

## Data Protection Declaration

of the Profi Partner GmbH Company (operator of Linguarum.co.uk)  
(last updated in January 2019)



We are pleased by your visit to our Internet site [www.linguarum.co.uk](http://www.linguarum.co.uk) and your interest in our company. The protection of your personal data is an important concern to us. Because personal data enjoy special legal protection, we shall collect them only in the scope which is required for the supplying of our Internet site and the rendering of our services. In the following, we describe which personal information we collect during your visit to our Internet site and how we use them. This privacy policy applies regardless of the domains, systems, platforms and devices (e.g. desktop or mobile) on which the online offer is executed.

Our data protection practices are implemented in accordance with the statutory directives—particularly those of the Bundesdatenschutzgesetz [German Data Protection Act] (BDSG), the Telemediengesetz [German Telemedia Act] (TMG) and the EU General Data Protection Regulation (GDPR). We shall collect, process and store your personal data exclusively insofar as this is required for the functional supplying of this Internet site as well as of our content and the rendering of our services as well as for the processing of inquiries and, where applicable, for the implementation of orders / contractual agreements—however, this shall be respectively done only if a justified interest exists in accordance with Art. 6 Para. 1 Clause 1 lit. f GDPR or any other permission in this regard has been obtained. Only if you have specially issued your consent in advance shall your data also be used for more extensive purposes which have been precisely specified in the approval, e.g. for the sending of advertising information.

### 1. Responsible Party in accordance with Art. 4 Para. 7 GDPR

The responsible party in accordance with the GDPR and other national data protection laws of the member countries as well as other provisions under data protection law shall be:

Profi Partner GmbH  
Rupert-Mayer-Straße 44  
81379 München  
Germany

Contact Details:

E-Mail: [info@linguarum.co.uk](mailto:info@linguarum.co.uk)

Tel: +44 20 3139 9070

### 2. Name and Contact Details of the Data Protection Officer

Mr. Gabor Weißkopf (English speaking)

+49 (0) 151 / 7551 697 4

[weisskopf@linguarum.de](mailto:weisskopf@linguarum.de)

### 3. Defined terms for the purpose of this data protection declaration

#### 3.1. Personal data

Personal data is any information about a specific or definable natural person. Within the meaning of Art. 4 No 1 GDPR „personal data“ means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person; hereinafter referred to as “data”.

#### 3.2. Affected persons (so-called „Data subjects“)

The affected groups of persons include our business partners, users and customers as well as interested parties, other visitors to our online offering, employees and applicants.

#### 3.3. Data processing

In the meaning of Art. 4 No 2 GDPR ‘processing’ means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

### 4. Encryption

For security reasons and in order to protect the transmission of personal data and other confidential content, we utilise an SSL and/or a TLS encryption method on our website. You can recognize this in the browser line based upon the string of characters “https://” and the lock symbol.

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### 5. Supplying of the Website

**5.1.** Whenever you visit our website, we shall process the following personal data which your browser transmits to our server:

- (1) Information about the browser type and version used
- (2) The operating system of the retrieval device
- (3) The IP address of the retrieval device
- (4) Date and time of access
- (5) Websites and resources (images, files, other page content) that were accessed on our website.
- (6) Websites from which the user's system came to our website (Referrer-Tracking)

#### 5.2. Duration of the Storage

The deletion of the aforementioned technical data shall be undertaken as soon as they are no longer needed in order to ensure the compatibility of the Internet site for all visitors, but nonetheless by no later than three months after the accessing of our Internet site.

#### 5.3. Legal Basis for the Processing of Personal Data

Art. 6 Para. 1 lit. f GDPR (entitled interest). Our entitled interest exists in ensuring the attainment of the purpose depicted below.

#### 5.4. Purpose of the Data Processing

The processing shall be undertaken in order to preserve the compatibility of our Internet site for as many visitors as possible and in order to prevent misuse and eliminate disruptions. In this regard, it is necessary to log the technical data of the retrieving computer in order to respond as early as possible to display errors, attacks made against our IT systems and/or defects in the functionality of our Internet site. In addition, the data enables us to optimize the website and for the general safeguarding of the security of our information technology systems.

### 6. Special Functions of Our Internet Site

#### 6.1. Online Quotebox

You can contact us using our online price calculator and receive a non-binding quote for your translation project. To do this, you will be asked to enter data such as name, e-mail address, telephone number and optionally the company name in addition to information on the translation project. It is also possible to upload your document to our server to have our word calculator determine the number of words. This privacy policy includes the data entered directly into the input mask as well as the data uploaded to the server. The legal basis for processing of data is Art. 6 Para. 1 lit. b) GDPR.

After the comprehensive handling of your inquiry, your data shall be restricted for the additional processing and shall be deleted after the lapsing of the statutory retention timeframes insofar as you have not expressly approved that we may continue to use your data. Moreover, any additional usage of your data by us shall be possible if this is permitted by law.

#### 6.2. E-Mail Contact

If you contact us (e.g. via E-Mail), the data which you provide shall be processed by us in order to answer your questions. The supplying of personal data shall neither be prescribed by law nor contractually and shall not be required for the conclusion of a contractual agreement. However, if you do not provide these data, we cannot answer your questions-

The legal basis for processing of data is Art. 6 Para. 1 lit. b) GDPR

After the comprehensive handling of your inquiry, your data shall be restricted for the additional processing and shall be deleted after the lapsing of the statutory retention timeframes insofar as you have not expressly approved that we may continue to use your data. Moreover, any additional usage of your data by us shall be possible if this is permitted by law.

### 7. Newsletter

For the dispatch of the newsletter we use the so-called double opt-in procedure, i.e. we will only send you a newsletter by e-mail if you have expressly confirmed to us beforehand that we should activate the newsletter service. We will then send you a notification email and ask you to confirm that you wish to receive our newsletter by clicking on a link contained in this email. When you register for our newsletter, we store your IP address and the date of registration. This storage serves solely as proof in the event that a third party misuses your e-mail address to register you to receive the newsletter without your knowledge or authorization. If you do not wish to receive any more newsletters from us at a later date, you can cancel this at any time without incurring any costs other than the forwarding costs according to the basic tariffs.

### 8. Cookies

**8.1.** During the usage of our website, cookies shall be stored on your computer. Cookies are small text files which are stored on your hard disk and categorized to your browser and which are used in order to send certain information to the party which places the cookie. Cookies can run no programmes on or transmit no viruses to your computer.

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They serve merely to enable the usage of certain functions on our website, to conduct market research and to design the Internet site overall to be user-friendlier, more effective and more attractive.

- 8.2.** The legal basis for the processing shall be either Art. 6 Para. 1 lit. b GDPR or, in accordance with Art. 6 Para. 1 lit. f GDPR, the safeguarding of our rightful interest—which is also prevailing in any balancing of interests—in the best possible functionality and stability as well as the user-friendly design of our website and the optimized displaying of our website.
- 8.3.** In this regard, for our website, we use so-called transient and persistent cookies whose scope and functionality are discussed in detail in the following:  
*Transient cookies* shall be automatically deleted whenever you close the browser. They shall include particularly the session cookies. They store a so-called session ID which can be used to categorize various inquiries from your browser to the joint session. Thus, your browser can be recognized if you, for example, visit various subpages of our website. The session cookies shall be deleted whenever you log out or close the browser.  
*Persistent cookies* shall remain on your device so that your browser can be recognized whenever you return to our website after a prior visit. Persistent cookies shall be automatically deleted after a prescribed timeframe which can vary based upon the respective cookie.
- 8.4.** You can review the storage timeframe of the individual cookies in the overview in your browser's security settings. Moreover, you can adjust the settings on your browser there so that you can be notified of the placement of cookies and can decide respectively in the individual case whether you would like to accept a cookie or not. Furthermore, you can generally block the acceptance of cookies for certain cases. In addition, you can, at any time, delete the cookies via your browser's security settings. However, this can have the consequence that you will not be able to use all functions of our website.
- 8.5.** In the following, we provide you with links for typical browsers which you can click on in order to find more extensive information on managing cookie settings:
- Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben...>
  - Chrome: <http://support.google.com/chrome/bin/answer.py?hl=...>
  - Internet Explorer / Edge: <http://windows.microsoft.com/de-DE/windows-vista/B>
  - Safari: [https://support.apple.com/kb/ph21411?locale=de\\_DE](https://support.apple.com/kb/ph21411?locale=de_DE)
  - Opera: <http://help.opera.com/Windows/10.20/de/cookies.htm>



## 9. Statistical Analysis of the Visits to This Internet Site – Google Analytics

- 9.1.** This website uses Google Analytics, a web analysis service from Google LLC (Google). Google Analytics uses so-called "cookies"—text files which are stored on your computer and which enable an analysis of your usage of the website. By our mandate, Google shall use this information in order to evaluate your usage of the website, in order to draft reports regarding the website activities and in order to render additional services associated with the usage of the website and the Internet to us. Via the statistics obtained, we can improve our website as well as our offerings and design the website to be more interesting to you as the user.
- 9.2.** As a rule, the information generated by the cookies regarding your usage of this website shall be transmitted to a Google server in the USA and stored there. In the case that IP anonymization is activated on this website, your IP address shall nonetheless be shortened beforehand by Google within the member countries of the European Union or in other contracting states to the European Economic Area Convention. Only in exceptional cases shall the entire IP address be transmitted to a Google server in the USA and shortened there. For the exceptional cases in which personal data are transmitted to the USA, Google shall be obliged to comply with the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. You can view a current certificate by clicking on this link: <https://www.privacyshield.gov/list>
- 9.3.** This website uses Google Analytics with the add-on "\_anonymizelp()". Thus, IP addresses shall continue to be processed in shortened form whereby any personal inferences can thus be prevented. However, insofar as a personal reference is created via the personal data collected about you, this personal reference shall thus be immediately blocked and the personal data shall thus also be promptly deleted.
- 9.4.** The IP address transmitted by your browser for Google Analytics shall not be commingled with other data by Google.
- 9.5.** This website also uses Google Analytics for a cross-device analysis of visitor flows which is implemented via a user ID (Google Universal Analytics).
- 9.6.** You can prevent the storage of cookies by Google by correspondingly adjusting the settings on your browser software; however, we wish to point out that, in this case, you may not be able to comprehensively use all functions of this website. Moreover, you can prevent the collection of the data (including your IP address) generated via the cookie and referring to your usage of the website from being sent to Google as well as the processing of these data by Google by downloading and installing the browser plug-in that is available by clicking on the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>

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**9.7.** The legal basis shall be, in accordance with Art. 6 Para. 1 lit. f GDPR, the safeguarding of our rightful interest—which is also prevailing in any balancing of interests—in an optimized displaying and marketing of our website.

**9.8.** Information about the third-party provider:  
Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA  
User Terms and Conditions: <http://www.google.com/analytics/terms/de.html>  
Data Protection Declaration: <http://www.google.de/intl/de/policies/privacy>  
Data Protection Overview: <http://www.google.com/intl/de/analytics/learn/priv>

### **10. Use of Re/marketing Tools**

#### **Google Googleadservices / Google AdWords Conversion**

**10.1.** On the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR) we use the marketing and remarketing services (abbreviated "Google Marketing Services") of Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, ("Google").

**10.2.** Google is certified under the [Privacy Shield Agreement](#) and thereby offers a guarantee to comply with European data protection law.

**10.3.** The Google marketing services allow us to target ads for and on our site in order to present users only with ads that potentially match their interests. For example, if a user sees ads for products he has been interested in on other websites, this is referred to as "remarketing". For these purposes, when our and other websites on which Google marketing services are active are accessed, Google directly executes a code from Google and so-called (re)marketing tags are integrated into the website. With their help, an individual cookie is stored on the user's device (comparable technologies can also be used instead of cookies).

Cookies can be set by various domains, including google.com, doubleclick.net, invitemediamedia.com, admeld.com, googlesyndication.com or googleadservices.com. In this file it is noted which websites the user visits, which contents he is interested in and which offers he has clicked on, furthermore technical information about the browser and operating system, referring websites, visiting time as well as further information about the use of the online offer. The IP address of the users is also recorded, whereby we inform within the framework of Google Analytics that the IP address is shortened within member states of the European Union or in other signatory states of the European Economic Area Agreement and only in exceptional cases completely transmitted to a Google server in the USA and shortened there.

The IP address is not combined with the user's data within other Google offers. The above information may also be linked by Google to such information from other sources. If the user then visits other websites, the ads tailored to his interests can be displayed.

**10.4.** Users' data is processed pseudonymously within the framework of Google marketing services. I.e. For example, Google does not store and process the names or email addresses of users, but processes relevant cookie-related data within pseudonymous user profiles. This means from Google's point of view, the ads are not managed and displayed for a specifically identified person, but for the cookie holder, regardless of who this cookie holder is. This does not apply if a user has expressly permitted Google to process the data without this pseudonymization. The information collected by Google marketing services about users is transmitted to Google and stored on Google's servers in the USA.

**10.5.** One of the Google marketing services we use is the online advertising program "Google AdWords". In the case of Google AdWords, each AdWords customer receives a different "conversion cookie". Cookies can therefore not be traced through the websites of AdWords customers. The information collected by the cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. AdWords customers see the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they will not receive any information that can be used to personally identify users.

**10.6.** For further information on Google's use of data for marketing purposes, please refer to the overview page or [Google's privacy policy](#).

**10.7.** If you wish to object to interest-based advertising by Google marketing services, you can use the setting and opt-out options provided by Google.

### **11. Use of Google Maps**

**11.1.** Our website uses Google Maps to display our location and to provide directions. This is a service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 (hereinafter: Google).

**11.2.** Through certification according to the [EU-US Privacy Shield](#). Google guarantees that it will follow the EU's data protection regulations when processing data in the United States. To enable the display of certain fonts on our website, a connection to the Google server in the USA is established whenever our website is accessed. If you access the Google Maps components integrated into our website, Google will store a cookie on your device via your browser.

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Your user settings and data are processed to display our location and create a route description. We cannot prevent Google from using servers in the USA.

- 11.3.** The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in optimizing the functionality of our website. By connecting to Google in this way, Google can determine from which website your request has been sent and to which IP address the directions are transmitted. If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser.
- 11.4.** Further details can be found in the section about cookies above. In addition, the use of Google Maps and the information obtained via Google Maps is governed by the Google Terms of Use <https://policies.google.com/terms?gl=DE&hl=en> and the Terms and Conditions for Google Maps [https://www.google.com/intl/de\\_de/help/terms\\_maps.html](https://www.google.com/intl/de_de/help/terms_maps.html). Google also offers further information at <https://adssettings.google.com/authenticated> and <https://policies.google.com/privacy>

### 12. Disclosure of data to third parties and third party providers

If we use subcontractors and service providers to provide our services, we take appropriate legal precautions as well as appropriate technical and organizational measures to ensure the protection of personal data in accordance with the relevant legal regulations. This is carried out in particular by concluding framework agreements with freelance translators, proofreaders and editors who guarantee a level of data protection that is at least as high as that between you as the client and us as a translation service provider in accordance with this privacy policy.

### 13. Rights of Data Subjects

The General Data Protection Regulation shall guarantee you certain rights which you can assert against us insofar as the statutory requirements are met.

**Art. 15 GDPR – Right of access by the data subject:** You shall have the right to demand confirmation from us as to whether your personal data are being processed and, if this is indeed the case, which personal data these are as well as the detailed circumstances of the data processing.

**Art. 16 GDPR – Right to rectification:** You shall have the right to demand that we promptly correct your personal data which are incorrect. In this regard, subject to the consideration of the purposes of the processing, you shall also have the right to demand the completion of incomplete personal data – including via a supplemental declaration.

**Art. 17 GDPR – Right to erasure:** You shall have the right to demand that we promptly delete your personal data.

**Art. 18 GDPR – Right to restriction of the processing:** You shall have the right to demand that we restrict the processing of your personal data.

**Art. 20 GDPR – Right to data portability:** In the case that processing is undertaken based upon a consent or in order to fulfil a contractual agreement, you shall have the right to receive the personal data, which you have provided to us, in a structured, well-established and machine-readable format and to transmit these data to another responsible party without any objections upon our part, or to have the data transmitted directly to another responsible party, insofar as this is technically feasible..

**Art. 21 GDPR – Right to object:** You shall have the right – for reasons related to your specific situation – to, at any time, lodge an objection to the processing of your personal data which is required owing to a rightful interest upon our part or in order to fulfil a task in the public's interest or in order to execute official authority.

If you lodge an objection, we shall no longer process your personal data unless we can demonstrate compelling reasons, worth protecting, for the processing, which outweigh your interests, rights and freedoms, or the processing serves the purpose of the assertion, exercising or warding-off of legal claims.

Insofar as we process your personal data in order to conduct direct advertising, you shall have the right to, at any time, object to the processing. If you object to the processing for the purposes of direct advertising, then we shall no longer process your personal data for these purposes.

**Art. 77 GDPR in conjunction with § 19 BDSG – Right to lodge a complaint with a supervisory authority:** You shall have the right, at any time, to submit a complaint to a government supervisory agency – particularly in the member country of your residence, your workplace or the location where the purported violation took place, if you are of the belief that the processing of your personal data violates applicable law.

If you have granted us your consent, you shall have the right to revoke your consent at any time. However, in this case, all data processing shall remain legal that which we have undertaken until your revocation is made. For this purpose, you can send us a message to our Data Protection Officer mentioned above.