

# Cookie Policy

In the event of any conflict between the English and German versions of this Cookie Policy, the German version shall prevail.

This Cookie Policy sets out our policy with respect to information we collect about you on our website, applications or other services by using cookies or related technologies. First, we explain this technology in a general manner (A.), second, how we use this technology (B.) and, finally, we provide you with an overview of the services we use specifically (C.). Please also consult our Privacy Statement, which describes the collection, use, disclosure, transmission and storage of personal information collected about users and/or visitors to our website.

## A. WHAT ARE COOKIES AND RELATED TECHNOLOGIES?

A cookie is a small text file placed on your computer or device by your internet browser when you access and/or use a website. This cookie (text file) can later be read by our web server or third parties.

Cookies are used, among other things, to identify your browser. They also enable us to recognize you as the same user who has previously visited our website. At the same time, cookies allow us to connect your use of our website with other information about you, such as your visitor information for the website (see the Privacy Statement).

Cookies can be "essential cookies" or "tracking cookies".

**Essential cookies:** These cookies enable basic functions and are necessary for the proper functioning of the services.

**Tracking Cookies:** These cookies can be marketing cookies or external media cookies. Marketing cookies are used by third parties or publishers to display personalized advertisements by following visitors across web pages.

Content from video platforms and social media platforms are blocked by default. If cookies from external media, so-called external media cookies, are accepted, access to this content no longer requires manual consent.

## B. FOR WHAT DO WE USE COOKIES AND RELATED TECHNOLOGIES?

We use cookies (or related technologies) to improve the efficiency of your use of the website and our services.

We use different categories of cookies and related technologies, which are briefly explained here:

### 1. **Essential Cookies (absolutely necessary)**

These cookies are necessary for the functioning of the website and cannot be disabled in our systems. Usually, these cookies are only set to respond to actions you take, such as setting your privacy preferences or logging in or filling out forms.

You can adjust your browser so that it blocks these cookies and informs you about their installation attempt. Please note, however, that if you block them, some parts of the website will no longer function or will not function properly.

**2. Performance cookies (tracking cookies)**

Performance cookies collect information about the way a website is used, for example which pages you as a visitor visit the most, and whether you receive error messages from a page. The information collected is aggregated and anonymous. These cookies are only used to improve the performance of a website and therefore the user experience.

**3. Targeting cookies (tracking cookies)**

These cookies may be set by our advertising partners on our website and may be used by the advertising partners to profile your interests and show you relevant ads on other websites.

If you block these cookies, you will not receive targeted advertising anymore.

**4. How can I manage these technologies?**

With this cookie policy, we want to inform you that you have the possibility to block certain types of cookies. The cookie privacy settings can be managed in your browser. You can prevent the installation of cookies by means of the appropriate settings. However, we would like to point out that if you block certain cookies, you may not be able to use all of the content of this website to its full extent.

You can also use the following link to manage the cookies currently used by us ([www.business.scoutsss.com/cookies-settings](http://www.business.scoutsss.com/cookies-settings)).

## C. THE SERVICES SPECIFICALLY USED BY US

**1. Services provided by Google**

- a. Google Analytics
- b. Google Tag Manager
- c. Google AdWords
- d. YouTube

**2. Services interacting with external social networks and platforms**

- a. Facebook
- b. Instagram
- c. LinkedIn
- d. Pinterest
- e. Twitter
- f. XING
- g. Vimeo
- h. Intercom
- i. Hubspot

**3. Scoutsss Cookies**

## **1. Services provided by Google**

### **a. Google Analytics**

In short: Google cookie for the analysis of web pages. This cookie generates statistical data on the use of the website by visitors.

In detail: Google Analytics is a web analysis service operated by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter "Google"). Google Analytics uses cookies, *i.e.*, text files, which are stored on your computer and enable the analysis of your use of the website. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to servers of Google in the United States and stored there. Google uses this information to evaluate your use of the website, to create reports on website activities on behalf of the website operators (Scoutsss) and to provide other services in connection with the use of the website and the Internet. Google may also disclose this information to third parties if required to do so by law, or if such third parties process the information on Google's behalf. Google does not link your IP address with other data stored by Google.

Place of processing: USA - please also consult the relevant data protection regulations.

The Google Analytics cookies have a validity period of two (2) years.

You can find more information and Google's current privacy policy at <https://www.google.de/intl/de/policies/privacy/> and <http://www.google.com/analytics/terms/de.html>. In more detail, Google Analytics is explained under this link [https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/).

### **b. Google Tag Manager**

In short: Google cookie to control extended scripting and event handling.

In detail: We have integrated Google Tag Manager on our website. Google Tag Manager is a tool which allows you to manage and use marketing tags (code snippets or tracking pixels) on a website (or mobile app) without requiring you to change the code. The tool triggers other tags, which in turn may collect data.

You can opt-out of having your information collected by Google Tag Manager by clicking on the following link (Link see [www.scoutsss.com/en/cookie-policy/](http://www.scoutsss.com/en/cookie-policy/)). An opt-out cookie is set to prevent the collection of your information on future visits to this website.

The operating company of the Google Tag Manager services is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Place of processing: USA - please also consult the relevant data protection regulations.

The Google Tag Manager cookies have a validity period of two (2) years.

You can find more information and Google's current privacy policy at <https://www.google.de/intl/de/policies/privacy/>.

**c. Google AdWords**

In short: Google's online advertising service, which allows advertisers to display ads in Google's search results as well as its advertising network.

In detail: We have integrated Google AdWords on our website. Google AdWords is an online advertising service that allows advertisers to display ads in Google's search results as well as its advertising network.

The operating company of the Google AdWords services is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

The purpose of Google AdWords is to advertise our website by displaying ads relevant to your interests on websites of third parties, in Google's search results and by displaying third-party advertising on our website.

If you reach our website via a Google ad, Google will create a cookie which is valid for 30 days and serves to track the pages visited and accessed.

The information generated by the cookie regarding your use (including your IP address) is transferred to a Google server in the United States and stored there. With this information, both, we and Google, can track if and when you have reached our website via an AdWords ad.

Place of processing: USA - please also consult the relevant data protection regulations.

You can find more information and Google's current privacy policy at <https://www.google.de/intl/de/policies/privacy/>.

You have the opportunity to object to interest-based advertising by Google. To do so, you must go to [www.google.de/settings/ads](http://www.google.de/settings/ads) with every internet browser you use and make the desired settings.

**d. YouTube**

In short: This cookie is used to unlock YouTube content and store preferences and other information.

In detail: This cookie is used to unlock YouTube content. We have integrated components from YouTube on our website. We use YouTube to store and display video content. The cookies are set by YouTube to track usage of the YouTube services. The YouTube cookies are only installed when you press play.

YouTube is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC, is a subsidiary of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Among other things, the YouTube cookies store preferences and other information, in particular, the preferred language, how many search results should be displayed on the page and whether or not Google's SafeSearch filter is enabled.

The YouTube cookies have a validity period of six (6) months.

You can find the privacy policy published by YouTube at <https://www.google.de/intl/de/policies/privacy/>. Their policy will inform you about the collection, processing and use of personal data by YouTube and Google.

## **2. Services interacting with external social networks and platforms**

Our website uses third party systems and features. These enable you to interact directly with social networks or other external platforms, for example, by integrating plug-ins from the relevant social networks.

If you have a user account with these third parties (*e.g.*, the corresponding social networks), these third parties may also be able to evaluate your use of our website under certain circumstances (*e.g.*, if you are simultaneously logged into such a network). In doing so, additional personal data such as IP address, personal browser settings and other parameters may be transmitted to these third parties and stored there.

We have no control over the use of this personal data by third parties and accept no responsibility or liability.

Below, you will find a list of the third-party systems or functions we use.

### **a. Facebook**

Facebook is a social network in which users can create a virtual profile about themselves and network with other users.

In short: This cookie is used to unlock Facebook content. Furthermore, Facebook uses this cookie to collect information about user behavior and user interests on our website.

In detail: This cookie is used to unlock Facebook content. Facebook also uses this cookie to collect information about your user behavior and interests on our website. This user behavior includes, for example, whether you have visited this website before or which sub-page you have opened. Facebook may possibly have the option of linking this information to your Facebook profile. Facebook receives this data regardless of whether you interact with the Facebook plug-in or not.

The operating company of the Facebook services is Facebook, Inc. 1 Hacker Way, Menlo Park, CA 94025, USA.

For privacy matters outside of the USA and Canada, Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland is responsible.

The Facebook cookies have a validity period of one (1) year.

You can find more information and the applicable Facebook privacy policy at <https://www.facebook.com/about/privacy>.

**b. Instagram**

Instagram is an audiovisual platform where users can share their photos and videos. Instagram also offers its users the possibility to share such data on other social networks.

In short: This cookie is used to unlock Instagram content. Instagram also uses this cookie to collect information about user behavior and interests on our website.

In detail: This cookie is used to unlock Instagram content. Instagram also uses this cookie to collect information about your user behavior on our website. This information includes, for example, whether you have visited this website before or which sub-page you have opened. Instagram may possibly have the option of linking this information to your Instagram profile. Instagram receives this data regardless of whether you interact with the Instagram plug-in or not.

The operating company of the Instagram services is Facebook, Inc. 1 Hacker Way, Menlo Park, CA 94025, USA.

For Instagram's privacy matters outside the USA and Canada for the Services, the competent authority is Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Instagram cookies have a validity period of one (1) year.

You can find more information and Instagram's current privacy policy at <https://www.instagram.com/about/legal/privacy/>.

**c. LinkedIn**

LinkedIn is a web-based social network for cultivating existing business contacts and making new ones.

In short: We use the functions and advertising of the LinkedIn network. This cookie collects information about your passive behavior, even if you do not interact with a "Share on LinkedIn" button. Once you interact with the "Share on LinkedIn" button, the collected data about your user behavior is transferred to LinkedIn.

In detail: LinkedIn does not collect or use any personal information generated by passive behavior on our website through the "Share on LinkedIn" button. Passive behavior data is collected when you do not interact with a LinkedIn "Share on LinkedIn" button, but simply visit our website, which includes LinkedIn's "Share on LinkedIn" button. As soon as you interact with the "Share on LinkedIn" button (*e.g.*, share a news article on LinkedIn), the collected data about your "active behavior" is transferred to LinkedIn.

The operating company of LinkedIn is LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA.

For data protection matters in the EU, EEA and Switzerland, LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland is responsible.

The LinkedIn cookies have a validity period of one (1) year.

You can find the current LinkedIn privacy policy at <https://www.linkedin.com/legal/privacy-policy>.

**d. Pinterest**

Pinterest is an online pinboard for graphics and photographs that you can design according to your own interests.

In short: This cookie collects information on preferences and information about web behavior in general. The cookie is also used to display personalized content.

In detail: Pinterest uses various types of cookies and collects information about your preferences (*e.g.*, language preferences) and your behavior in general (such as how you responded to an advertisement). Pinterest also uses cookies to show you personalized content.

The operating company of Pinterest is Pinterest Inc. at 651 Brannan Street, San Francisco, CA 94107, USA.

The Pinterest cookies have a validity period of fifteen (15) months.

You can find the privacy policy published by Pinterest at <https://about.pinterest.com/privacy-policy>. The privacy policy provides information on the collection, processing and use of personal data by Pinterest.

**e. Twitter**

Twitter is a micro-blogging service and enables registered users to spread telegram-like short messages, so-called "tweets".

In short: This cookie is used to unlock Twitter content. Furthermore, Twitter can receive various information about you and your web behaviour.

In detail: We use the cookie to unlock Twitter content. Through the integrated components of Twitter on our website, Twitter may receive information, such as the website you visit, your IP address, browser type, operating system and cookie information. If you want to learn more about the information Twitter uses, please consult Twitter's privacy policy at <https://twitter.com/en/privacy>.

The operating company of Twitter is Twitter, Inc. 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

The Twitter cookies have a validity period of one (1) year.

For data protection matters outside of the USA, the Twitter International Company, Attn: Data Protection Officer, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 IRELAND is responsible.

**f. XING**

XING is a social network where members primarily manage their professional contacts.

In short: This cookie is used to establish a connection to XING.

In detail: The "XING Share Button" is used on our website. When you access this website, your browser will establish a short-term connection to XING servers, which will be used to perform the "XING Share Button" functions (in particular, the calculation/display of the counter value). XING does not store any of your personal data when accessing this website. In particular, XING does not store any IP addresses. Also, there is no evaluation of your usage behavior regarding the use of cookies in connection with the "XING Share Button". Only when you click on the "XING Share Button" will you be redirected to the XING website.

The operating company of XING is XING SE, Dammtorstrasse 30, 20354 Hamburg, Germany.

You can find the current data protection information for the "XING Share Button" and additional information at [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection).

XING cookies have a validity period of one (1) year.

You can find the current data protection regulations of XING at <https://privacy.xing.com/de/datenschutzerklaerung>.

**g. Vimeo**

In short: This cookie is used to unlock Vimeo content and to store preferences and other information. It establishes a connection to Vimeo servers and exchanges information.

In detail: We use the provider Vimeo for the integration of videos. On some of our websites, we use the plug-ins from Vimeo. When you access a page with such a plug-in, a connection to the Vimeo servers will be established. Information, such as which page you visited, will be transmitted to the Vimeo server. If you are a registered Vimeo member, Vimeo will assign this information to your personal user account. When you use the Vimeo plug-in, for instance, when you click on the start button of a video, this information is also connected with your user account. You can prevent this linking of information by logging out of your Vimeo user account before using our site and deleting the corresponding cookies from Vimeo.

The operating company of the Vimeo services is Vimeo, LLC with headquarters at 555 West 18th Street, New York, New York 10011, USA.

The Vimeo cookies have a validity period of two (2) years.

You can find more information and the applicable Vimeo privacy policy at <https://vimeo.com/privacy>.

**h. Intercom**

In short: This cookie allows the recognition of your current browser session to continue any existing chats.

In detail: Intercom is a messaging platform for sales representatives, marketing staff and support teams. We use Intercom to connect with you via chatbots, in-app messages, email and other Intercom services. Intercom uses cookies on your computer which allow Intercom to recognize you and your current browser session in order to continue an existing chat.

The operating company of the Intercom services is Intercom, Inc., 55 Second Street, Suite 400, San Francisco, CA 94105, USA.

The Intercom cookies have a validity period of two (2) years.

You can find further information and the applicable data protection regulations of Intercom at <https://www.intercom.com/terms-and-policies>.

#### **i. Hubspot**

In short, this cookie enables us to monitor the use of our website.

In detail: We use Hubspot, a marketing automation software, on our website. Hubspot helps us to analyze how our website is used. For example, your activities from the use of a form integrated from Hubspot will be associated with a cookie on our website. This allows us to analyze your website usage in more detail (*e.g.*, pages visited, date of visits, forms filled out, documents downloaded). This helps us to better tailor the user experience on the website and external communication to your needs.

The operating company of Hubspot's services is Hubspot Inc, 25 First Street, 2nd Floor Cambridge, MA 02141, USA.

Hubspot cookies have a validity period of two (2) years.

You can find more information and Hubspot's current privacy policy at <https://legal.hubspot.com/privacy-policy>.

### **3. Scoutsss Cookies**

#### **Scoutsss «token»**

In short: This cookie allows to recognize the current user.

In detail: This cookie allows to recognize the current user.

Scoutsss AG, Sternmattstrasse 3, 6005 Luzern, Switzerland

The Scoutsss cookies have a validity period of two (2) years.

You can find further information and the applicable data protection regulations of Scoutsss at <https://scoutsss.com/en/privacy-statement/>.

These cookie guidelines were last updated on 09 June 2020.