

## Privacy notices for all third-party services implemented on our websites

### 1. Privacy notice on the use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google") to track and analyze user activity. Google Analytics uses technologies such as cookies, web storage in the browser and tracking pixels that enable your use of the website to be analyzed. The following information may be collected in the process:

- Host name of the accessing computer (IP address)
- Browser type/version
- Operating system used
- Referrer URL (the previously visited page)
- Click path
- Date and time of the server request
- Location data
- Purchase activities

Your data may be linked by Google with other data, such as your search history, your personal accounts, your usage data from other devices and all other data that Google has about you. The data generated by Google Analytics is stored for 14 months. After that, all data is automatically deleted. We have also added the code "anonymizeIP" to Google Analytics on this website.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available [here](#).

The storage of and access to information in the end user's terminal equipment is carried out in accordance with Section 25 (1) TDDDGD. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You give your corresponding consent via the Consent Banner.

For more information on how Google Analytics handles user data, please see Google's privacy policy available [here](#). If you want to learn more about how Google processes personal data, please check the [Google's Privacy & Terms site](#).

## **2. Privacy notice on the use of Google Tag Manager**

This website uses the Google Tag Manager of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). Google Tag Manager allows for managing website tags (like JavaScript and HTML) through an interface to support tracking and analytics to enhance demand-oriented design and optimization of our website. The Google Tag Manager only implements tags. This means that no cookies are used and no personal data is collected. The Google Tag Manager triggers other tags, which in turn may collect data. However, the Google Tag Manager does not access this data. If a deactivation has been made at domain or cookie level, it remains in place for all tracking tags, insofar as these are implemented with the Google Tag Manager.

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For more information about Google Tag Manager, please visit the product's terms of use [here](#).

## **3. Privacy notice on the use of Doubleclick.net by Google (Google Ads Conversion-Tracking)**

This website uses the online marketing tool DoubleClick by Google and the associated conversion tracking. This is an analysis service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, California 94043, USA ("Google").

DoubleClick uses cookies to serve ads that are relevant to users, to improve campaign performance reports, or to prevent a user from seeing the same ads more than once. Via a cookie ID, Google records which ads are displayed in which browser and can thus prevent them from being displayed more than once. In addition, Double Click can use cookie IDs to record so-called conversions that are related to ad requests. This is the case, for example, when a user sees a DoubleClick ad and later views the advertiser's website with the same browser and buys something there. According to Google, DoubleClick cookies do not contain any personal data.

Due to the marketing tools used, your browser automatically establishes a direct connection with the Google server. We have no influence on the scope and further use of the data collected by Google through the use of this tool and therefore inform you according to our state of knowledge:

Through the integration of DoubleClick, Google receives the information that you have viewed up the corresponding part of our website or clicked on an ad from us. If you are registered with a Google service, Google can assign the visit to your account. Even if you are not registered with

Google or have not logged in, there is the possibility that the provider learns your IP address and stores it. The information obtained with the help of the DoubleClick cookie is used to create conversion statistics. Thereby, we learn the total number of users who clicked on one of our ads and were redirected to a page tagged with a conversion tracking tag. However, we do not receive any information that can be used to identify users personally.

In addition, the DoubleClick Floodlight cookies used allow us to understand whether you take certain actions on our website after you have accessed or clicked on one of our display/video ads on Google or on another platform via DoubleClick (conversion tracking). DoubleClick uses this cookie to understand the content you have interacted with on our websites in order to later send you targeted advertising.

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You can find more information about DoubleClick by Google [here](#).

#### **4. Privacy notice on the use of Google Audiences**

We also use Google Audiences ("GA Audiences") of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google") to collect and store data, and create pseudonymized user profiles. This allows targeted ads to be shown to previous visitors on other sites within the Google Partner Network. The service uses cookies on various devices and may analyze data across devices. It accesses Google Analytics cookies that are stored on your computer and other mobile devices (e.g. smartphones, tablets, etc.) and may transmit user data (like IP addresses and activity) to Google servers, which can be shared with third parties if legally required or for processing.

The storage of and access to information in the end user's terminal equipment is carried out in accordance with Section 25 (1) TDDDG. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You give your corresponding consent via the Consent Banner.

For more information on the privacy of your use of GA Audiences, please check their policy requirements [here](#).

#### **5. Privacy notice on the use of Google Dynamic Remarketing**

We use the remarketing or "similar audiences" function of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google") on our website. This application analyzes visitor behavior and interests using Google cookies, enabling interest-based advertising. It

tracks website visits and anonymized usage data without storing personal information. As a result, users may see relevant ads on other websites within the Google Display Network based on their previous activity.

The storage of and access to information in the end user's terminal equipment is carried out in accordance with Section 25 (1) TDDDG. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You give your corresponding consent via the Consent Banner.

You can find more information about Google Remarketing and the associated privacy policy [here](#).

## **6. Privacy notice on the use of LinkedIn Analytics and LinkedIn Ads**

We use on this website "LinkedIn Analytics" as well as "LinkedIn Ads", services of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA. ("LinkedIn"). We use LinkedIn Analytics and LinkedIn Ads to analyze user behavior on our website to continuously improve individual functions and offers as well as the user experience. This involves the use of cookies stored in your browser, which help us evaluate website usage and optimize our content and features.

LinkedIn Analytics supports our marketing and optimization efforts by providing insights into user interactions, enabling continuous improvement. LinkedIn Ads allows us to deliver personalized ads on LinkedIn and generate anonymous reports on ad performance and website engagement. This is facilitated by the LinkedIn Insight tag, which connects to LinkedIn servers when you visit our site while logged into your LinkedIn account.

We use LinkedIn Ads to serve personalized ads on LinkedIn to visitors of this website. Furthermore, the possibility arises to create anonymous reports on the performance of the ads as well as information on website interaction. For this purpose, the LinkedIn Insight tag is embedded on this website, which establishes a connection to the LinkedIn server if you visit this website and are logged into your LinkedIn account at the same time. The LinkedIn Insight Tag sets a cookie in the user's browser.

LinkedIn anonymizes the generated data within 7 days. It deletes the data again within 90 days. Therefore, we do not receive any personal data from LinkedIn. We only receive aggregated reports about the demographics of our target audience and the performance of our ads.

You can disable cookies by clearing existing ones and adjusting your browser settings, though this may limit website functionality. LinkedIn members can manage ad-related data use in their account settings. To opt out of LinkedIn tracking on our site, click [here](#).

The storage of and access to information in the end user's terminal equipment is carried out in accordance with Section 25 (1) TDDDG. The legal basis for the further processing of your

personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You give your corresponding consent via the Consent Banner.

## **7. Privacy notice on the use of Youtube**

We have integrated YouTube videos into our online offer, which are stored on <http://www.YouTube.com> and can be played directly from our website. The operator of the pages is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. Our website integrates YouTube videos using a method called "framing," where content is displayed within a browser window but only loads when you actively click on a video. This integration uses YouTube's "expanded data protection mode", which prevents cookies from being stored on your device until you interact with the video.

When you visit a page with an embedded YouTube video, your browser connects to YouTube's servers, transmitting data such as your IP address, browser type, operating system, and the specific page visited. This data generally cannot be linked to you personally unless you're logged into a Google service (e.g., YouTube or Google+).

Once you play a video, YouTube may set cookies that do not contain personally identifiable information—unless you are logged into a Google account. You can block these cookies through your browser settings or with extensions.

If you're logged into YouTube, your viewing behavior can be linked to your personal profile. To prevent this, simply log out of your YouTube account before visiting our site. The storage of and access to information in the end user's terminal equipment is carried out in accordance with Section 25 (1) TDDDG. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You give your corresponding consent via the Consent Banner.

For more information on the handling of user data, please see YouTube's [privacy policy](#).

## **8. Privacy notice on the use of Hotjar**

Our website uses Hotjar, an analytics software provided by Hotjar Ltd. ("Hotjar"), 3 Lyons Range, 20 Bisazza Street, Sliema SLM 1640, Malta, Europe.

We use Hotjar to analyze how users interact with our website, including clicks, mouse movements, and scrolling behavior. The data collected via a tracking code and cookies is transmitted to Hotjar's servers in Ireland, where it is stored and processed. This includes information such as the anonymized IP address of your device, screen size, device type, browser details, your country of access, and the preferred language for displaying our website. In addition, our server logs data such as the referring domain, pages visited, country, preferred language, and the date and time of access.

Hotjar uses this information to evaluate website usage, generate reports, and provide related services to help improve user experience. It may also work with third-party providers like Google Analytics, which may store additional data sent by your browser, including cookies and IP requests. For more details on how Google Analytics handles this data, please refer to its privacy policy.

The storage of and access to information in the end user's terminal equipment is carried out in accordance with Section 25 (1) TDDDG. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You give your corresponding consent via the Consent Banner.

You can find more information about privacy [here](#).

### **9. Privacy notice on the use of the live chat "Qualified"**

We use for live chat and as a chatbot the service of Qualified.com, Inc, 140 New Montgomery, 2100A, San Francisco, CA 94105 USA ("Qualified") in order to process user requests faster and more efficiently. Qualified enables us and our visitors to conduct a live chat via a chat widget. Qualified uses, among other things, cookies and IP addresses to provide the service and to collect information about our users' behavior on the website and about their end devices. Your data transmitted in the live chat is stored on servers of Qualified.com, Inc in the USA. We store and process your personal data, such as contact information, so that we can respond to inquiries and answer aborted chats by e-mail.

The storage of and access to information in the end user's terminal equipment is carried out in accordance with Section 25 (1) TDDDG. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You give your corresponding consent via the Consent Banner and by sending us messages through the chatbot.

The privacy policy of Qualified can be found [here](#).

### **10. Privacy notice for the use of HubSpot**

Our websites use various services of the company HubSpot for different purposes of our online marketing activities, for example for analysis and communication purposes. HubSpot Inc. is a software company located at 25 First Street, 2nd Floor, Cambridge, MA 02141, USA. We use HubSpot as an all-in-one platform to manage various aspects of our online marketing, including email campaigns, social media publishing, reporting, contact management, landing pages, website analytics, web hosting, and contact forms.

HubSpot uses cookies and web beacons to analyze how you interact with our website. When you engage with features like contact forms, event registrations, or whitepaper downloads, your activity is linked to your cookie. This allows us to better understand your behavior—such as

pages viewed, form submissions, and downloads—and to personalize both your website experience and our external communications, including the delivery of digital resources via email. An overview of all cookies that are set by HubSpot can be found [here](#).

The storage and access of information on your device are carried out in accordance with Section 25 (1) TDDDG. Further processing of your personal data is based either on your informed consent under Art. 6 (1) (a) GDPR, provided via our Consent Banner, or—where applicable—on our legitimate interest under Art. 6 (1) (f) GDPR. This interest lies in improving the effectiveness of our marketing efforts, services, and event experiences.

HubSpot processes personal data solely on our behalf and only as necessary to provide its services. We have signed a Data Processing Agreement (DPA) and the European Commission’s Standard Contractual Clauses with HubSpot to ensure that data is handled in compliance with our instructions and European data protection standards. For more details on HubSpot’s data protection practices, click [here](#).

## **11. Privacy notice on the use of Oktopost**

To publish social media posts and analyze their reach and engagement, we use a service provided by Oktopost Technologies Inc., Zeev Jabotinsky St 5, 5th Floor, Ramat Gan, Israel.

Oktopost collects data on interactions with our posts—such as shares, likes, comments, and mentions—and identifies whether users have engaged with our content. This information is analyzed to generate anonymous reports on the performance of our social media activity. Data is initially stored pseudonymously and later anonymized.

Information gathered through cookies and goal tracking technologies may be transferred to and stored on Oktopost servers in the USA or other third countries. You can opt out of data collection by adjusting your browser settings to block cookies.

The storage and access of data on your device complies with Section 25 (1) TDDDG. Further processing of your personal data is based on your informed consent under Art. 6 (1) (a) GDPR, which you provide via our Consent Banner.

For more information on data processing by Oktopost, please visit Oktopost's [website](#).

## **12. Privacy notice on the use of Fullstory**

This website uses Fullstory, a SaaS analytics software provided by Fullstory, Inc., (1745 Peachtree St NW, Suite G, Atlanta, Georgia 30309, USA; “Fullstory”). We use FullStory’s session replay and analytics to better understand how users interact with our website and to enhance the overall user experience.

Data such as usage patterns (e.g. clicks, scrolling, IP address), technical details (browser, device type, operating system), navigation behavior (referrers, page views, session duration), and limited personal information (e.g. user UUID, language preferences, job title, company name) may be collected and transferred outside the European Economic Area (EEA) and the UK. FullStory processes this data on our behalf, based on a Data Processing Agreement (DPA) and the European Commission's Standard Contractual Clauses, ensuring the data is handled according to our instructions and EU data protection standards.

The storage and access of data on your device is governed by Section 25 (1) TDDDG. Further processing of personal data is based on your informed consent in accordance with Art. 6 (1) (a) GDPR, granted via our Consent Banner.

You can opt out of FullStory analytics [here](#) or disable cookies in your browser settings. Please note that doing so may limit some website functionality. For more details, refer to FullStory's privacy policy [here](#).

### **13. Privacy notice on the use of Salesforce**

We use the CRM system of salesforce.com Germany GmbH, Erika-Mann-Str. 31, 80636 Munich, Germany, a subsidiary of salesforce.com, Inc., the Landmark at One Market, Suite 300, San Francisco, CA 94105, USA ("Salesforce"), in connection to the use of Hubspot, to process personal data related to website visitors, prospects, customers and partners (name, contact information, company, job title, and other information) to collect information for sales and marketing purposes, to make communications with website visitors, prospects, customers and partners relevant and to understand the performance of our marketing campaigns.

The legal basis for the further processing of your personal data is our legitimate interest pursuant to Art. 6 (1) lit. f GDPR. Our legitimate interest in using this online platform is to improve the quality and availability of our marketing campaigns, service and events experience. For this purpose, we have concluded a Data Processing Agreement (DPA) with Salesforce. Therefore, the information about you will be processed according to our instructions. We have agreed to the European Commission's Standard Contractual Clauses with Salesforce in connection with this.

### **14. Privacy notice on the use of 6Sense**

We use 6Sense Insights, a ABM Software provided by 6Sense Insights, Inc, 450 Mission Street, Suite 201, San Francisco, CA 94105, USA to optimize our relationship with potential customers by assessing customer and prospect landscape. 6sense collects personal data from various sources. When data is collected through the commercetools website, it is processed based on



your voluntary and informed consent in accordance with Art. 6 (1) (a) GDPR, as given via our Consent Banner. The storage and access of data on your device is governed by Section 25 (1) TDDDG. Personal data obtained from other internal or external sources, such as your name, email, or job title, may be processed based on our legitimate interest under Art. 6 (1) (f) GDPR. If you wish to object to this processing under Art. 21 GDPR, you can do so by emailing [privacy@commercetools.com](mailto:privacy@commercetools.com) or contacting us through the channels provided in this privacy policy. Upon receiving your objection, your contact information will be deleted and no longer used for these purposes.

We have signed a Data Processing Agreement (DPA) with 6sense Insights, ensuring that your data is processed according to our instructions. Since some of your data may be transferred to the U.S., we have also agreed to the European Commission's Standard Contractual Clauses with 6sense to ensure compliance with EU data protection standards.

More information about 6Sense Insights' data security and privacy policies can be found [here](#).

## **15. Privacy notice on the use of Okta**

We offer product and service training through our learning platform at <https://learn.commercetools.com>. To access this training, you must first register and create an account. The legal basis for processing your personal data is primarily the fulfillment of contractual obligations related to the provision of our services or offers, and, where applicable, our legitimate interests.

Your account details, including your user profile, contact information, and authentication credentials, are transferred to and processed by our service provider, Okta, Inc. (100 First Street, San Francisco, California 94105, USA), which manages the login process.

Okta also provides a "Single Sign-On" (SSO) feature, allowing you to use one login across multiple commercetools accounts. If you have more than one registered account with us, Okta will merge them, so you won't need to log in separately for each.

## **16. Privacy notice on the use of Bizzabo**

We utilize Bizzabo Inc., located at 31 W 27th St 10th Floor, New York, NY 10001, as a third-party service on our websites, including but not limited to *modern-commerce-day.com* and *elevate.commercetools.com*, for event registration and the hosting of online events.

Our legitimate interest in employing this platform is to enhance the quality and accessibility of our services and event experiences. Bizzabo processes personal data solely on our behalf and only to the extent required to deliver their services. This platform may use cookies. For

comprehensive details regarding Bizzabo's privacy practices, please refer to their [privacy policy](#) and their [cookie preferences](#).