form
Firebase Crashlytics	App module	Necessary	Google Ireland Ltd Gordon House, Barrow Street, Dublin 4 Ireland (jointly responsible)	Date and time of the request Information about the device used (e.g. model number) and the operating system IP address (Internet Protocol address) of the accessing device Device ID Amount of data transferred and type of resource transferred Interactions within the app Information about which ads were clicked	Reporting of errors/crashes in the app (1) / Our legitimate interest	Yes	Yes	3 years	https://policies.google.com/technologies/partner-sites	/	https://support.google.com/policies/contact/general_privacy_form

*Data collected in general

Date and time of retrieval
 Information about the device used (e.g. model number) and the operating system
 IP address (Internet Protocol address) of the accessing device
 Device ID
 Transferred amount of data and type of transferred resource

Explanation of the columns

Tracking technology	What tracking technology is used?
Category	Which category is the tracking technology assigned to? Necessary, Functional or Marketing
Data Processor	Who processes your data? In what role (whether they are processors, (solely) responsible or jointly responsible with us)?

Data	What (personal) data of yours is processed by us or through the use of the respective tracking technology?
Processing purposes / legal bases	For what purposes is your data processed (collection, storage, use, transfer to others or deletion)? (1) for our purpose (2) for the provider's own purpose (3) for the common purpose
Disclosure to third parties	According to which legal basis are your data processed? - Your consent according to Art. 6 para. 1 p. 1 lit. a GDPR - Legitimate interest according to Art. 6 para. 1 p. 1 lit. f GDPR - Fulfillment of a legal obligation according to Art. 6 para. 1 p. 1 lit. c GDPR
Transfer outside the EEA	If personal data is disclosed by us or by the provider of the tracking technologies to third parties or processed by third parties, we provide this information below. If the third party is responsible for the processing, it is mentioned below.
Processing time	Intention to transfer data to a third country (a country that is not part of the EU or the European Economic Area).
Link to privacy policy	How long will your data be processed (from collection to deletion)?
Additional revocation	Link to the privacy notices and, if applicable, cookie notices of the data processors. Click on the link to read the respective notices.
Data Protection Officer	A revocation is possible through us at any time (with the exception of the "necessary" tracking technologies). If available, we present the additional option to opt-out of the processing of your data with a joint controller.