

Privacy Policy

General Information

Thank you for visiting our website! The protection of personal data is of high importance for us. In fact, Serko is committed to protecting your personal data and treating it with the utmost care and respect. This Privacy Policy shall inform you about the processing of personal data on our website and in our App according to Art. 13, 14 GDPR. Personal data ("**data**") is any information relating to an identified or identifiable person. "Processing" of data means any operation or set of operations which is performed upon personal data, whether or not by automatic means, such as collection, recording, organization, filing, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

This Privacy Policy can be accessed and printed out at any time on the website. We reserve the right to amend this Privacy Policy to ensure compliance with the statutory provisions.

Controller

The Controller of your personal data is

The Serko GmbH

Address: Aarstrasse 238, 65232 Taunusstein

Email: info@serkogmbh.com

Controller is any natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data. Serko GmbH is the controller in connection with the use of Serko's services and products in the European Union.

Scope of Data Processing

We only process the data as necessary and only for the purpose of providing a functional and user-friendly website as well as for the provision of our content and services. The legal basis for data protection can be found in particular in Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data, on the free movement of such data and repealing Directive 95/46/EC ("**General Data Protection Regulation**", GDPR) as well as in the German Federal Data Protection Act (BDSG) and the German Act on Data Protection in Telecommunication and Telemedia (TTDSG).

We use various third-party providers, e.g. in the areas of hosting or mailing services, each of which processes data on our behalf. We have concluded corresponding order processing agreements with these third-party providers, which ensure that an adequate level of data protection is also guaranteed with respect to our (sub-)processors (Art. 28 GDPR). "*For more information on the third-party providers used, please feel free to contact us via info@serkogmbh.com*"

Data	Purpose	Legal Basis
Contact Data (e.g. name, address, telephone number) other contact data	Communication, storage/processing data in order to establish and/or handle , implement contractual relationship	Art. 6 (1) b) GDPR

Contact and contact /usage data	Analysis of data on the basis of our legitimate interests in the form quality assurance and marketing	Art. 6 (1) f) GDPR
Data you provide on the basis of your content	With for consent for the purposes for which such consent is submitted, this applies for the date you provide voluntarily	Art. 6 (1) a) GDPR

We process contact information, usage data or other information that you provide to us. Details are set out in the table below or as otherwise described in this Privacy Policy or to you:

We only process your data if this is necessary for the stated purposes. Failure to provide the data may have legal disadvantages, such as the loss of legal positions, for example, no response to your enquiry or the impracticability of a contract.

As a matter of principle, we will only transfer or disclose your data to third parties if we have obtained your consent or if there is another legal basis for doing so. We process your data only through our German entity thus process personal data within the EU/EEA. In case your data is processed outside the EU/EEA, compliance with the Applicable laws is ensured in each case. If your data is transferred to third countries, such as the United States, we ensure that the legal requirements according to Art. 44 ff. GDPR for such a transfer are met and that your data is processed in the third country in accordance with the European data protection standards. For this purpose, we generally use the so-called EU standard contractual clauses (SCCs) that we conclude with the respective provider. Further, in accordance with the requirements of the ECJ following the "Schrems II" decision, a case-by-case risk analysis is carried out with regard to the respective third country. *For further information, you can also contact our DPO.*

Furthermore, we have taken technical and organizational measures to ensure that the regulations on data protection are observed both by us and by external service providers. For security reasons and to protect the transmission of confidential content that you send to us as the site operator, our website uses SSL or TLS encryption.

Visiting the Website

We collect data about every visit to our website (so-called server log files). The data listed below is processed as follows:

Data Purpose

Legal Basis

name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, operating system/version, referrer URL (the previously visited page), IP address and the requesting provider, country code, language, device name, if Applicable. statistical evaluations for the purpose of optimizing our website, ensuring the stability and operational security of the website
 Art. 6 (1) f) GDPR based on our legitimate interest in fraud prevention and quality assurance fulfillment of legal obligations, for reasons of data security Art. 6 (1) c) GDPR

Contact and Emails

If you send us an email or contact us via the contact form, the information from the respective enquiry, including the contact data provided, will be stored by us for the purpose of processing the enquiry as follows:

Data Purpose

Legal Basis

your enquiry, contact details (e.g. name, company, country, email address) or other data provided in the enquiry

communicating or storing/processing data in order to determine company enquiries, to establish, perform and/or settle a contractual relationship; this may include responding to your enquiry or making a refund

Art. 6 (1) b) GDPR

processing of data based on your consent to respond to the request

Art. 6 (1) a) GDPR

Cookies and other third party tools

We use so-called cookies. Cookies are small text files that are stored on the end device used and saved by the browser. Cookies serve to make our offer more user-friendly, effective, and secure. There are different types of cookies that are used for different purposes. Some cookies ensure that our offers function properly or that you are recognized on your end device after successful registration ("**necessary cookies**"). By placing these necessary cookies, we make it easier for you to visit our offers and use the services available there. We place other cookies to analyze user preferences and thus improve our offers ("**advanced cookies**").

We only place advanced cookies with your consent. When you visit our services for the first time, you will see a pop-up explaining cookies. Once you click on the relevant consent button, you agree to our use of the particular cookies selected, each of which is described in the pop-up as well as in this Privacy Policy. If you want to manage your consent or receive further information on the cookies used on our website, click [here](#). YOU MAY REVIEW ALL COOKIES USED ON OUR WEBSITE THROUGH THE SAME LINK.

In addition, you can adjust your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. You can manage many online ad cookies from companies via the US site <http://www.aboutads.info/choices/> or the EU site <https://www.youronlinechoices.com/de/>. Please note that if you disable cookies, the functionality of this website may be limited.

Insofar as personal data is processed when "necessary" cookies are used, this is based on the legal basis Art. 6 (1) f) GDPR due to legitimate interests of quality assurance and a technically flawless presentation of the website. The processing of personal data when using so-called "advanced cookies" is based on your consent (legal basis: Art. 6 (1) a) GDPR).

Social Media

We are present on various social media platforms and process user data within this framework in order to communicate with users active there or to offer information about us. User data is usually processed within social networks for market research and advertising purposes. For example, usage profiles can be created based on the usage behavior and resulting interests of the users. The usage profiles can in turn be used, for example, to place advertisements within and outside the networks that presumably correspond to the interests of the users. For these purposes, cookies are usually stored on the users' computers, in which the usage behavior and the interests of the users are stored. Furthermore, data independent of the devices used by the users may also be stored in the usage profiles (especially if the users are members of the respective platforms and are logged in to them). For a detailed presentation of the respective forms of processing and the options to object (opt-out), we refer to the data protection declarations and information provided by the operators of the respective networks.

In the case of requests for information and the assertion of data subject rights, we would also like to point out that these can be asserted most effectively with the providers. Only the providers have access to the users' data and can take appropriate measures and provide information directly. If you still need help, you can contact us.

DataPurposeLegal Basis inventory data (e.g. names, addresses), contact data (e.g. email, telephone numbers), content data (e.g. text entries, photographs, videos), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses) contact requests and communication, tracking (e.g. interest/behavioral profiling, use of cookies), remarketing, reach measurement (e.g. access statistics, recognition of returning visitors), affiliate tracking .Art. 6 (1) f). GDPR. The use of common social media channels is in our legitimate interest in marketing our offer.

Services used and service providers:

- X (Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, <https://x.com/> ; Privacy Policy: <https://x.com/de/privacy> , settings: <https://x.com/settings/account/personalization>, data information: https://x.com/settings/your_twitter_data).
- Facebook Facebook, Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland; <https://www.facebook.com>; Datenschutzerklärung: <https://www.facebook.com/about/privacy>; Zusätzliche Hinweise zum Datenschutz: Vereinbarung über gemeinsame Verarbeitung personenbezogener Daten auf Facebook-Seiten: https://www.facebook.com/legal/terms/page_controller_addendum, Datenschutzhinweise für Facebook-Seiten: https://www.facebook.com/legal/terms/information_about_page_insights_data.
- LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, <https://www.linkedin.com>; Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>, opt-out and settings for advertisements: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>).

Data Processing of Applicants

In the event that you apply for a job with us, we will process certain data about you. This data includes your name, email, address and telephone number, gender, work history, qualifications, country of residence, language skills and any other personal information you provide in your interactions with us. We may also ask for additional information to assist us in our recruitment process and if you are offered a job, an example would be date of birth and employment documents.

We process your personal data to fulfill our contractual or pre-contractual obligations (based on Art. 6 (1) b) GDPR) or, where applicable, for the purpose of the employment relationship with you (Section 26 BDSG), in particular we use your data:

Storage and Deleting of Data

We only store your personal data for as long as it is necessary for the respective processing purpose and limit the storage period to the minimum necessary. If the processing purpose for your data lapsed or you actively decided to delete your data, we will only process your data, if we are obliged to do so under the statutory retention periods (for example, in accordance with the German Commercial Code (HGB) or the German Fiscal Code (AO)).

Your Rights

You have the following rights:

- the right to information,
- the right to correction or deletion,
- the right to restrict processing,
- the right to data portability,
- the right to revoke your consent with effect for the future.

- **the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you which is carried out on the basis of Art. 6 (1) e) or f) GDPR; this also applies to profiling based on these provisions.**

To exercise your aforementioned rights, you can send an email to info@serkogmbh.com. In addition, you also have the right to lodge a complaint with a data protection supervisory authority.

If you have any questions with regard to the processing of your data, feel free to contact us at any time.

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