

Foreword

We are Germans, we live in Germany, we run this project in Germany, and hence we are bound to German law. Consequently, the legally binding version of our Data Privacy is in German (see below).

Nevertheless, we provide you with this **non-binding** English version to make sure that we are all on the same page.

Thank you very much for being a Beyond the Whiteboard reader.

Elmar & Martin Karlowitsch

Privacy Policy

1) Introduction and Contact Information of the Controller

1.1 We are pleased that you are visiting our website and thank you for your interest. Below, we inform you about how we handle your personal data when using our website. Personal data is any data that can personally identify you.

1.2 The controller responsible for data processing on this website within the meaning of the General Data Protection Regulation (GDPR) is Martin Karlowitsch, Franz-Wallraff-Straße 54, 52078 Aachen, Germany, Tel.: +491709135546, Email: martin.karlowitsch@gmail.com. The controller responsible for processing personal data is the natural or legal person who, alone or jointly with others, determines the purposes and means of processing personal data.

2) Data Collection When Visiting Our Website

2.1 When using our website for informational purposes only, that is, if you do not register or otherwise provide us with information, we only collect data that your browser transmits to the page server (so-called "server log files"). When you access our website, we collect the following data that is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the time of access
- Amount of data sent in bytes
- Source/referrer from which you reached the page
- Browser used
- Operating system used
- IP address used (if applicable: in anonymized form)

The processing is carried out in accordance with Art. 6 Para. 1 lit. f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data is not shared or used for any other purpose. However, we reserve the right to subsequently review the server log files if there are concrete indications of unlawful use.

2.2 This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (such as orders or inquiries to the controller). You can recognize an encrypted connection by the character string "https://" and the lock symbol in your browser bar.

3) Hosting & Content Delivery Network

For hosting our website and displaying page content, we use a provider that performs its services itself or through selected subcontractors exclusively on servers within the European Union.

All data collected on our website is processed on these servers.

We have concluded a data processing agreement with the provider that ensures the protection of the data of our site visitors and prohibits unauthorized disclosure to third parties.

4) Cookies

To make visiting our website attractive and to enable the use of certain functions, we use cookies, which are small text files that are stored on your device. Some of these cookies are automatically deleted after you close the browser (so-called "session cookies"), while others remain on your device longer and enable the storage of page settings (so-called "persistent cookies"). In the latter case, you can see the storage duration in the overview of your web browser's cookie settings.

If personal data is also processed by individual cookies we use, the processing is carried out in accordance with Art. 6 Para. 1 lit. b GDPR either to perform the contract, in accordance with Art. 6 Para. 1 lit. a GDPR in the case of granted consent, or in accordance with Art. 6 Para. 1 lit. f GDPR to protect our legitimate interests in the best

possible functionality of the website and a customer-friendly and effective design of the site visit.

You can configure your browser so that you are informed about the setting of cookies and can decide individually about their acceptance or exclude the acceptance of cookies for certain cases or in general.

Please note that if cookies are not accepted, the functionality of our website may be limited.

5) Contact

5.1 Calendly

For providing an online appointment booking function, we use the services of the following provider: Calendly, LLC, BB&T Tower, 271 17th St NW, Atlanta, GA 30363, USA

For the purpose of scheduling appointments, first and last name as well as email address (and, if applicable, phone number if a phone appointment is desired) are collected in accordance with Art. 6 Para. 1 lit. b GDPR and transmitted to the provider and stored there for appointment organization in accordance with Art. 6 Para. 1 lit. f GDPR on the basis of our legitimate interest in effective customer management and efficient appointment administration.

After the appointment takes place or after the agreed appointment period expires, your data will be deleted by the provider.

We have concluded a data processing agreement with the provider that ensures the protection of the data of our site visitors and prohibits unauthorized disclosure to third parties.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which ensures compliance with the European data protection level based on an adequacy decision by the European Commission.

5.2 Microsoft Bookings

For providing an online appointment booking function, we use the services of the following provider: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA

For the purpose of scheduling appointments, first and last name as well as email address (and, if applicable, phone number if a phone appointment is desired) are collected in accordance with Art. 6 Para. 1 lit. b GDPR and transmitted to the provider and stored there for appointment organization in accordance with Art. 6 Para. 1 lit. f

GDPR on the basis of our legitimate interest in effective customer management and efficient appointment administration.

After the appointment takes place or after the agreed appointment period expires, your data will be deleted by the provider.

We have concluded a data processing agreement with the provider that ensures the protection of the data of our site visitors and prohibits unauthorized disclosure to third parties.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which ensures compliance with the European data protection level based on an adequacy decision by the European Commission.

5.3 General Contact

When you contact us (for example, via contact form or email), personal data is collected. Which data is collected when using a contact form is evident from the respective contact form. This data is stored and used exclusively for the purpose of responding to your request or for contacting you and the associated technical administration.

The legal basis for processing this data is our legitimate interest in responding to your request in accordance with Art. 6 Para. 1 lit. f GDPR. If your contact is aimed at concluding a contract, an additional legal basis for processing is Art. 6 Para. 1 lit. b GDPR. Your data will be deleted after your request has been fully processed. This is the case when it can be determined from the circumstances that the matter in question has been conclusively resolved and provided there are no statutory retention obligations to the contrary.

6) Use of Customer Data for Direct Marketing

6.1 Registration for Our Email Newsletter

If you register for our email newsletter, we regularly send you information about our offers. The only mandatory information for sending the newsletter is your email address. Providing additional data is voluntary and is used to address you personally. To send the newsletter, we use the so-called double opt-in procedure. This means that we will only send you an email newsletter after you have expressly confirmed that you consent to receiving the newsletter. We will then send you a confirmation email asking you to confirm by clicking on a corresponding link that you want to receive the newsletter in the future.

By activating the confirmation link, you give us your consent to use your personal data in accordance with Art. 6 Para. 1 lit. a GDPR. When you register for the newsletter, we store your IP address entered by your Internet Service Provider (ISP) as well as the

date and time of registration in order to be able to trace any possible misuse of your email address at a later time. The data we collect when you register for the newsletter is used exclusively for the purpose of promotional outreach via the newsletter. You can unsubscribe from the newsletter at any time via the link provided in the newsletter or by sending a corresponding message to the controller mentioned at the beginning. After successful unsubscription, your email address will be immediately deleted from our newsletter distribution list, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

6.2 MailerLite

Our email newsletters are sent via this provider: UAB "MailerLite", J. Basanavičiaus 15, LT-03108 Vilnius, Lithuania

Based on our legitimate interest in effective and user-friendly newsletter marketing, we pass on your data provided during newsletter registration to this provider in accordance with Art. 6 Para. 1 lit. f GDPR so that it can send the newsletter on our behalf.

Subject to your express consent in accordance with Art. 6 Para. 1 lit. a GDPR, the provider also conducts a statistical success evaluation of newsletter campaigns using web beacons or tracking pixels in the sent emails, which can measure opening rates and specific interactions with the newsletter content. Device information (such as time of access, IP address, browser type and operating system) is also collected and evaluated, but not merged with other data sets.

You can revoke your consent to newsletter tracking at any time with effect for the future.

We have concluded a data processing agreement with the provider that protects the data of our site visitors and prohibits disclosure to third parties.

7) Web Analytics Services

7.1 Google Analytics 4

This website uses Google Analytics 4, a web analytics service of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), which enables an analysis of your use of our website.

By default, when you visit the website, Google Analytics 4 sets cookies, which are stored as small text blocks on your device and collect certain information. The scope of this information also includes your IP address, which is, however, shortened by Google by the last digits to exclude direct personal identification.

The information is transmitted to Google servers and processed there. Transmissions to Google LLC with headquarters in the USA are also possible.

Google uses the information collected on our behalf to evaluate your use of the website, compile reports on website activities for us, and provide other services related to website use and internet use. The shortened IP address transmitted by your browser within the framework of Google Analytics is not merged with other data from Google. The data collected within the framework of using Google Analytics 4 is stored for a period of two months and then deleted.

All processing described above, in particular the setting of cookies on the device used, only takes place if you have given us your express consent in accordance with Art. 6 Para. 1 lit. a GDPR.

Without your consent, Google Analytics 4 will not be used during your site visit. You can revoke your granted consent at any time with effect for the future. To exercise your right of revocation, please deactivate this service via the "Cookie Consent Tool" provided on the website.

We have concluded a data processing agreement with Google that ensures the protection of the data of our site visitors and prohibits unauthorized disclosure to third parties.

Further legal information about Google Analytics 4 can be found at <https://business.safety.google/intl/de/privacy/>, <https://policies.google.com/privacy?hl=de&gl=de> and at <https://policies.google.com/technologies/partner-sites>

Demographic Features

Google Analytics 4 uses the special function "demographic features" and can create statistics that make statements about the age, gender and interests of site visitors. This is done by analyzing advertising and information from third-party providers. This allows target groups to be identified for marketing activities. However, the data collected cannot be assigned to a specific person and is deleted after storage for a period of two months.

Google Signals

As an extension to Google Analytics 4, Google Signals can be used on this website to create cross-device reports. If you have enabled personalized ads and linked your devices to your Google account, Google can, subject to your consent to use Google Analytics in accordance with Art. 6 Para. 1 lit. a GDPR, analyze your usage behavior across devices and create database models, including for cross-device conversions. We do not receive personal data from Google, only statistics. If you want to stop cross-device analysis, you can deactivate the "Personalized Advertising" function in your

Google account settings. 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>

User IDs

As an extension to Google Analytics 4, the "User IDs" function can be used on this website. If you have consented to the use of Google Analytics 4 in accordance with Art. 6 Para. 1 lit. a GDPR, have set up an account on this website and log in to this account on different devices, your activities, including conversions, can be analyzed across devices.

Collection of User-Provided Data

To improve analysis results for users whose contact information we have received as part of business or business-like relationships, we use the "Collection of User-Provided Data" function.

Subject to your express consent in accordance with Art. 6 Para. 1 lit. a GDPR, as part of this function we transmit one or more files with customer data aggregated to your person (primarily email address and phone number) electronically to Google. Google does not receive access to plain data, but automatically encrypts the information in the customer files during the transmission process using a special algorithm. The encrypted information can then only be used by Google to assign it to existing Google accounts that the data subjects have set up.

The processing serves to refine measurement data, improves cross-device user traceability and enables the integration of analysis results into advertising personalization and conversion tracking functions of Google Ads.

You can revoke your consent to us at any time with effect for the future. Further information on Google's data protection measures regarding the transmission of customer data can be found here: https://support.google.com/google-ads/answer/6334160?hl=de&ref_topic=10550182

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which ensures compliance with the European data protection level based on an adequacy decision by the European Commission.

7.2 Google Tag Manager

This website uses the "Google Tag Manager," a service of the following provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: "Google").

Google Tag Manager provides a technical basis for bundling various web applications, including tracking and analysis services, and for calibrating, controlling and linking them to conditions via a uniform user interface. Google Tag Manager itself does not store information on user devices or read it. The service also does not perform independent data analysis. However, when a page is accessed via Google Tag Manager, your IP address is transmitted to Google and may be stored there. Transmission to Google LLC servers in the USA is also possible.

This processing is only carried out if you have given us your express consent in accordance with Art. 6 Para. 1 lit. a GDPR. Without this consent, Google Tag Manager will not be used during your site visit. You can revoke your granted consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the "Cookie Consent Tool" provided on the website.

We have concluded a data processing agreement with the provider that ensures the protection of the data of our site visitors and prohibits unauthorized disclosure to third parties.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which ensures compliance with the European data protection level based on an adequacy decision by the European Commission.

Further legal information about Google Tag Manager can be found at <https://business.safety.google/intl/de/privacy/> and <https://policies.google.com/privacy?hl=de&gl=de>

8) Page Functionalities

8.1 YouTube

This website uses plugins to display and play videos from the following provider: Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data may also be transmitted to: Google LLC, USA

When you access a page of our website that contains such a plugin, your browser establishes a direct connection to the provider's servers at the latest when the video is played to load the content. Certain information, including your IP address, is transmitted to the provider.

If playback of embedded videos is started via the plugin, the provider also uses cookies to collect information about user behavior, create playback statistics and prevent abusive behavior.

If you are logged into a user account with the provider during your site visit, your data will be directly assigned to your account when you click on a video. If you do not want the assignment to your account, you must log out before pressing the play button.

All aforementioned processing, in particular the setting of cookies for reading information on the device used, only takes place if you have given us your express consent in accordance with Art. 6 Para. 1 lit. a GDPR. You can revoke the granted consent at any time with effect for the future by deactivating this service via the "Cookie Consent Tool" provided on the website.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which ensures compliance with the European data protection level based on an adequacy decision by the European Commission.

8.2 hCaptcha

On this website, we use the CAPTCHA service of the following provider: Intuition Machines, Inc., 350 Alabama St, San Francisco, CA 94110, USA

The service checks whether an input is made by a natural person or abusively through machine and automated processing, and blocks spam, DDoS attacks and similar automated harmful access. To ensure that an action is performed by a human and not by an automated bot, the provider collects the IP address of the device used, detection data of the browser and operating system type used, as well as the date and duration of the visit and transmits this to the provider's servers for evaluation.

The legal basis is our legitimate interest in determining individual responsibility on the internet and avoiding abuse and spam in accordance with Art. 6 Para. 1 lit. f GDPR.

We have concluded a data processing agreement with the provider that ensures the protection of the data of our site visitors and prohibits unauthorized disclosure to third parties.

For the transmission of data to the USA, the provider relies on standard contractual clauses of the European Commission, which are intended to ensure compliance with the European data protection level.

9) Tools and Other

Cookie Consent Tool

This website uses a so-called "Cookie Consent Tool" to obtain effective user consent for cookies requiring consent and cookie-based applications. The "Cookie Consent Tool" is displayed to users when accessing the page in the form of an interactive user interface, on which consent for certain cookies and/or cookie-based applications can be granted by checking boxes. By using the tool, all cookies/services requiring consent

are only loaded if the respective user grants corresponding consent by checking boxes. This ensures that such cookies are only set on the user's device if consent has been granted.

The tool sets technically necessary cookies to store your cookie preferences. Personal user data is generally not processed in this context.

If, in individual cases, personal data (such as the IP address) is processed for the purpose of storing, assigning or logging cookie settings, this is done in accordance with Art. 6 Para. 1 lit. f GDPR on the basis of our legitimate interest in legally compliant, user-specific and user-friendly consent management for cookies and thus in a legally compliant design of our website.

A further legal basis for processing is Art. 6 Para. 1 lit. c GDPR. As the controller, we are subject to the legal obligation to make the use of technically non-necessary cookies dependent on the respective user consent.

Where necessary, we have concluded a data processing agreement with the provider that ensures the protection of the data of our site visitors and prohibits unauthorized disclosure to third parties.

Further information about the operator and the setting options of the Cookie Consent Tool can be found directly in the corresponding user interface on our website.

10) Rights of the Data Subject

10.1 Applicable data protection law grants you the following data subject rights (rights of access and intervention) vis-à-vis the controller with regard to the processing of your personal data, whereby reference is made to the stated legal basis for the respective exercise requirements:

- Right of access in accordance with Art. 15 GDPR
- Right to rectification in accordance with Art. 16 GDPR
- Right to erasure in accordance with Art. 17 GDPR
- Right to restriction of processing in accordance with Art. 18 GDPR
- Right to notification in accordance with Art. 19 GDPR
- Right to data portability in accordance with Art. 20 GDPR
- Right to revoke granted consent in accordance with Art. 7 Para. 3 GDPR
- Right to lodge a complaint in accordance with Art. 77 GDPR

10.2 RIGHT TO OBJECT

IF WE PROCESS YOUR PERSONAL DATA ON THE BASIS OF A BALANCING OF INTERESTS DUE TO OUR OVERRIDING LEGITIMATE INTEREST, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THIS PROCESSING WITH EFFECT FOR THE FUTURE FOR REASONS ARISING FROM YOUR PARTICULAR SITUATION.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL END THE PROCESSING OF THE DATA CONCERNED. HOWEVER, FURTHER PROCESSING REMAINS RESERVED IF WE CAN DEMONSTRATE COMPELLING LEGITIMATE GROUNDS FOR THE PROCESSING THAT OVERRIDE YOUR INTERESTS, RIGHTS AND FREEDOMS, OR IF THE PROCESSING SERVES THE ASSERTION, EXERCISE OR DEFENSE OF LEGAL CLAIMS.

IF YOUR PERSONAL DATA IS PROCESSED BY US FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF PERSONAL DATA CONCERNING YOU FOR THE PURPOSE OF SUCH MARKETING. YOU CAN EXERCISE THE OBJECTION AS DESCRIBED ABOVE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL END THE PROCESSING OF THE DATA CONCERNED FOR DIRECT MARKETING PURPOSES.

11) Duration of Storage of Personal Data

The duration of storage of personal data is based on the respective legal basis, the processing purpose and – if applicable – additionally on the respective statutory retention period (e.g., commercial and tax retention periods).

When processing personal data on the basis of express consent in accordance with Art. 6 Para. 1 lit. a GDPR, the data concerned is stored until you revoke your consent.

If there are statutory retention periods for data processed in the context of legal or legal-like obligations on the basis of Art. 6 Para. 1 lit. b GDPR, this data is routinely deleted after the retention periods expire, provided it is no longer required for contract fulfillment or contract initiation and/or we have no legitimate interest in further storage.

When processing personal data on the basis of Art. 6 Para. 1 lit. f GDPR, this data is stored until you exercise your right to object in accordance with Art. 21 Para. 1 GDPR, unless we can demonstrate compelling legitimate grounds for processing that override your interests, rights and freedoms, or the processing serves the assertion, exercise or defense of legal claims.

When processing personal data for the purpose of direct marketing on the basis of Art. 6 Para. 1 lit. f GDPR, this data is stored until you exercise your right to object in accordance with Art. 21 Para. 2 GDPR.

Unless otherwise stated in the other information in this declaration about specific processing situations, stored personal data will otherwise be deleted when it is no longer necessary for the purposes for which it was collected or otherwise processed