

# Privacy Policy [www.optivo.com](http://www.optivo.com)

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## Preamble

optivo GmbH takes personal privacy, data protection and data security very seriously. With this Privacy Policy, optivo GmbH aims to explain in detail how the personal data of website visitors is used.

The Privacy Policy can be accessed, printed or downloaded/saved at any time on the optivo websites at [www.optivo.com/en/footer/privacy-policy](http://www.optivo.com/en/footer/privacy-policy).

This Privacy Policy should be read in conjunction with the Terms and Conditions of optivo GmbH, which can be accessed under [www.optivo.com/en/footer/terms](http://www.optivo.com/en/footer/terms).

## 1 Scope of application and responsible body

1. This Privacy Policy describes how optivo uses the personal data of people visiting its websites.
2. Within the meaning of German data protection legislation, the body responsible for the collection, processing and use of data (hereinafter "data usage") in connection with this website is optivo GmbH, Wallstraße 16, 10179 Berlin (hereinafter "optivo"). Further details about optivo can be found in the Imprint on the website.

## 2 Legal basis

1. optivo is obliged to protect the privacy of the visitors to and users of its websites and to use their personal data only in accordance with the applicable data protection legislation and this Privacy Policy.
2. The employees of optivo are under obligation to respect data secrecy. This is done on the basis of the applicable legal provisions, such as the German Data Protection Act (BDSG) and the German Telemedia Act (TMG).

## 3 Data usage when visiting the optivo websites

1. The optivo websites can be accessed without the visitor having to provide personal information.
2. When establishing and maintaining a connection between the visitor's computer and optivo's computers/servers via the Internet, the following data is stored: time of page visit, duration of visit, requested domain, return code and retrieved file.
3. For statistical purposes (web analysis) and the technical implementation of optivo websites, "cookies" are used. Cookies are small text files that are stored locally on the visitor's computer. Users can configure treatment of cookies in their web browsers. Rejecting cookies can result in reduced functionality of the optivo websites.

## **4 Google Analytics**

1. This website uses Google Analytics, a web analysis service by Google Inc. ("Google"). Google Analytics uses "cookies", i.e. text files that are stored on your computer or device and enable your use of the website to be analysed. The information that the cookie generates about your use of this website is usually transmitted to and stored on a Google server in the USA.
2. optivo has activated IP anonymisation on this website, an option offered by Google. This means that, within the member countries of the European Union or in other countries which are parties to the Agreement on the European Economic Area, Google will shorten your IP address beforehand by setting the last octet to zeros. Only in exceptional cases will the full address be transmitted to a Google server in the USA and shortened there.
3. On behalf of the operator of this website, Google will use this information to analyse your use of the website, to compile reports on website activity and to render other services for the operator that relate to the use of the website and the Internet. The IP address that your web browser transmits within the context of Google Analytics is not combined with other data held by Google.
4. You can prevent cookies from being stored via the corresponding setting in your browser; however, please be aware that you may not be able to enjoy all functions of this website if you do so.
5. Furthermore, you can prevent the data that the cookie generates about your use of this website (including your IP address) from being sent to and processed by Google; this can be done by downloading and installing the browser plugin from the following link:  
<http://tools.google.com/dlpage/gaoptout?hl=en>.

## **5 Data usage in relation to contact forms**

1. Contact forms involve users entering personal data voluntarily. By using a contact form, users provide their consent for optivo to collect, process and use their data for the purpose of electronic correspondence.
2. The following data may be requested when using the forms: surname, first name, full address, email address, company name, monthly mailing volume.

## **6 Data usage in relation to poll participation**

1. To create and conduct online polls, optivo uses the services of Polldaddy Ltd., Institute of Technology - Business Innovation Center, Ash Lane, Sligo, F91 YW50, Ireland (hereinafter "Polldaddy"). When users take part in polls, the following data is shared with Polldaddy: their selection, their IP address, information about their operating system and browser, the time and date of the vote. This data is stored in Polldaddy's system and can only be accessed by optivo. In addition, cookies are placed on users' computers when voting, which is intended to ensure that they can only vote once.

## **7 Sharing of personal data with third parties**

1. Personal user data relating to use of optivo websites is only shared with third parties within the scope described in this Privacy Policy.
2. Personal user data will only be shared for other purposes if required by law or if necessary to assert the rights of optivo, especially ones relating to claims arising from the contractual relationship.

## **8 Data security**

1. Any data sent by visitors is transferred in encrypted form using AES-256 (symmetric cipher), 256 bit (symmetric key length), RSA with 1024 bit (public key length). If the visitor's browser is not compatible with these specifications, the data is transferred with strong encryption.
2. optivo secures its websites and other systems with technical and organisational measures to protect the user's data against loss, destruction, access, modification or distribution by unauthorised persons.

## **9 Correction, blocking, deletion**

Users have the right to be informed (free of charge) of the data being held about them, as well as the right to such data being corrected, blocked or deleted if necessary.

## **10 Contact person for data protection**

If you have any questions about the collection, processing or use of personal data or the disclosure, correction, blocking or deletion of data, or if you wish to revoke your consent to your data being used in a certain way, please contact:

Data Protection Officer

Rechtsanwalt Stephan Becker

Email: [kontakt@rechtsanwalt-becker.eu](mailto:kontakt@rechtsanwalt-becker.eu)

Tel.: +49 (0) 30 3512 4770

Fax: +49 (0) 30 3512 4771

Billy-Wilder-Promenade 34, 14167 Berlin

## **11 Newsletter**

1. By subscribing to the optivo newsletter, the user provides their express permission for optivo to collect and process the personal data needed to send the newsletter,
2. including their email address, surname and first name.
3. The newsletter subscription can be cancelled at any time.

**Last updated: 18/01/2012**