

Data Privacy

Welcome to the TÜV SÜD website www.tuvsud.com/. We appreciate your interest in our company. Protection of the personal data you entrust to us is a priority for us, and we want you to feel safe and secure when you visit our website or use our online offers.

TÜV SÜD is a leading technical service organisation operating in the market segments of industry, products and transport. Its range of services embraces advisory services, expert reports and testing, inspection and certification services as well as training. Our objectives include reliability, safety, security and quality in addition to sustainability and profitability.

This privacy statement therefore explains the types of your personal data that are processed by TÜV SÜD when you use our offers and services. All processing of personal data on this website is carried out for the purposes set forth in this Data Privacy Statement.

If you are a natural person residing in the European Union (EU) or the European Economic Area (EEA), please take note of our [EU/EEA privacy statement](#). In this context, please also take note of our further national or company-specific TÜV SÜD websites and their [Legal Entity Privacy Statements](#).

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1. Name and contact data of the controller

The data controller of this website is TÜV SÜD AG.

TÜV SÜD AG
Westendstr. 199
80686 Munich, Germany

Tel.: +49 (0)89 5791 - 0
Email: info@tuvsud.com

The TÜV SÜD companies controlling the content of product and service pages and any associated contact forms are identified at the appropriate points. A list of TÜV SÜD legal entities acting as controllers for specific product or service pages can be found [here](#).

2. Processing of your personal data

We understand “personal data” to include all information relating to an identified or identifiable natural person. When you access and use our website, we process your personal data in the following cases and for the following purposes:

2.1. Contacting TÜV SÜD AG for a specific purpose

TÜV SÜD AG will process your enquiry in the [contact form](#), based on its legitimate interest in contacting you in order to respond to your specific enquiry and processing your concern in the best possible manner. This corresponds with your own interest in the processing of your concern. To do so, we need your email address, your first name, last name and title, and the name of your company and the corresponding country/region.

In specific cases, your enquiry may necessitate the involvement of another TÜV SÜD company. In this case, we might have to transfer your enquiry-related data to another legal entity of TÜV SÜD in order to process your enquiry in the best possible and customer-friendly manner.

In some cases, we may also use service providers that process data to handle your enquiry (e.g. for email marketing, software development or support with the processing of customer enquiries). In these specified cases, the information will be transferred to such service providers to enable further processing. To ensure your data privacy is protected, we carefully select and regularly audit our external service providers.

2.2. Contacting other TÜV SÜD companies for a specific purpose

Various points on our website offer the possibility to contact a specific TÜV SÜD company. You can contact TÜV SÜD companies via the following channels in particular: by telephone or email, by entering your data in a contact form, by requesting further information material or as part of a request for quotation.

In the above cases, the TÜV SÜD company receiving your enquiry or request will be the controller responsible for data processing. Wherever you are offered the possibility to contact a TÜV SÜD company, we will also provide you with transparent information about the controller in the specific case. In these cases, the data will only be processed by the receiving TÜV SÜD company once the data has been sent.

2.3. Newsletter registration

TÜV SÜD AG does not offer any newsletters.

However, newsletters are offered by various other TÜV SÜD companies. If you subscribe to one of these newsletters, the respective TÜV SÜD company will process your data on the basis of your registration.

2.4. Links to social networks

Our website uses social media buttons. The buttons show the logos of the respective social network. Please note that these buttons are only icons with embedded links. They are not social plugins. When you click one of these buttons, you leave our website and thus our sphere of responsibility.

2.5. Webinars

On our website, we offer the possibility to attend webinars. These webinars are offered by individual or several TÜV SÜD companies. The information about the company offering the webinar can always be found in the event details or the registration form. Register for a webinar using the respective registration form. The data that you submit in this form will only be used for webinar organisation and will be subsequently deleted.

3. Data processing by cookies, plugins and cookie banners

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. These cookies are set by us and referred to as first-party cookies. Depending on which of our websites you visit, we also use third-party cookies. These are cookies stored under a different domain from the one you are currently visiting. They are used in our advertising and marketing efforts and to help us understand your browsing behaviour on our website (e.g. which pages you access and how long you stay on the individual pages).

We use a cookie consent tool to manage our cookies and your cookie consent and its documentation. Below is a list of the types of cookies used on our websites (for a more detailed list see our [Cookie Notice](#)). We categorise cookies as follows

- Strictly necessary cookies
- Performance cookies
- Functional cookies
- Cookies for marketing purposes (targeting)

You can opt out of each entire cookie category (except strictly necessary cookies) by clicking the “Cookie Settings” button in the [Cookie Notice](#) of the website in question.

This page is available in various languages. The cookie consents requested by the cookie banner when you access our website apply to all cookies for all languages, and therefore all our national sites. Various national sites fall under the responsibility of different TÜV SÜD companies. Thus, by accepting cookies in our cookie banner you also give your consent to other legal entities of TÜV SÜD and TÜV SÜD AG. The Privacy Statements of the TÜV SÜD company that is the controller of the website can be found [here](#).

3.1. Strictly necessary cookies

These cookies are necessary for the website to function. They cannot be deactivated in your systems. They are usually only set in response to actions taken by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. Most of these cookies are session cookies, which means they will be deleted automatically once you leave our website.

[+] We use cookies for the following actions:

- **Website display**
To display our website, we collect and save the Internet Protocol (IP) address assigned to your computer while you are browsing our website, in order to send the content accessed by you (e.g. texts, images and downloadable files etc.) to your computer. The website serves as the main presentation of TÜV SÜD to the outside world. Beyond the above, these cookies also help you navigate our website.
- **Protection from malfunctions and misuse, improvement of our website**
Our website processes personalised information on visitor behaviour, including your IP address and the times at which you access our website, for the purpose of identifying and tracking malfunctions or misuse of our online offers or telecommunication services and equipment and to improve website performance. This website uses services provided by Cloudflare (provider: Cloudflare, Inc., 101 Townsend St, San Francisco, CA 94107, USA). Cloudflare operates a content delivery network (CDN) and provides website security features (web application firewall). Data transfer between your browser and our servers takes place through Cloudflare's infrastructure, where it is analysed to prevent attacks. Cloudflare uses cookies for this purpose to enable you to access our website. The use of Cloudflare is in the interests of ensuring secure use of our website and of preventing malicious attacks from the outside. For more detailed information, see Cloudflare's privacy policy.
<https://www.cloudflare.com/de-de/privacypolicy/>
- **Opt-in/opt-out cookies in the cookie banner**
To comply with our obligations to document your consent given or not given or your withdrawal of consent, we save your decision in the opt-in or opt-out cookie.

For more detailed information about the cookies used and their specific lifespans, see our [Cookie Notice](#).

3.2. Performance cookies

These cookies allow us to count visitors to our website and traffic sources, enabling us to measure and improve the performance of our site for your benefit and enhance your visitor experience. By measuring these performance indicators, we learn which pages are the most and least popular and how visitors navigate the site. If you do not accept these cookies, we will not know when you have accessed our site and will not be able to monitor its performance.

[+] We use cookies for the following actions:

- **Matomo**
We use Matomo (formerly known as Piwik), a web analytics service that analyses users' browsing behaviour. Matomo software is supplied by InnoCraft Ltd., 150 Willis St, 6011 Wellington, New Zealand.
The statistics collected help us to improve our offer and make the website more interesting for you as a user. To this end, we process your truncated IP address and information about the pages of our website which you have accessed, about your browser and the time you have spent on our pages.
We use Matomo with the "Automatically anonymize visitor IPs" setting. This means IP addresses are not stored in full. Instead, 2 bytes from the IP address are masked (e.g. 192.168.xxx.xxx), making it impossible to trace the truncated IP address back to the computer used to access the website.
Users' interest in the protection of their personal data is sufficiently taken into account through anonymisation of IP addresses, hosting on our company's own servers, and the fact that we

do not transfer any data to Matomo. These data will be erased as soon as they are no longer needed for the purposes for which we collected them or if you withdraw your consent.

- **Visitor analytics**

We use various cookies to track the number of visitors to the various parts of our website. In doing so, we explicitly aim at identifying returning visitors in order to collect informative statistics. We also store the “referrer link”, i.e. the link of the page from which you accessed our website.

- **Adobe ColdFusion**

Our website uses Adobe’s ColdFusion application, a service provided by Adobe, 345 Park Avenue, San Jose, CA 95110-2704, United States. The application uses cookies to provide itself and the web server with additional information on first-time visitors. The cookie helps you to stay logged into the application. For this purpose, it stores the page you have previously visited and the frequency of your visits to our website. For further information about the processing, see: <https://www.adobe.com/de/privacy/cookies.html>

- **HOTJAR**

This website uses Hotjar to make informed decisions on how to improve and optimise the user experience on our website. The services provided include heat map tracking to follow users’ behaviour, surveys, and customer feedback about the site’s features and functionalities. The provider is Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians, STJ 1000, Malta. For more information about how to opt out of Hotjar, please refer to Hotjar’s Opt Out information: <https://www.hotjar.com/legal/compliance/opt-out>

- **Use of Google Analytics**

This website uses the Google Analytics web analytics and marketing service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google"). Google Analytics uses ‘cookies’, text files stored on your computer, to help us analyse how you use our website. The cookies generate information about your use of this website (including your IP address) which is transmitted to Google servers in the USA and saved there.

We have activated IP anonymisation on this website, so that the IP address of users within EU Member States or other states party to the Agreement on the European Economic Area will be truncated by Google beforehand. The full IP address is only sent to Google servers in the USA and truncated there in exceptional cases. On behalf of the website provider, Google will use this information for the purposes of analysing your use of the website, compiling reports on website activity and supplying us with other services related to website activity and internet usage. Google will not associate the IP address transmitted by your browser within the operations of Google Analytics with any other data held by Google. You may prevent cookies from being installed by selecting the appropriate settings on your browser. However, please note that in this case you may not be able to use the full range of functions on this website. Furthermore, you can prevent Google from collecting and using the data generated by the cookies regarding your use of the website (including your IP address) by downloading and installing the browser plugin from the following link

<http://tools.google.com/dlpage/gaoptout?hl=en> . For more detailed information on the conditions of use and data privacy, go to <https://www.google.com/analytics/terms/> and/or <https://policies.google.com/privacy?hl=en&gl=en>.

Please note that this website uses Google Analytics with the code extension “anonymizelp” to ensure IP addresses are recorded in anonymised form (known as IP masking) and exclude direct personal references.

- **Search engine optimisation**

To measure and improve the performance of our website, we use cookies from search engines such as Google (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) and Naver Korea (NAVER Green Factory, 6 Buljeong-ro, Bundang-gu, Seongnam-si, Gyeonggi Province, South Korea). This service may be supported in terms of data processing by corporate entities located in the USA. In this case, we cannot exclude the possibility that data may be transferred to the USA.

- **New Relic**

The New Relic service of New Relic, Inc., 188 Spear Street, Suite 1200, San Francisco, CA 94195 enables us to monitor and appropriately improve the performance of our website and web applications. For this purpose, New Relic sets a session cookie that will be stored while you are browsing our site. For further information about this processing, see:

<https://newrelic.com/termsandconditions/services-notice>

- **RegFox**
We use RegFox, a product of Webconnex LLC, 455 Capitol Mall Suite 604, Sacramento, CA 95814, on various pages of our website. RegFox helps us to monitor whether visitors have registered successfully for an event or via a contact field, and whether these visitors returned to the site following their initial registration. Among other functions, this enables us to assess and continually improve the conversion rate of our site. For further information about this processing, see: <https://www.regfox.com/privacy-policy>

The cookies set are performance cookies which will be saved for periods between a few seconds and some years. For more detailed information about the cookies used and their specific lifespans see our [Cookie Notice](#).

3.3. Functional cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us, or by third-party providers whose services we have added to our pages. These cookies enable us to offer you a more personalised experience on our website based on your previous visits. If you do not accept these cookies, some or all of those services may not function properly.

[+] We use cookies for the following actions:

- **Hubspot**
This website uses HubSpot, a tool provided by HubSpot, Inc, HubSpot Ireland Limited. Hubspot sets various cookies from different categories on our website. In this case, HubSpot sets cookies to recognise visitors over longer periods. HubSpot also supports precise differentiation of legitimate users accessing the website from the same multi-user IP address. The cookie thus applies security settings on a “per client” basis.
We use this service for marketing, content management, web analytics and search engine optimisation. HubSpot mainly saves information about your browser type, your IP address, files viewed and the times at which you accessed our website.
Further information about data processing by HubSpot can be found here: <https://legal.hubspot.com/de/privacy-policy> and <https://legal.hubspot.com/de/website-terms-of-use>
- **Vimeo**
We have linked various videos from Vimeo on our website. Vimeo is a service supplied by Vimeo LLC, 555 W 18th St., New York City, NY 10011-2822. Vimeo videos are embedded in expanded data protection mode. This mode prevents cookies from being set when websites with embedded video are loaded. In addition, a connection with Vimeo servers is only established when you actively click a linked Vimeo video.
Clicking and playing the video causes personal data to be transferred to Vimeo. We cannot provide any further information on how Vimeo processes your data. This information is available directly from Vimeo at: <https://vimeo.com/privacy>
- **Drift**
Some pages of our website use Drift, a service provided by Drift.com, Inc., 222 Berkeley St, 7th Floor, Boston, MA 02116. Drift offers a chatbot functionality that can be actively used by users visiting pages of our website. Drift recognises returning visitors to our website, thereby offering us the opportunity of targeting our sales and marketing efforts. To do so, Drift saves users’ IP addresses and sets cookies to identify the types of pages on our website which attracted users’ interest. Wherever possible, Drift enhances information such as IP addresses by adding known further characteristics, such as the sector of industry.
Drift sets cookies to offer chat options at regular intervals without impairing your website experience. Further cookies allow Drift to memorise answers and information submitted by you in order to give you increasingly accurate answers. For this purpose, Drift sets an anonymous identifier token – a cookie which assigns an ID to you that is then used to save the information provided. More detailed information about Drift is available at: <https://gethelp.drift.com/hc/en-us/articles/360019665133-What-is-Drift-s-Cookie-Security-and-Privacy-Policy->

- **Issuu**
We use Issuu to use published texts or publish our own texts. Issuu is a service provided by Issuu Inc., 131 Lytton Ave Palo Alto, CA 94301, United States. The provider sets cookies to track which pages were visited how often and to determine the average time spent on specific pages. The reports created from this information help us to improve the content of our website.
Further information about data processing by this service can be found at <https://issuu.com/legal/privacy>
- **AddThis**
This website uses AddThis, a service provided by Oracle Corporation, 500 Oracle Parkway, Redwood Shores, CA, 94065.
AddThis is a provider of plugins and widgets, such as RegFox, which are embedded on our site. AddThis sets cookies to customise and target the advertising you see as efficiently as possible.
For further information about the processing performed by AddThis, see: <https://www.oracle.com/de/legal/privacy/addthis-privacy-policy.html>
- **YouTube videos**
We have linked various videos from YouTube on our website. YouTube is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.
This page is operated by Google. Embedding of YouTube videos prevents your data from being transmitted directly to YouTube when you access our website. To the best of our knowledge, embedding prevents cookies from being set while the website with the embedded videos is loading. A connection with YouTube servers is only established if you actively click one of the linked videos.
Our website only establishes contact to YouTube after you have given your consent. You can object to the processing of your data in the cookie settings of your browser. If you click and play a video, personal data will be transmitted to YouTube. We cannot provide any detailed information on how your data will be processed by YouTube/Google. This information is available directly from Google at: <https://policies.google.com/privacy?hl=en&gl=en>
Please note that we do not have any influence on cookies set in the past. If you visited YouTube prior to your visit to our website and accepted their cookies, you can manage your cookies at [Google's Ad Settings](#).

For more detailed information about the cookies used and their specific lifespans, see our [Cookie Notice](#).

3.4. Cookies for marketing purposes (targeting)

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts of interest to you on other sites. If you do not allow these cookies, you will experience less targeted advertising.

[+] We use cookies for the following actions:

- **HubSpot**
This website uses HubSpot, a tool provided by HubSpot, Inc, HubSpot Ireland Limited. HubSpot sets various cookies from different categories on our website. In this case, HubSpot sets cookies to recognise visitors over longer periods. HubSpot also supports precise differentiation of legitimate users accessing the website from the same multi-user IP address. The cookie thus applies security settings on a "per client" basis.
We use this service for marketing, content management, web analytics and search engine optimisation. HubSpot mainly saves information about your browser type, your IP address, files viewed and the times at which you accessed our website.
Further information about data processing by HubSpot can be found here: <https://legal.hubspot.com/de/privacy-policy> und <https://legal.hubspot.com/de/website-terms-of-use>

- **Bing (Microsoft)**
We use Bing, a service of Microsoft Corp., One Microsoft Way, Redmond, WA 98052, United States, to show you advertising that is of maximum relevance to you.
- **Drift**
Some pages of our website use Drift, a service provided by Drift.com, Inc., 222 Berkeley St, 7th Floor, Boston, MA 02116. Drift offers a chatbot functionality that can be actively used by users visiting pages of our website. Drift recognises returning visitors to our website, thereby offering us the opportunity of targeting our sales and marketing efforts. To do so, Drift saves users' IP addresses and sets cookies to identify the types of pages on our website which attracted users' interest. Wherever possible, Drift enhances information such as IP addresses by adding known further characteristics, such as the sector of industry. Drift sets cookies to offer chat options at regular intervals without impairing your website experience. Further cookies allow Drift to memorise answers and information submitted by you in order to give you increasingly accurate answers. For this purpose, Drift sets an anonymous identifier token – a cookie which assigns an ID to you that is then used to save the information provided. More detailed information about Drift is available at: <https://gethelp.drift.com/hc/en-us/articles/360019665133-What-is-Drift-s-Cookie-Security-and-Privacy-Policy->
- **Social media tags**
Our website uses social media tags, i.e. individual pixels of our social media channels. These pixels save certain events – for example, if a visitor has viewed specific content on our website, visited our social media page or purchased a product. For this purpose, we use:
 - Meta Pixel (Meta Platforms Ireland Inc., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland) <https://de-de.facebook.com/privacy/explanation> (joint controllership)
 - YouTube Pixel (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) <https://policies.google.com/privacy?hl=de&gl=de>
 - LinkedIn Pixel (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland) https://www.linkedin.com/legal/privacy-policy?trk=homepage-basic_footer-privacy-policy
 - Twitter Pixel (Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 Ireland) <https://twitter.com/de/privacy>
- **Google reCAPTCHA**
This site uses the Captcha service provided by Google to ensure our website is used by living humans, not automated spambots. The provider of this service is Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. More information about reCAPTCHA and Google data privacy statements are available at the following links: <https://policies.google.com/privacy?hl=de> and <https://www.adsimple.de/datenschutzerklaerung/google-recaptcha/>
- **Google Maps**
This website uses Google Maps API for presenting geographical information. When Google Maps is used, Google (Google LLC 1600 Amphitheatre Parkway, Mountain View, CA 94043) also collects, processes and uses data about Maps function use behaviour by website visitors. Google Maps displays an interactive map enabling you to look up the addresses we provide and use the Maps features.
When you interact with Google Maps, the application connects to Google and transfers information. If you are logged into your Google account during this interaction, Google can link these data directly to your account. Our provision of Google Maps exclusively requires double click operation. Before you can view the interactive map, you therefore need to reconfirm your consent to the associated transfer. The website will not connect to Google until you have given your consent. You can object to the processing of your data in the cookie settings of your browser.
For more detailed information about data processing by Google, see Google's privacy policy: <https://policies.google.com/privacy?hl=en>.
- **Use of Google Analytics**
This website uses the Google Analytics, web analytics and marketing service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google"). Google Analytics uses cookies, text files stored on your computer, to help us analyse how you use our website. The cookies generate information about your use of this website (including your IP address), which is transmitted to Google servers in the USA and saved there.
We have activated IP anonymisation on this website, so that the IP address of users within EU

Member States or other states party to the Agreement on the European Economic Area will be truncated by Google beforehand. The full IP address is only sent to Google servers in the USA and truncated there in exceptional cases. On behalf of the website provider, Google will use this information for the purposes of analysing your use of the website, compiling reports on website activity and supplying us with other services related to website activity and internet usage. Google will not associate the IP address transmitted by your browser within the operations of Google Analytics with any other data held by Google. You may prevent cookies from being installed by selecting the appropriate settings on your browser. However, please note that in this case you may not be able to use the full range of functions of this website. Furthermore, you can prevent Google from collecting and using the data generated by the cookies with reference to your use of the website (including your IP address) by downloading and installing the browser plugin from the following link

<http://tools.google.com/dlpage/gaoptout?hl=en>. For more detailed information on the conditions of use and data privacy, go to <https://www.google.com/analytics/terms/> and/or <https://policies.google.com/privacy?hl=en&gl=en>.

Please note that this website uses Google Analytics with the code extension “anonymizeIp” to ensure IP addresses are recorded in anonymised form (known as IP masking) and exclude direct personal references.

- **Quantcast**

Quantcast is a service of Quantcast Corporation, San Francisco (HQ), 795 Folsom St., San Francisco, CA.

Quantcast sets cookies that recognise visitors and uses artificial intelligence to offer specific interest-based targeted advertising or content based on the pages visited. This service offers us analysis of our visitors' typical interests, enabling us to tailor our website more closely to their needs.

- **AddThis**

This website uses AddThis, a service provided by Oracle Corporation, 500 Oracle Parkway, Redwood Shores CA, 94065.

AddThis is a provider of plugins and widgets such as RegFox, which are embedded on our site. AddThis sets cookies to customise and target the advertising you see as efficiently as possible.

For further information about the processing performed by AddThis, see:

<https://www.oracle.com/de/legal/privacy/addthis-privacy-policy.html>

- **OneView (previously DataXu)**

OneView services, provided by Roku Inc., 150 Winchester Cir, 95032 Los Gatos, California, United States, collect statistical data on the use of the advertising offer to optimise advertising to match your interests and needs. OneView collects and analyses anonymised browser data in the form of Internet cookies for this purpose. OneView expressly refrains from collecting personal data which could be used to identify website visitors. Further information on the use and processing of your data can be found in Roku's privacy policy at

<https://docs.roku.com/published/userprivacypolicy/en/us>

For more detailed information about the cookies used and their specific lifespans see our [Cookie Notice](#).

[4. Processing for continual improvement of our website \(website analytics, tracking\) and tracking for marketing purposes](#)

We use website analytics services to continually improve our website and tracking for marketing purposes. These web analytics services process data from your device (e.g. browser type, resolution, language) and information about your use of our website (e.g. truncated IP address, websites accessed, time) and may use them to prepare a pseudonymised user profile. These user profile data are not merged with any other processed personal data.

To continually improve our website and tracking for marketing purposes, we use website analytics services.

- **Matomo**

We use Matomo (formerly known as Piwik), a web analytics service that analyses users' browsing behaviour. Matomo software is supplied by InnoCraft Ltd., 150 Willis St, 6011 Wellington, New Zealand.

The statistics collected help us to improve our offer and make the website more interesting for you as a user. To this end, we process your truncated IP address and information about the pages of our website which you have accessed, about your browser and the time you have spent on our pages.

We use Matomo with the "Automatically anonymize visitor IPs" setting. This means IP addresses are not saved in full. Instead, 2 bytes of the IP address are masked (e.g. 192.168.xxx.xxx), making it impossible to trace the truncated IP address back to the computer used to access the website.

Users' interest in the protection of their personal data is sufficiently taken into account through anonymisation of IP addresses, hosting on our company's own servers, and the fact that we do not transfer any data to Matomo. These data will be erased as soon as they are no longer needed for the purposes for which we collected them or if you withdraw your consent.

You can withdraw your consent to the processing of your use data for the purpose of continual improvement of our website (website analytics, tracking) and our tracking for marketing purposes at any time by clicking the button in the lower left corner of our website (Cookie Settings).

- **HOTJAR**

This website uses Hotjar to make informed decisions on how to improve and optimise our website's user experience. The services provided include heat map tracking to follow users' behaviour, surveys, and customer feedback about the site's features and functionalities. The provider is Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians, STJ 1000, Malta. For more information about how to opt out of Hotjar, please refer to Hotjar's Opt Out information: <https://www.hotjar.com/legal/compliance/opt-out>

You can withdraw your consent to the processing of your use data for the purpose of continual improvement of our website (website analytics, tracking) and our tracking for marketing purposes at any time by clicking the button in the lower left corner of our website (Cookie Settings).

- **Use of Google Analytics**

This website uses the Google Analytics web analytics and marketing service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google"). Google Analytics uses 'cookies', text files stored on your computer, to help us analyse how you use our website. The cookies generate information about your use of this website (including your IP address), which is transmitted to Google servers in the USA and saved there.

We have activated IP anonymisation on this website, so that the IP address of users within EU Member States or other states party to the Agreement on the European Economic Area will be truncated by Google beforehand. The full IP address is only sent to Google servers in the USA and truncated there in exceptional cases. On behalf of the website provider, Google will use this information for the purposes of analysing your use of the website, compiling reports on website activity and supplying us with other services related to website activity and internet usage. Google will not associate the IP address transmitted by your browser within the operations of Google Analytics with any other data held by Google. You may prevent cookies from being installed by selecting the appropriate settings on your browser. However, please note that in this case you may not be able to use the full range of functions of this website. Furthermore, you can prevent Google from collecting and using the data generated by the cookies regarding your use of the website (including your IP address) by downloading and installing the browser plugin from the following link

<http://tools.google.com/dlpage/gaoptout?hl=en>. For more detailed information on the conditions of use and data privacy, go to <https://www.google.com/analytics/terms/> and/or <https://policies.google.com/privacy?hl=en&gl=en>.

Please note that this website uses Google Analytics with the code extension "anonymizelp" to

ensure IP addresses are recorded in anonymised form (known as IP masking) and exclude direct personal references.

You can withdraw your consent to the processing of your use data for the purpose of continual improvement of our website (website analytics, tracking) and our tracking for marketing purposes at any time by clicking the button in the lower left corner of our website (Cookie Settings).

- **New Relic**

The New Relic service of New Relic, Inc., 188 Spear Street, Suite 1200, San Francisco, CA 94195 enables us to monitor and appropriately improve the performance of our website and web applications. For this purpose, New Relic sets a session cookie that will be stored while you are browsing our site. For further information about data processing, see:

<https://newrelic.com/termsandconditions/services-notices>

You can withdraw your consent to the processing of your use data for the purpose of continual improvement of our website (website analytics, tracking) and our tracking for marketing purposes at any time by clicking the button in the lower left corner of our website (Cookie Settings).

- **RegFox**

We use RegFox, a product of Webconnex LLC, 455 Capitol Mall Suite 604, Sacramento, CA 95814, on various pages of our website. RegFox helps us to monitor whether visitors have registered successfully for an event or via a contact field, and whether these visitors returned to the site following their initial registration. Among other functions, this enables us to assess and continually improve the conversion rate of our site. For further information about data processing, see: <https://www.regfox.com/privacy-policy>

You can withdraw your consent to the processing of your use data for the purpose of continual improvement of our website (website analytics, tracking) and our tracking for marketing purposes at any time by clicking the button in the lower left corner of our website (Cookie Settings).

- **HubSpot**

This website uses HubSpot, a tool provided by HubSpot, Inc, HubSpot Ireland Limited. Hubspot sets various cookies from different categories on our website. In this case, HubSpot sets cookies to recognise visitors over longer periods. HubSpot also supports precise differentiation of legitimate users accessing the website from the same multi-user IP address. The cookie thus applies security settings on a "per client" basis.

We use this service for marketing, content management, web analytics and search engine optimisation. HubSpot mainly saves information about your browser type, your IP address, files viewed and the times at which you accessed our website.

Further information about data processing by HubSpot can be found here:

<https://legal.hubspot.com/de/privacy-policy> und <https://legal.hubspot.com/de/website-terms-of-use>

You can withdraw your consent to the processing of your use data for the purpose of continual improvement of our website (website analytics, tracking) and our tracking for marketing purposes at any time by clicking the button in the lower left corner of our website (Cookie Settings).

- **Drift**

Some pages of our website use Drift, a service provided by Drift.com, Inc., 222 Berkeley St, 7th Floor, Boston, MA 02116. Drift offers a chatbot functionality that can be actively used by users visiting pages of our website. Drift recognises returning visitors to our website, thereby offering us the opportunity of targeting our sales and marketing efforts. To do so, Drift saves users' IP addresses and sets cookies to identify the types of pages on our website which attracted users' interest. Wherever possible, Drift enhances information such as IP addresses by adding known further characteristics, such as the sector of industry.

Drift sets cookies to offer chat options at regular intervals without impairing your website experience. Further cookies allow Drift to memorise answers and information submitted by

you in order to give you increasingly accurate answers. For this purpose, Drift sets an anonymous identifier token – a cookie which assigns an ID to you that is then used to save the information provided. More detailed information about Drift is available at:

<https://gethelp.drift.com/hc/en-us/articles/360019665133-What-is-Drift-s-Cookie-Security-and-Privacy-Policy->

You can withdraw your consent to the processing of your use data for the purpose of continual improvement of our website (website analytics, tracking) and our tracking for marketing purposes at any time by clicking the button in the lower left corner of our website (Cookie Settings).

You are under no obligation, either legal or contractual, to accept cookies or other technologies and any disclosure of data associated therewith. Further information about the lifespans of cookies can be found in our [Cookie Notice](#).

[5. Further recipients of personal data](#)

Your personal data are passed on to law-enforcement authorities where this is necessary to clarify unlawful use of our services or for the purpose of asserting our legal rights. However, such a transfer will only take place if there is concrete evidence of illegal conduct or misuse. A transfer of personal data can also take place where this helps to enforce the terms and conditions of use or other agreements. We are also under legal obligation to provide information to certain public bodies on request. These include law-enforcement authorities, authorities prosecuting administrative offences punishable by a fine, and financial authorities.

[6. Security](#)

Personal data which you transfer through our website and the Internet are transferred in encrypted form. We use Transport Layer Security (TLS) encryption technology for this purpose. TLS technology encrypts and protects your personal data during transfer via our website and the Internet. Our website can include links to other websites. If you use such links you will be directed automatically to another website. We assume no liability for the data privacy regulations of such websites. For your own security, you should carefully read the data protection regulations of the websites concerned.

[7. Changes to this privacy statement](#)

The applicable version of this privacy statement can always be accessed at <https://www.tuvsud.com/en/privacy-statement> . This privacy statement only refers to tuvsud.com/.