Privacy policy

Notes on data processing in connection with Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Ireland limited. If the data controller on this website is located outside the European Economic Area or Switzerland, Google Analytics data processing is carried out by Google LLC. Google LLC and Google Ireland Limited are hereinafter referred to as "Google". When using Google Analytics, the data processing is technically provided by Keep IT Kleer. In this respect, reference is hereby made to the data protection information of Keep IT Kleer. Keep IT Kleer (Keep IT Kleer, Langstraat 4 A , 5721 WZ Asten , The Netherlands) and the operator of this website are jointly responsible for the data processing in connection with Google Analytics on this website.

Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server and stored there.

Google Analytics is used exclusively with the extension "_anonymizeIp()" on this website. This extension ensures anonymization of the IP address by shortening it and excludes direct personal reference. Through the extension, the IP address is shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. The IP address transmitted by the corresponding browser within the scope of Google Analytics is not merged with other Google data.

On behalf of Keep IT Kleer and the site operator, Google will use the information collected for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to Keep IT Kleer and the site operator (Art. 6 para. 1 lit. f DSGVO). The legitimate interest in the data processing lies in the optimization of this website, the analysis of the use of the website and the adaptation of the content, which is made possible by the provision of the statistics functions of Keep IT Kleer. The interests of the users are sufficiently protected by the pseudonymization.

Google LLC. offers a guarantee based on the standard contractual clauses to maintain an adequate level of data protection. The data sent and linked to cookies, user IDs (e.g. user ID) or advertising IDs are automatically deleted after 50 months. The deletion of data whose retention period has been reached takes place automatically once a month.

The collection by Google Analytics can be prevented by the site visitor adjusting the cookie settings for this website. The collection and storage of the IP address and the data generated by cookies can also be revoked at any time with effect for the future. The corresponding browser plugin can be downloaded and installed at the following link: https://tools.google.com/dlpage/gaoptout.

The site visitor can prevent the collection by Google Analytics on this website by clicking on the following link. An opt-out cookie will be set, which prevents the future collection of data when visiting this website.

If link clicked: The site visitor has objected to the collection of data by Google Analytics on this website.
For more information about Google's terms of use and privacy policy, please see the Google Analytics Terms and Conditions or the Google Analytics Overview.

In accordance with the relevant legislation and the GDPR, Site Visitors have certain rights with respect to their personal data processed via this Google Analytics data processing. In particular, he has a right to information, correction, data portability or deletion of his data and a right to data portability. The site visitor also has the right to object to certain processing of his data. In order to exercise these data subject rights with regard to Google Analytics data processing on this site, a data subject(site visitor) may at any time contact Keep IT Kleer(Keep IT Kleer) or the site operator.