

Data protection at affilinet

Comments on data protection and the use of cookies

The security of personal data such as names, addresses, phone numbers or email addresses is important to us. We operate affilinet in compliance with the requirements of German federal data protection laws (Bundesdatenschutzgesetz BDSG), the German Telemedia Act (Telemediengesetz TMG) and all other relevant data protection regulations. Below we set out which information we may collect and what we do with it.

1. Personal data from programme operators and partners

Programme operators or partners registered with us have agreed to the storage and use of certain personal data with their registration.

Personal data is generally used to answer enquiries, to process orders or to give the registered person access to specific information or offers. For the relationship management of existing customers it may also be necessary

- for us to store and process personal data to be better able to respond to the wishes of programme operators or partners or to further improve our services.
- that we (or a third party on our behalf) use this data to inform about affilinet offers which benefit the programme operator's or partner's business, or to perform online surveys through which we can better meet the requirements of our programme operators and partners.

If personal data given to us is not to be used for any purpose other than that for which it was transferred– specifically for direct marketing or market research– we respect this. Personal data is neither sold to third parties nor otherwise marketed.

2. Information collected automatically when visiting affilinet

Information is collected automatically when www.affilinet.net is accessed (so not via a registration), for example which Internet browser and operating system are being used, the domain name of the website from which a visitor came, the number of visits, average dwell time and pages accessed). We use this information to determine and optimise the attractiveness and content of affilinet. For our own safety and that of our customers we also store the IP address from visitors of our website. This is deleted after a maximum period of 6 months.

3. Google Analytics

This website uses Google Analytics, a Google Inc. ("Google") web analysis service. Google Analytics uses so-called cookies, text files which are stored on your computer and which permit analysis of your use of the website. Information on your use of this website compiled by the cookie (including your IP address in anonymous form) is transmitted to a Google server in the USA and stored there. Google will use this information to analyse your use of the website to compile reports about website activity for the website operators and to provide further services associated with website and Internet use. Google may also pass on this information to third parties insofar as this is legally prescribed or insofar as

third parties process this data on behalf of Google. Google will not connect your IP address with other data which Google has collected about you under any circumstances. You can prevent the cookies from being installed with the appropriate browser software setting; however, we must point out that in this case you may not be able to use all the functionality of this website. By using this website you give your assent to the processing of data collected about you by Google in the previously described manner and form and for the aforementioned purpose.

You can object to the collection and use of your IP address by Google Analytics at any time with effect for the future. Further information on this can be found at <http://tools.google.com/dlpage/gaoptout?hl=de>. We would like to point out that Google Analytics has been extended with the code "gat._anonymizeIp();" to guarantee the anonymous recording of IP addresses.

4. affilinet tracking cookies – information which is stored automatically on a computer

To correctly record sales and/or leads, affilinet places a cookie on the customer's (visitor's) computer. This cookie is placed by the partners.webmaster-plan.com or banners.webmasterplan.com domain.

This cookie complies with the respective data protection regulations. Cookies used by affilinet are accepted by the Internet browser's standard settings. If you do not wish these cookies to be stored, please deactivate cookie acceptance from the respective domains in your Internet browser.

affilinet tracking cookies store no personal data but just the ID of the intermediary partner and also the reference number of the advertising clicked on by the visitor (banner, text link, etc.). The partner ID serves to assign the commission to be paid to the intermediary following conclusion of a transaction.

5. Children and adolescents

Children and adolescents should not transmit any personal data without their parents' or guardian's permission. affilinet urges all parents and guardians to instruct their children in the secure and responsible use of personal data in the Internet. In any case, affilinet will not knowingly collect personal data from children or disclose it to third parties in any way without authorisation.

6. Data security

We have taken technical and organisational security measures to protect your personal data against loss, destruction, forgery, manipulation and unauthorised access or disclosure. All our staff and all persons involved in data processing have been obligated to comply with the Federal Data Protection Act and other relevant data protection legislation and to treat personal data in confidence.

7. Changes to our data protection requirements

We reserve the right to change our security and data protection measures insofar as this becomes necessary due to technical developments or legal changes. In such cases, we will also adapt our instructions on data protection accordingly. Please therefore always ensure that you have the current version of our data protection declaration.

8. Links

This data protection declaration does not extend to external links which are offered as part of our Internet pages and which you may use.

We have no influence on the compliance of other providers with data protection and security requirements.

9. Right of access to data

You can request information on the data we have stored about you at any time. If necessary, send an email to dataprotection@sedo.com.

10. Right to object

Furthermore, you can revoke your agreement to the collection, processing and use of your personal data and also the production of pseudonym use profiles by us for the future. If necessary, please send an email to dataprotection@sedo.com.

11. Questions, suggestions, complaints

If you have any questions about our information on data protection or the processing of your personal data you can contact our data protection representative, Stephanie Guiard, directly at: Sedo Holding AG (Address: Im Mediapark 6 B, 50670 Cologne; Phone: 0221 34030 571; email: dataprotection@sedo.com). She is also available to deal with requests for information, suggestions or in case of complaints.