

Data protection

General information

This privacy policy contains detailed information about what happens to your personal data when you visit our website www.the-review-guru.de.

Personal data is all data with which you can personally identify yourself.

When processing your data, we strictly adhere to legal regulations, in particular the General Data Protection Regulation ("GDPR"), and attach great importance to ensuring that your visit to our website is absolutely secure.

Responsible body

Responsible under data protection law for the collection and processing of personal data on this website is:

First name, last name: Eduardo R. Flöring Jr.

Street, house number: Ostlandstr. 53A **Postcode,**

City: 50859, Cologne **Country:** Germany

Email: [contact@the-](mailto:contact@the-review-guru.de)

review-guru.de **Tel.:** +49 15161 407444

§ 1

Web analysis tools and advertising

1.1 Google Analytics

Our website uses the web analysis service Google Analytics in version Google Analytics 4. The provider is Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable your use of our website to be analyzed. In Google Analytics, all data from devices located in the EU (based on geographical location according to IP address) is collected via domains and servers in the EU before the traffic is forwarded to Analytics servers for processing.

The legal basis for the processing of your data is the consent you gave via the cookie consent tool in accordance with Article 6 Paragraph 1 Sentence 1 Letter a) GDPR.

a) IP anonymization

With Google Analytics, the IP anonymization function on the website is automatic

activated. This means that your IP address will be shortened by Google within member states of the EU or in other contracting states to the Agreement on the European Economic Area before it is transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On our behalf, Google will use this information to evaluate your use of our website, to compile reports on website activity and to provide us with other services relating to website activity and internet usage. According to Google, IP addresses are not logged and stored in Google Analytics, but are only processed briefly for geolocation and then deleted immediately. The IP address transmitted by your browser as part of Google Analytics is not combined with other Google data.

b) Demographic characteristics in Google Analytics

Our website uses the “demographic characteristics” function of Google Analytics. This allows reports to be created that contain information about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google and third-party visitor data. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics - as shown in the section “Objection to data collection”.

c) Google Signals

In connection with this website, the Google Signals service is also used as an extension of Google Analytics. With Google Signals we can have Google create cross-device reports (so-called “cross device tracking”). If you have activated “personalized ads” in your settings in your Google account and linked your internet-enabled devices to your Google account, Google can monitor usage behavior when you give your consent to the use of Google Analytics in accordance with Art. 6 Para. 1 lit. a GDPR analyze across devices and create database models based on this.

The logins and device types of all website users who were logged into a Google account and carried out a conversion are taken into account.

The data shows, among other things, on which device you clicked on an ad for the first time and on which device the corresponding conversion took place. We do not receive any personal data from Google, but only statistics created on the basis of Google Signals. You have the option to deactivate the “personalized ads” function in the settings of your Google account and thus turn off cross-device analysis in connection with Google Signals. To do this, follow the instructions on this page: <https://support.google.com/ads/answer/2662922?hl=de>. Further information about Google Signals can be found at the following link: <https://support.google.com/analytics/answer/7532985?hl=de>.

d) Order processing

We have concluded an order processing contract with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

e) Storage period

User and event-level data stored by Google that is linked to cookies, user identifiers (e.g. User ID) or advertising IDs (e.g. DoubleClick cookies, Android advertising ID) will be deleted after 2 months. Details can be found at the following link: <https://support.google.com/analytics/answer/7667196?hl=de>.

f) Right of withdrawal

Many data processing operations are only possible with your express consent. If the processing of your data is based on your consent, you have the right to revoke your consent to the processing of data once given in accordance with Art. 7 Para. 3 GDPR at any time with future effect by accessing the cookie settings and there Change your selection. The revocation of consent does not affect the lawfulness of the processing carried out based on the consent before its revocation. Storage of data for billing and accounting purposes remains unaffected by a revocation.

You can find more information about how Google Analytics handles user data in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>.

Further information on data protection can be found in Google's privacy policy: <https://policies.google.com/privacy?hl=de&gl=de>

1.2 Google Ads and Google Conversion Tracking

Our website uses Google Ads (formerly Google AdWords). Google Ads is an online advertising program from Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

Google Ads enables us to use advertising materials on external websites to draw attention to our offers and to determine how successful individual advertising measures are. This helps us to show you advertising that is of interest to you, to make our website more interesting for you and to achieve a fair calculation of advertising costs.

As part of Google Ads, we use so-called conversion tracking. The advertising materials are delivered by Google via so-called "AdServers". For this purpose, we use so-called ad server cookies, through which certain parameters can be measured to measure success, such as display of ads or clicks by users. If you click on an ad placed by Google, a cookie is used for conversion tracking

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set. Cookies are small text files that the Internet browser stores on the user's computer. These cookies expire after 30 days and are not used to personally identify users. These cookies enable Google to recognize your web browser. If you visit certain pages of our website if the cookie has not yet expired, Google and we can recognize that you clicked on the specific ad and were redirected to this page.

Each Google Ads customer receives a different cookie. The cookies cannot therefore be tracked via the websites of Ads customers. The following information is usually stored for the cookie as analysis values: unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions), opt-out information (marking that the user no longer wants to be addressed). The information collected using the conversion cookie is used to create conversion statistics for Ads customers who have opted for conversion tracking. Ads customers learn the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, you will not receive any information that can be used to personally identify users. If you do not want to participate in tracking, you can object to this use by easily deactivating the Google Conversion Tracking cookie via your Internet browser under user settings. You will then not be included in the conversion tracking statistics.

The summary of the data collected in your Google account is based solely on your consent, which you can give or revoke at Google (Art. 6 Para. 1 lit. a GDPR). For data collection processes that are not merged in your Google account (e.g. because you do not have a Google account or have objected to the merger), the collection of data is based on Art. 6 Para. 1 lit. f GDPR. The legitimate interest arises from the fact that we have an interest in the anonymized analysis of visitors to our website for advertising purposes in order to optimize both our website and our advertising.

Further information and the data protection regulations can be found in Google's data protection declaration at: <https://policies.google.com/technologies/ads?hl=de>.

1.3 Google AdSense

Our website uses Google AdSense, a service for integrating advertisements from the provider Google.

Google AdSense uses so-called "cookies", ie text files that are stored on your computer and are used to display advertisements on our website that match our content and your interests. Google AdSense also uses so-called web beacons (invisible graphics). These web beacons allow information about visitor traffic on our pages to be statistically evaluated for online marketing.

The information generated by cookies and web beacons about your use of our website

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The website (including your IP address) and delivery of advertising formats are transmitted to a Google server in the USA and stored there. This information may be passed on to third parties by Google. However, Google will not combine your IP address with other data that Google may have stored about you.

If you have given your consent, personal data will be stored and processed on the basis of this consent in accordance with Article 6 (1) (a) GDPR. We also have a legitimate interest in accordance with Article 6 (1) (a) GDPR in analyzing user behavior in order to optimize both our website and our advertising.

The summary of the data collected in your Google account is based solely on your consent, which you can give or revoke at Google (Art. 6 Para. 1 lit. a GDPR).

You can prevent the installation of cookies by setting your browser software accordingly; However, we would like to point out that in this case you may not be able to fully use all of the functions of this website. By using this website, you agree to the processing of the data collected about you by Google in the manner and for the purpose described above.

1.4 WordPress Stats

Our website uses the WordPress Stats tool to statistically evaluate visitor access. WordPress Stats is a sub-function of the Jetpack plugin. The provider is Automattic Inc., 60 29th Street #343, San Francisco, CA 94110-4929, USA.

WordPress Stats uses cookies that are stored on your computer and allow the use of our website to be analyzed. The information generated by the cookie about your use of our online offering is stored on a server in the USA.

User profiles can be created from the processed data, which are only used for analysis and not for advertising purposes. Your IP address will be anonymized after processing and before storage.

“WordPress Stats” cookies remain on your device until you delete them. For more information, see Automattic's privacy policy: <https://automattic.com/privacy/> and Jetpack cookie notice: <https://jetpack.com/support/cookies/>.

The storage of “WordPress Stats” cookies and the use of this analysis tool are based on Art. 6 Para. 1 lit. f GDPR. We have a legitimate interest in the anonymized analysis of user behavior in order to optimize both our website and our advertising.

Social media

1.1 Google+ plugin

Our website uses social plugins from Google+ from the provider Google. The plugins can be recognized, for example, by buttons with the “+1” sign on a white or colored background. You can find an overview of the Google plugins and their appearance here:

<https://developers.google.com/+/plugins>

In order to increase the protection of your data when you visit our website, the Google+ plugins are not unrestricted, but are only integrated into the page using an HTML link (so-called “Shariff” solution from c’t). This integration ensures that when you access a page on our website that contains such plugins, no connection is established with Google's servers. Only when you click on the Google+ button will a new window in your browser open and access the Google website.

Information about the purpose and scope of data collection and the further processing and use of the data by Google as well as your related rights and setting options to protect your privacy can be found in Google's data protection declaration: [https://policies.google.com/privacy?hl= de](https://policies.google.com/privacy?hl=de).

1.2 Instagram plugin

Functions of the Instagram service are integrated into our pages. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA, (“Instagram”). The plugins are marked with an Instagram logo, for example in the form of an “Instagram camera”. You can find an overview of the Instagram plugins and their appearance here: <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>

In order to increase the protection of your data when you visit our website, the Instagram plugins are not unrestricted, but are only integrated into the page using an HTML link (so-called “Shariff” solution from c’t). This integration ensures that when you access a page on our website that contains such plugins, no connection is established to Instagram's servers. Only when you click on the Instagram button will a new window in your browser open and access the Instagram page.

Information about the purpose and scope of data collection and the further processing and use of the data by Instagram as well as your related rights and setting options to protect your privacy can be found in Instagram's data protection declaration at: [https://instagram.com/about/legal/privacy /](https://instagram.com/about/legal/privacy/).

Google Maps

Our website uses the Google Maps map service from Google via an API (Application Programming Interface).

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To ensure data protection on our website, Google Maps is deactivated when you enter our website for the first time. A direct connection to Google's servers is only established when you independently activate Google Maps (consent in accordance with Art. 6 Para. 1 lit. a GDPR). This prevents your data from being transmitted to Google when you first enter our website.

After activation, Google Maps will store your IP address. This is then usually transferred to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer after activating Google Maps.

You can find more information on how to handle user data in Google's privacy policy: <https://www.google.de/intl/de/policies/privacy/>.

contact form

If you contact us by email or via a contact form, the data transmitted, including your contact details, will be stored in order to be able to process your request or to be available to answer follow-up questions. This data will not be passed on without your consent.

The data entered into the contact form is processed exclusively on the basis of your consent (Art. 6 Para. 1 lit. a GDPR). You can revoke the consent you have already given at any time. An informal notification by email is sufficient to revoke your consent.

The legality of the data processing operations carried out up to the time of revocation remains unaffected by the revocation.

Data transmitted via the contact form will remain with us until you request us to delete it, revoke your consent to storage or there is no longer any need to store the data. Mandatory legal provisions - in particular retention periods - remain unaffected.

Data use and sharing

We will neither sell nor otherwise market the personal data that you provide to us, for example by email (e.g. your name and address or your email address). Your personal data will only be processed for correspondence with you and only for the purpose for which you provided the data to us. In order to process payments, we pass on your payment data to the credit institution responsible for the payment.

The use of data that is automatically collected when you visit our website is only for the purposes mentioned above. The data will not be used for any other purpose.

We assure you that we will not pass on your personal data to third parties

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unless we are legally obliged to do so or you have given us your prior consent.

SSL or TLS encryption

For security reasons and to protect the transmission of confidential content, such as inquiries that you send to us as the site operator, our website uses an SSL or.

TLS encryption. You can recognize an encrypted connection by the browser address line changing from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

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Storage period

Personal data that has been provided to us via our website will only be stored until the purpose for which it was entrusted to us has been fulfilled. If commercial and tax law retention periods must be observed, the storage period for certain data can be up to 10 years.

§ 3

Rights of those affected

With regard to the personal data concerning you, as the data subject,

Data processing in accordance with the legal provisions gives the following rights to the person responsible:

3.1 Right of withdrawal

Many data processing operations are only possible with your express consent.

If the processing of your data is based on your consent, you have the right to revoke your consent to the processing of data once given in accordance with Art. 7 Para. 3 GDPR at any time with effect for the future. The revocation of consent does not affect the lawfulness of the processing carried out based on the consent before its revocation. Storage of data for billing and accounting purposes remains unaffected by a revocation.

3.2 Right to information

In accordance with Art. 15 GDPR, you have the right to request confirmation from us as to whether we are processing personal data that concerns you. If such processing occurs, you have the right to information about your personal data processed by us, the purposes of processing, the categories of personal data processed, the recipients or categories of recipients to whom your data is disclosed

were or will be, the planned storage period or the criteria for determining the storage period, the existence of a right to correction, deletion, restriction of processing, objection to processing, complaint to a supervisory authority, the origin of your data if it is not processed by us were collected from you, the existence of automated decision-making including profiling and, if applicable, meaningful information about the logic involved and the scope and intended effects of such processing concerning you, as well as your right to be informed about the guarantees in accordance with Art. 46 GDPR when your data is forwarded Data exists in third countries.

3.3 Right to rectification

In accordance with Art. 16 GDPR, you have the right to request immediate correction of incorrect personal data concerning you and/or the completion of your incomplete data at any time.

3.4 Right to deletion

You have the right to request the deletion of your personal data in accordance with Art. 17 GDPR if one of the following reasons applies:

- a)** Your personal data is no longer necessary for the purposes for which it was collected or otherwise processed.
- b)** You revoke your consent on which the processing was based in accordance with Article 6 Paragraph 1 Letter a or Article 9 Paragraph 2 Letter a GDPR and there is no other legal basis for the processing.
- c)** You object to the processing in accordance with Art. 21 Para. 1 GDPR and there are no overriding legitimate reasons for the processing, or you object to the processing in accordance with Art. 21 Para. 2 GDPR.
- d)** The personal data was processed unlawfully.
- e)** The deletion of personal data is necessary to fulfill a legal obligation under Union law or the law of the Member State to which we are subject.
- f)** The personal data was collected in relation to information society services offered in accordance with Article 8 Para. 1 GDPR.

However, this right does not apply if the processing is necessary:

- a)** to exercise the right to freedom of expression and information;
- b)** to comply with a legal obligation that requires processing under the law of the Union or the Member State to which we are subject, or for

Performing a task that is in the public interest or in the exercise of official authority vested in us;

c) for reasons of public interest in the area of public health in accordance with Article 9 Paragraph 2 Letters h and i and Article 9 Paragraph 3 GDPR;

d) for archiving purposes in the public interest, scientific or historical research purposes or for statistical purposes in accordance with Art. 89 Para. 1 GDPR, to the extent that the rights of the data subject are likely to make the achievement of the objectives of this processing impossible or seriously impaired, or

e) to assert, exercise or defend legal claims.

If we have made your personal data public and we are obliged to delete it in accordance with the above, we will take appropriate measures, including technical measures, to inform those responsible for data processing who process the personal data, taking into account the available technology and the implementation costs that you as the data subject have requested the deletion of all links to your personal data or copies or replications of this personal data.

3.5 Right to restrict processing

You have the right to restrict processing (blocking) in accordance with Art. 18 GDPR. to request your personal data. You can contact us at any time at the address given in the legal notice. The right to restriction of processing exists in the following cases:

a) If you dispute the accuracy of your personal data stored by us, we generally need time to verify this. For the duration of the review, you have the right to request that the processing of your personal data be restricted.

b) If the processing of your personal data was/is occurring unlawfully, you can request that data processing be restricted instead of deletion.

c) If we no longer need your personal data, but you need it to exercise, defend or assert legal claims, you have the right to request that the processing of your personal data be restricted instead of deletion.

d) If you have lodged an objection in accordance with Article 21 Para. 1 GDPR, a balance must be made between your interests and ours. As long as it is not yet clear whose interests prevail, you have the right to request that the processing of your personal data be restricted.

If you have restricted the processing of your personal data, this data - apart from its storage - may only be used with your consent or to assert, exercise or defend legal claims or to protect the rights of another natural or legal person or for reasons of important public interest processed by the EU or a member state.

3.6 Right to information

If you have asserted the right to rectification, deletion or restriction of processing against us, we are obliged to inform all recipients to whom your personal data has been disclosed of this rectification or deletion of the data or restriction of processing, unless this proves to be the case as impossible or involves disproportionate effort. According to Art. 19 GDPR, you have the right to be informed about these recipients upon request.

3.7 Right not to be subject to a decision based solely on automated processing, including profiling

In accordance with Article 22 of the GDPR, you have the right not to be subject to a decision based solely on automated processing - including profiling - which has legal effects on you or similarly significantly affects you.

This does not apply if the decision

a) is necessary for the conclusion or performance of a contract between you and us,

b) under Union or Member State law to which the
The person responsible is subject to permissible and appropriate legal provisions
Measures to protect your rights and freedoms as well as your legitimate ones
interests contain or

c) takes place with your express consent.

However, the decisions in the cases mentioned in (a) to (c) may not be based on special categories of personal data according to Art. 9 Para. 1 GDPR, unless Art. 9 Para. 2 lit. a or lit. g applies and is appropriate Measures have been taken to protect your rights and freedoms as well as your legitimate interests.

In the cases mentioned in (a) and (c), we will take appropriate measures to protect your rights and freedoms as well as your legitimate interests, including at least the right to obtain human intervention on the part of the person responsible, to express one's own point of view and to appeal of the decision is heard.

3.8 Right to data portability

If the processing is based on your consent in accordance with Art , you have the right, in accordance with Art. 20 GDPR, to receive the personal data you have provided to us in a structured, common and machine-readable format and to pass it on to another person responsible

to transmit or to request transmission to another person responsible, insofar as this is the case is technically feasible.

3.9 Right to object

To the extent that we base the processing of your personal data on the balance of interests in accordance with Article 6 Paragraph 1 Letter f of the GDPR, you have the right to object to the processing of your personal data at any time for reasons arising from your particular situation; This also applies to profiling based on this provision. The respective legal basis on which processing is based can be found in this data protection declaration. If you object, we will no longer process your affected personal data unless we can demonstrate compelling legitimate grounds for the processing that outweigh your interests, rights and freedoms or the processing serves to assert, exercise or defend legal claims (Objection according to Art. 21 Para. 1 GDPR).

If your personal data is processed for the purpose of direct advertising, you have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising; This also applies to profiling insofar as it is connected to such direct advertising. If you object, your personal data will no longer be used for direct advertising purposes (objection according to Art. 21 Para. 2 GDPR).

In connection with the use of information society services - regardless of Directive 2002/58/EC - you have the opportunity to exercise your right to object using automated procedures that use technical specifications.

3.10 Right to lodge a complaint with the responsible supervisory authority in accordance with Art. 77 GDPR

In the event of violations of the GDPR, those affected have the right to lodge a complaint with a supervisory authority, in particular in the member state of their habitual residence, their place of work or the place of the alleged violation. The right to lodge a complaint exists without prejudice to any other administrative or judicial remedies.

The supervisory authority responsible for us is:

State Commissioner for Data Protection and Freedom of Information for North Rhine-Westphalia

PO Box 20 04 44
40102 Düsseldorf

Data protection

Kavalleriestraße 2-4
40213 Düsseldorf

Telephone: 02 11/384 24-0

Email: poststelle@ldi.nrw.de Internet:

<https://www.ldi.nrw.de>

Validity and changes to this data protection declaration

This data protection declaration is valid from April 18, 2024. We reserve the right to change this data protection declaration at any time in compliance with the applicable data protection regulations. This may be necessary, for example, to comply with new legal regulations or to take account of changes to our website or new services on our website. The version available at the time of your visit applies.

If this privacy policy changes, we intend to post changes to our privacy policy on this page so that you are fully informed about what personal data we collect, how we process it and under what circumstances it may be disclosed.