



Klar Insights GmbH

Clemensstr. 2

80803 München

Deutschland

privacy-policy-website

Stand: 29.07.2026

Privacy policy

For legal interpretation, the German version of this Document is legally binding. This English translation is provided for convenience only and is a result of automated processing.

Controller within the meaning of the GDPR and the TDDDG

Klar Insights GmbH

Clemensstr. 2
80803 Munich
Germany

Represented by managing directors: Cillié Burger, Adrian Maximilian Rast & Frank Birzle

Contact to data protection officer

Anne Schweizer
EMBERG CONSULT
E-mail: dataprotection@getklar.com

General information

The protection of your personal data is important to us. In the following, we inform you about the handling of your data that is collected **when you use our website**. Your data is processed in accordance with the statutory data protection regulations.

Lawfulness of the processing

Below you will find an overview of the legal bases of the GDPR on the basis of which we process personal data.

- Consent (Art. 6 para. 1 sentence 1 lit. a) GDPR) - The data subject has given their consent to the processing of their personal data for one or more specific purposes.
- Contract fulfilment and pre-contractual enquiries (Art. 6 para. 1 sentence 1 lit. b) GDPR) - Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.
- Legal obligation (Art. 6 para. 1 sentence 1 lit. c) GDPR) - Processing is necessary for compliance with a legal obligation to which the controller is subject.
- Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR) - processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data.

Transfer of personal data

As part of the processing of personal data, it may be transferred to other bodies, companies, legally independent organisational units or persons or disclosed to them. The recipients of this data may include, for example, service providers commissioned with IT tasks or providers of services and content that are integrated into a website. In such cases, we observe the legal requirements and, in particular, conclude corresponding contracts or agreements with the recipients of your data that serve to protect your data.

Duration of data storage

The storage period of personal data depends on the corresponding statutory retention periods and the purpose of the processing. As soon as the statutory retention period ends or the purpose of processing no longer applies, the personal data will be deleted unless it is required for the fulfilment or initiation of a contract. Justified deviations may occur in the context of individual processing procedures, to which we will inform you separately.

Visiting and using the website

Webflow

We use the service provider Webflow to host our website. It collects so-called server log files on every access to our server.

Categories of personal data: Name of the retrieved website, date and time of retrieval, amount of data transferred, message about successful retrieval, browser type and version as well as the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider.

Legal basis: Legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR

Our legitimate interest lies in the provision, secure operation and technical maintenance of our website as well as in ensuring IT security. The log file information is stored for a maximum of seven days for technical reasons (to ensure the functionality and stability of the website) and for security reasons (e.g. to clarify acts of abuse or fraud) and then deleted. Data whose further storage is required for evidentiary purposes is excluded from deletion until the respective incident has been finally clarified.

Service provider: Webflow, Inc., 398 11th Street, 2nd Floor, San Francisco, CA 94103

Privacy policy: <https://webflow.com/legal/privacy>

Data Processing Addendum: <https://webflow.com/legal/dpa>

Appropriate safeguards: EU-US Data Privacy Framework & standard contractual clauses

Contact form

Visitors to our website can use our contact form at <https://www.getklar.com/contact> to contact us directly with any questions.

Categories of personal data: Name, e-mail address, company, phone number, content of the message

Legal basis: Art. 6 para. 1 sentence 1 lit. b) GDPR

The processing serves to deal with your enquiry as well as to take steps prior to entering into a contract. The provision of personal data in the contact form is voluntary, but necessary for processing your enquiry.

Service provider: Webflow, Inc., 398 11th Street, 2nd Floor, San Francisco, CA 94103

Privacy policy: <https://webflow.com/legal/privacy>

Data Processing Addendum: <https://webflow.com/legal/dpa>

Appropriate safeguards: EU-US Data Privacy Framework & standard contractual clauses

Job applications

To carry out the application process, you can send us your application by e-mail to info@getklar.com. In addition, we also offer the opportunity to apply directly for vacancies via recruitment platforms. After receiving your application, we will send a confirmation of the receipt of your application documents by e-mail.

Categories of personal data: Name, e-mail address, address, CV, certificates, phone number, and any other data you provide.

Legal basis: Art. 6 para. 1 sentence 1 lit. b) GDPR in conjunction with Section 26 (1) sentence 1 BDSG (Federal Data Protection Act)

The processing serves to handle your application and to carry out the application process.

After completion of the application process, the data will be stored for up to six months and deleted at the latest after this period. In the event of a legal obligation, the data will be stored in accordance with the applicable regulations.

As an applicant, you have the right to object to the processing of your personal data at any time by sending an e-mail to info@getklar.com. In such a case, the application can no longer be considered. All personal data stored in the course of electronic applications will be deleted in this case.

Newsletter

Intuit Mailchimp

We use the service provider Mailchimp to send our newsletter. The newsletter is only sent if you have registered and confirmed your e-mail address or if a contractual relationship already exists. You can unsubscribe at any time using the link provided in each newsletter.

Categories of personal data: E-mail address

Legal basis:

For interested parties: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR.

For customers: Legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR in conjunction with § 7 para. 3 UWG. If we base the sending of a newsletter on the legal basis of legitimate interest, you have the right to object to the processing in accordance with Art. 21 GDPR.

Service provider: Intuit Mailchimp, 405 N Angier Ave. NE, Atlanta, GA 30308, USA

Privacy policy: <https://www.intuit.com/privacy/statement/>

Data Processing Addendum: <https://mailchimp.com/de/legal/data-processing-addendum/>

Appropriate safeguards: EU-US Data Privacy Framework & standard contractual clauses

EComUnity from beehiv

We use the EComUnity service from beehiv to keep you up to date on our events and other e-commerce-related activities.

The newsletter will only be sent if a contractual relationship already exists with us. You can unsubscribe at any time via the link provided in each newsletter.

Categories of personal data: Surname, first name, e-mail address

Legal basis: Legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR in conjunction with Art. 7 para. 3 UWG; you have the right to object to processing in accordance with Art. 21 GDPR.

Service provider: beehiiv Inc, 228 Park Avenue # 2329976, New York, New York 10003 **Privacy policy:** <https://www.beehiiv.com/privacy>

Providers and services used in the course of business activities

As part of our business activities, we use additional services, platforms, interfaces or plug-ins from third-party providers ("services") in compliance with legal requirements. Their use is based on our interests in proper, lawful and efficient business processing, the improvement of our service quality and the optimisation of our business processes. These services help us to process data securely and effectively, improve communication channels, maintain customer relationships and continuously optimize our services. They are carefully selected to comply with data protection requirements and to ensure the confidentiality, integrity and availability of data.

Use of cookies

Klar uses the well-known technology of so-called cookies. These are small files that your browser automatically creates and stores on your end device (laptop, tablet, smartphone, etc.). Cookies do not cause any damage to your end device and do not contain any viruses, Trojans or other harmful software. They store information relating to the specific end device that uses them. This allows us to gain indirect knowledge of your identity.

Two types of cookies are used on this website: Session cookies, which are related to a single session, and persistent cookies, which remain stored on your end device for longer periods of time.

Most of the cookies used on this website are so-called first party cookies.

These are placed directly by Klar or its service providers and are used exclusively by them. However, third-party cookies may also be used to track user behaviour.

You have the option of deactivating the storage of cookies in your browser. You can find more information about these settings in the documentation or help section of your browser. Please note, however, that you may not be able to use some parts of the website or certain functions, or only to a limited extent, if you refuse the use of cookies.

The specific cookies used when using this website are described below.

Technically necessary cookies

Cookies are used on this website that are necessary to provide the site without disruption. These technically necessary cookies are already stored on your end device when you access the website. Unfortunately, it is not possible to use the website without these cookies, which are listed below. If personal data is processed in connection with these cookies, this is done in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR. The trouble-free display of the website constitutes a legitimate interest within the meaning of this provision. A

balancing of interests has shown that the interests of the users in excluding this data processing do not outweigh the legitimate interests. The following technically necessary cookies are used on this website:

__cf_bm

This cookie is required for the transmission of our contact form. It is set by HubSpot's CDN provider and is a necessary cookie for bot protection. It expires after 30 minutes. Learn more about [Cloudflare cookies](#).

__cfuvid

This cookie is required for the transmission of our contact form. It is set by HubSpot's CDN provider based on their rate limit policy. It expires at the end of the session. Learn more about Cloudflare cookies.

Cloudflare

We use the services of Cloudflare Germany GmbH (Rosental 7, 80331 Munich) to manage our domains, DDoS protection and many other services.

Categories of personal data: IP address

Legal basis: Legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR. Our legitimate interest lies in the secure, fast and reliable provision of our website as well as its protection against attacks and abuse.

Service provider: Cloudflare Germany GmbH, Rosental 7, 80331 Munich

Server location: Germany, USA

Privacy policy: <https://www.cloudflare.com/>

Data Processing Addendum: <https://www.cloudflare.com/de-de/cloudflare-customer-dpa/>

Appropriate safeguards: EU-US Data Privacy Framework & standard contractual clauses

Google Fonts

Google Fonts makes it possible to use fonts on your own website without having to store them on your own server. The fonts are loaded via a Google server when the website is loaded, whereby user data, including the user's IP address, is transferred to Google.

Categories of personal data: IP address

Legal basis: Legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR

Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

Server location: EU

Privacy policy: <https://policies.google.com/privacy>

Data Processing Addendum: <https://cloud.google.com/terms/data-processing-addendum/>

jsDelivr CDN

We integrate jsDelivr on our website to provide resources such as JavaScript libraries, CSS files and other files quickly, reliably and efficiently.

Categories of personal data: Browser and device settings, IP address, server log files

Legal basis: Legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR

Our legitimate interest lies in the fast, reliable and efficient provision of web resources as well as the stable and secure delivery of our website content.

Service provider: Volentio JSD Limited, Suite 2a1, Northside House, Mount Pleasant, Barnet, England, EN4 9EB, GBR

Privacy policy: <https://www.jsdelivr.com/terms/privacy-policy>

Data Processing Addendum: <https://www.jsdelivr.com/terms/privacy-policy>

Appropriate safeguards: standard contractual clauses

Technically unnecessary cookies

In addition to technically necessary cookies, we also use technically unnecessary cookies and pixels on this website to enable us to analyse the surfing behaviour of our website visitors. For example, the following data is stored and processed:

- Frequency of page views
- Utilisation of website functions (e.g. registration)

The legal basis for this processing is your consent in accordance with Art. 6 para. 1 sentence 1 lit. a) GDPR. Cookies, pixels and other tracking technologies that are not technically necessary are automatically deleted after a specified period, which may vary depending on the tracking method. If we integrate third-party cookies or pixels and similar tracking technologies into our website, we will inform you of this separately below.

Google Tag Manager

With the user's consent, we deliver our JavaScript snippets via Google Tag Manager.

Categories of personal data: Online identifiers (including cookie identifiers) and IP addresses

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

Server location: EU

Privacy policy: <https://policies.google.com/privacy>

Data Processing Addendum: <https://cloud.google.com/terms/data-processing-addendum/>

Google Analytics

If you have given your consent, we use Google Analytics 4 on this website, a web analytics service provided by Google Ireland Limited. Google Analytics is used to analyse the use of our website and to compile reports on website activity.

Categories of personal data: During your visit to the website, your user behaviour is recorded in the form of "events". Events can be:

- Page views
- First visit to the website
- Start of the session
- Websites visited
- Your "click path", interaction with the website
- Scrolls (whenever a user scrolls to the end of the page (90%))
- Clicks on external links
- Internal search queries

- Interaction with videos
- File downloads
- Viewed / clicked adverts
- Language setting

It is also recorded:

- Your approximate location (region)
- Date and time of the visit
- Your IP address (in abbreviated form)
- Technical information about your browser and the end devices you use (e.g. language setting, screen resolution)
- Your internet provider
- The referrer URL (via which website/advertising medium you came to this website)

Google Analytics does not log or store individual IP addresses for EU users. However, Analytics provides rough geographic location data by deriving the following metadata from IP addresses: city (and the city's inferred latitude and longitude), continent, country, region, subcontinent (and ID-based counterparts). For EU traffic, the IP address data is used exclusively for this derivation of geolocalisation data before it is immediately deleted. It is not logged, is not accessible and is not used for other purposes. When Google Analytics collects measurement data, all IP queries are performed on EU-based servers before the traffic is forwarded to Analytics servers for processing.

On behalf of the operator of this website, Google will use this information to analyse your pseudonymous use of the website and to compile reports on website activity. The reports provided by Google Analytics are used to analyse the performance of our website and the success of our marketing campaigns.

The data sent by us and linked to cookies is automatically deleted after a maximum of 3 months. The maximum lifetime of Google Analytics cookies is 2 years. Data whose retention period has been reached is automatically deleted once a month.

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR and § 25 para. 1 sentence 1 TDDDG
You can withdraw your consent at any time via the cookie settings.

IP anonymisation is activated by default in Google Analytics 4. Your IP address is shortened within the EU and processed only in anonymised form. The data sent by us and linked to cookies is automatically deleted after a maximum of 3 months; the maximum lifetime of Google Analytics cookies is 2 years.

Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

Website: <https://marketingplatform.google.com/intl/de/about/analytics/>

Privacy policy: <https://policies.google.com/privacy>

Data Processing Addendum: <https://business.safety.google/adsprocessorterms/>

Appropriate safeguards: EU-US Data Privacy Framework and standard contractual clauses

You can also prevent the storage of cookies from the outset by configuring your browser software accordingly. However, if you configure your browser to reject all cookies, this may restrict the functionality of this and other websites. 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

- a. not giving your consent to the setting of cookies or
- b. downloading and installing the browser add-on to deactivate Google Analytics [HERE](#).

You can also revoke your consent to the setting of cookies by clicking on the following link.

You can find more information on the terms of use of Google Analytics and on data protection at Google at <https://marketingplatform.google.com/about/analytics/terms/de/> and at <https://policies.google.com/?hl=de>.

The following cookies are set by Google Analytics:

`_ga`

This cookie is used to distinguish individual users. The standard expiry time is 2 years. In browsers, the storage period for own cookies is limited. If a visitor does not return before a maximum of 400 days (Chrome) or a maximum of 7 days (Safari) have elapsed, they are deleted.

`_ga_ <container-id>`

This cookie is used to store the session status. The standard expiry time is 2 years. Browsers limit the storage period for their own cookies. If a visitor does not return before a maximum of 400 days (Chrome) or a maximum of 7 days (Safari) have elapsed, they are deleted.

Microsoft Clarity

Microsoft Clarity is a session recording and heat mapping service provided by Microsoft Corporation. We are constantly endeavouring to improve our software for our customers and use Clarity for quality control of recently introduced functions.

Categories of personal data: IP address

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Service provider: Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Dublin D18 P521, Ireland

Privacy policy: <https://www.microsoft.com/de-DE/privacy/privacystatement>

Data Processing Addendum: <https://www.microsoft.com/licensing/docs/view/Microsoft-Products-and-Services-Data-Protection-Addendum-DPA?lang=18>

HubSpot / HubSpot Analytics

We use Hubspot software as our Customer Relationship Management (CRM) system and also use it to analyse our website activities.

Categories of personal data (CRM): First name, surname, e-mail address

Categories of personal data (Analytics): Device and browser information, IP address, browsing history and user behaviour on the website, interaction data with website content

Legal basis (CRM): Legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR. Our legitimate interest lies in the efficient management of customer relationships and the analysis of website activities in order to tailor our communication and offers specifically to the needs of our customers.

Legal basis (Analytics): Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR.

Service provider: HubSpot Ireland Unlimited Company, 1st Floor, 72 Sir John Rogerson's Quay, Dublin 2, D02 AF30, Ireland

Privacy policy: <https://legal.hubspot.com/de/privacy-policy>

Data Processing Addendum: <https://legal.hubspot.com/dpa>

Appropriate safeguards: EU-US Data Privacy Framework & standard contractual clauses

Intercom

We use Intercom for our support chat. Intercom is a service for the management of knowledge base articles and for communication via chat and e-mail, which is offered by Intercom R&D Unlimited Company or by Intercom Software UK Limited.

Intercom Messenger can use trackers to recognise and track user behaviour.

Categories of personal data (support chat): Data transmitted when using the service, e-mail address, tracker, Universally Unique Identifier (UUID), usage data

Categories of personal data (tracker): IP address, device and browser information (user agent, device type, operating system), browsing history and user behaviour on the website, timestamps of visits and interactions, referrer information, cookie identifiers, pages viewed and time spent, clicks and form interactions, scroll behaviour and engagement metrics

Legal basis (support chat): Legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR. Our legitimate interest lies in providing efficient customer support and managing support requests through a central communication channel, so that we can help our users quickly and effectively.

Legal basis (tracker): Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR.

Service provider: Intercom R&D Unlimited Company, 124 St Stephen's Green, Dublin 2, Ireland

Server location: USA

Privacy policy: <https://www.intercom.com/legal/privacy>

Data Processing Addendum: <https://www.intercom.com/legal/data-processing-agreement>

Appropriate safeguards: EU-US Data Privacy Framework & standard contractual clauses

LinkedIn

We use functionalities of the LinkedIn Insight Tag marketing plugin from LinkedIn. The LinkedIn Insight tag helps us measure interactions on our website, such as filling out a form or downloading content after an advert has been viewed or clicked on.

Categories of personal data: URL, referrer URL, shortened or hashed IP address, device and browser properties (user agent) and timestamp

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Service provider: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland

Privacy policy: https://www.linkedin.com/legal/privacy-policy?_l=de_DE

Data Processing Addendum: <https://www.linkedin.com/legal/dpa>

Appropriate safeguards: standard contractual clauses

Leadfeeder (Dealfront)

We use Leadfeeder, a service provided by Dealfront Group GmbH, to identify the companies visiting our website based on their IP address. This gives us aggregated, company-level insights into website traffic for marketing and sales purposes. Leadfeeder does not identify individual visitors.

Categories of personal data: IP address, device and browser information, pages visited, referrer URL, visit duration and frequency; where voluntarily submitted via a form, name, job title and e-mail address

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Service provider: Dealfront Group GmbH, Durlacher Allee 73, 76131 Karlsruhe, Germany

Server location: EU

Privacy policy: <https://www.leadfeeder.com/privacy/privacy-notice/>

Data Processing Addendum: <https://help.dealfront.com/en/articles/7207530-privacy-gdpr-summary>

Appropriate safeguards: EU-based processing; standard contractual clauses apply where data is transferred outside the EEA

The processing of the data required to achieve the aforementioned purposes is based on your consent, which you may withdraw at any time with effect for the future.

Snitcher

We use Snitcher, a service provided by Snitcher B.V., to identify the companies visiting our website based on their IP address, for marketing and sales lead-generation purposes. Snitcher states that it filters out personally identifiable information and does not identify individual visitors.

Categories of personal data: IP address, device and browser information, pages visited, referrer URL, visit duration and frequency

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Service provider: Snitcher B.V., Oude Enghweg 2, 1217 JC Hilversum, Netherlands

Server location: EU (Frankfurt, Germany)

Privacy policy: <https://www.snitcher.com/privacy-policy/>

Data Processing Addendum: not publicly published; to be requested directly from Snitcher B.V.

Appropriate safeguards: EU-based processing

The processing of the data required to achieve the aforementioned purposes is based on your consent, which you may withdraw at any time with effect for the future.

Meta Events Manager (Meta Pixel)

We use the functionality of Facebook's Meta Events Manager to operate so-called conversion tracking, i.e. a mapping of user processes from interaction with the advert to the conclusion of a purchase (conversion). The Meta Events Manager helps us to measure interactions on our website and derive actions for our company.

Categories of personal data: URL, referrer URL, shortened or hashed IP address, device and browser properties (user agent) and timestamp

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Service provider: Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland

Privacy policy: https://www.facebook.com/privacy/policy/?entry_point=about_fb

Data Processing Addendum: <https://www.linkedin.com/legal/l/dpa>

Appropriate safeguards: EU-US Data Privacy Framework, standard contractual clauses

YouTube

We include YouTube videos on our website to highlight our products and business partners and to provide external content. The personal data collected differs depending on the situation and the existence of the user's own YouTube account.

Categories of personal data without logging in to YouTube: Browser and device settings, interaction of apps, operating system, mobile network, activities on YouTube during the active session, location data

Categories of personal data with registration on YouTube: Name, e-mail address, password, date of birth, uploaded videos and photos, written mails, payment information, profile picture, telephone number

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland **Privacy policy:**

<https://policies.google.com/privacy?hl=de> **Data Processing Addendum:**

https://www.youtube.com/t/terms_dataprocessing

Appropriate safeguards: standard contractual clauses

Zapier

We integrate Zapier on our website. Zapier is a service for the automation of work processes, which automates the flow of data between (third-party) services.

Categories of personal data: Browser and device settings, operating system, location data

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Service Provider: Zapier, Inc. 548 Market St. #62411, San Francisco, CA 94104-5401

Server location: USA

Privacy policy: <https://zapier.com/privacy>

Data Processing Addendum: <https://zapier.com/legal/data-processing-addendum> **Appropriate**

safeguards: EU-US Data Privacy Framework & standard contractual clauses

TYPEFORM

We integrate Typeform on our website to provide appealing and interactive forms or surveys.

Categories of personal data: Browser and device settings, operating system, location data

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Service provider: TYPEFORM SL C/ Can Rabia 3-5, 4th floor, 08017 - Barcelona (Spain)

Privacy policy: <https://admin.typeform.com/to/dwk6gt>

Data Processing Addendum: <https://admin.typeform.com/to/dwk6gt>

Appropriate safeguards for third-country transfer: EU-US Data Privacy Framework & standard contractual clauses

heyflow

We integrate heyflow on our website to provide appealing and interactive forms or landing pages.

Categories of personal data: Various types of data, including name, email address, and interaction data, as specified in the service's privacy policy.

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Service provider: Heyflow GmbH, Jungfernstieg 49, 20354 Hamburg, Germany

Privacy policy: <https://heyflow.com/de/datenschutz/>

Data Processing Addendum: has been concluded with heyflow.

Perspectiv

For the provision of contact, inquiry, or application forms, we use an external service provider: Perspective Software GmbH, Mailbox 659770, D-96035 Bamberg (hereinafter "Perspective"). Perspective processes the data transmitted via the forms for the technical provision and transmission of your enquiry.

Categories of personal data: Date and time of access, referrer URL, contextual information, content of all filled text fields, files you have uploaded

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR

Where a contract is initiated via the form, Art. 6 para. 1 sentence 1 lit. b) GDPR additionally applies as legal basis. For application forms, Art. 6 para. 1 sentence 1 lit. f) GDPR as well as Art. 88 GDPR in conjunction with § 26 BDSG may also be relevant.

Your personal data will be stored for as long as necessary to fulfil the purpose of processing, or until you revoke your consent. Statutory retention obligations remain unaffected. If no employment relationship is established, application data will be deleted no later than six months after the conclusion of the application process, unless a longer storage period has been expressly permitted.

Service provider: Perspective Software GmbH, Mailbox 659770, D-96035 Bamberg

Privacy policy: <https://www.perspective.co/de/datenschutzerklaerung/>

Data Processing Addendum: <https://www.perspective.co/de/avv/>

Demodesk

We use the service Demodesk (Demodesk GmbH, Isartorplatz 8, 80331 Munich, Germany) for our virtual meetings. Demodesk is GDPR compliant and hosted in data centers within the EU.

Categories of personal data: Meeting data (audio and, if applicable, video recordings, transcribed texts, meeting summaries, and depending on the content, other personal data), usage data (data on the use of the platform for functions such as scheduling, CRM integration, and analytics)

Legal basis: Consent pursuant to Art. 6 para. 1 sentence 1 lit. a) GDPR, particularly for meeting recordings (your explicit consent will be obtained before a recording)

Service Provider: Demodesk GmbH, Isartorplatz 8, 80331 Munich, Germany

Privacy Policy: <https://demodesk.com/de/privacy-policy> **Data Processing Addendum:** has been concluded with Demodesk.

Data Subject Rights

Data Subject Rights under the GDPR: As a data subject, you are entitled to various rights under the GDPR, which arise in particular from Art. 15 to 21 GDPR:

Right of access: You have the right to obtain confirmation as to whether or not personal data concerning you is being processed and to obtain information about this data and further information and a copy of the data in accordance with the legal requirements.

Right to rectification: In accordance with the statutory provisions, you have the right to request the completion of data concerning you or the rectification of inaccurate data concerning you.

Right to erasure and restriction of processing: In accordance with the statutory provisions, you have the right to demand that data concerning you be erased immediately or, alternatively, to demand that the processing of the data be restricted in accordance with the statutory provisions.

Right to data portability: You have the right to receive the data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format in accordance with the legal requirements or to request its transmission to another controller.

Right to object: You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on lit. (f) of Article 6(1) GDPR, including profiling based on those provisions. If the personal data concerning you are processed for direct marketing purposes, you have the right to object at any time to the processing of personal data concerning you for such marketing, which includes profiling to the extent that it is related to such direct marketing.

Right to withdraw consent: You have the right to withdraw your consent at any time with effect for the future.

Complaint to the supervisory authority: You have the right to lodge a complaint with the supervisory authority if you believe that your personal data is being processed unlawfully. The address for the competent supervisory authority is: Bayerisches Landesamt für Datenschutzaufsicht (BayLDA) (address: Promenade 18, 91522 Ansbach, telephone: +49 (0) 981 180093-0).

To exercise your rights, please contact our data protection officer at dataprotection@getklar.com.

Automated individual decision-making, including profiling

Klar does not use automated individual decision-making or profiling within the meaning of Art. 22 GDPR.

Changes to the privacy policy

This Privacy Policy may be amended and replaced by us at our own discretion. The most recent version available on our website or in our app is always valid.
