

# Data protection statement ([brewingscience.de](http://brewingscience.de))

## ***Data protection***

The operators of these pages take the protection of your personal data very seriously. We handle your personal data confidentially and in accordance with statutory data protection regulations and this data protection statement.

Various personal data is collected when you use this website. Personal data is data that can be used to identify you personally. This data protection statement explains what data we collect and how it is used. It also explains how we collect the data and for what purpose.

Please note that data transfer via the internet (e.g. e-mail communication) can manifest security gaps. It is not possible to protect your data completely against access by third parties.

## ***Information on the responsible body***

The body responsible for data processing on this website is:

Fachverlag Hans Carl GmbH  
Managing Director: Michael Schmitt  
Andernacher Str. 33a  
90411 Nuremberg  
Germany  
Telephone: +49 (0)911/9 52 85-0  
E-mail: [info@hanscarl.com](mailto:info@hanscarl.com)

The responsible body is the natural or legal person who decides, either alone or with others, on the purposes and means for processing personal data (e.g. names, e-mail addresses, etc.).

The data protection officer for Fachverlag Hans Carl GmbH is:

Jürgen Schmidt  
BUSCON Business- & IT-Consulting  
[www.buscon.de](http://www.buscon.de)  
[jschmidt@buscon.de](mailto:jschmidt@buscon.de)

## ***How do we record your data?***

The affected data, purposes of processing, legal foundations, recipients and transfer

to third countries are detailed below:

**a) Log file**

When you visit our website or use our services, the device from which you access the site automatically sends log data (connection data) to our servers. This is particularly the case when you log in or download data. Log data is also recorded by our servers when visitors access your websites. The following data is processed: name of the accessed website, date and time of access, volume of data transferred, browser type and version, the operating system you use, the referrer URL (the previously visited website), your IP address and the requesting provider. This is necessary to guarantee the security of the website. We process the data accordingly, on the basis of our legitimate interests, as per Article 6 Paragraph 1 f) GDPR.

**b) Hosting**

As part of the hosting process, all data to be processed in connection with operating this website is stored. This is necessary to operate the website. We process the data accordingly on the basis of our legitimate interests as per Article 6 Paragraph 1 f) GDPR. We use services from web hosting providers to offer our online presence and send them the aforementioned data.

**c) Contact**

If you contact us, your data (name, contact data, if provided by you) and your message will only be processed for the purpose of processing and handling your enquiry. We will process this data to handle your enquiry on the basis of Article 6 Paragraph 1 b) GDPR or Article 6 Paragraph 1 f) GDPR.

**d) Website analysis and marketing**

We use so-called cookies to facilitate the use of specific functions. These are small data packages that are stored on your end device and exchanged with other providers. Some of the cookies we use are deleted as soon as you close your browser (so-called session cookies). Other cookies remain on your end device and make it possible to recognise your browser during your next visit (persistent cookies).

You can delete all cookies saved on your end device and configure common browsers in a way that prevents cookies being stored.

In this case, you may have to reconfigure some settings during each visit to this website and accept that this may have a negative impact on some functions.

*We use cookies when using the Matomo web analysis tool:*

We use cookies from the Matomo open source web analysis software (formerly Piwik) on our website. When you visit our website, information

about your use of the website (including IP address) is stored in cookies. We use the information to evaluate your use of our website, create reports on website activities and perform other services connected with the website use and internet use. We process the data collected in this way on the basis of our overriding interest to market our online offering in the best way possible as per Article 6 Paragraph 1 f) GDPR. We would like to point out that this website uses Matomo with the extension “anonymizeIp()”. This means that IP addresses are abbreviated prior to transfer. It is therefore generally not possible to establish a direct link between the stored data and any person. We may transfer the stored information to third parties if this is prescribed by law.

You can prevent data being collected by activating the “do not track option” in your browser. If you click on the following link, an opt-out cookie will be placed on your device that prevents data collection:

<https://www.brewingscience.de/content/imprint.inc.php>.

Please note that you will have to reset the cookie if you delete the cookies in your browser.

### *Server log files*

The page provider collects and automatically stores information in so-called server log files, which your browser automatically sends to us. This information covers:

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server request
- IP address

This data is not combined with other data sources.

Basis for the data processing is Article 6 Paragraph 1 lit. f GDPR, which authorises the processing of data for executing a contract or performing precontractual measures.

### e) **Plugins**

Social media: We use an icon of the “Facebook” social network on our pages. This is a service offered by Facebook Inc.

To increase the protection of your data when visiting our website, the redirections are static links that were incorporated via the so-called “Shariff” project. This prevents your data being sent to social networks as soon as you visit our website. Contact between you and the social network is only established when you actively click on the button. Further information can be

found here: <https://www.heise.de/ct/artikel/Shariff-Social-Media-Buttons-mit-Datenschutz-2467514.html>

### ***Duration of the data storage***

We only store personal data for as long as required for processing purposes or until consent granted by you is withdrawn. If there are statutory retention obligations to observe, specific data can be stored for up to 10 years, regardless of the processing purposes.

### ***Your rights as a data subject***

#### ***a) Information***

Upon request, you can receive at any time free information about all personal data that we have stored about you.

#### ***b) Rectification, deletion, restriction of processing (blocking), objection***

If you no longer agree to your personal data being stored, or if it is no longer correct, we will, upon receiving corresponding instructions, delete or block your data or undertake the necessary corrections (if this is possible under applicable law). The same applies if we are to restrict the processing of your data in the future.

#### ***c) Data portability***

Upon application, we will provide you with your data in a common, structured and machine-readable format so that you can send the data to another responsible body, if desired.

#### ***d) Right to object***

You have the right to raise an objection with the responsible supervisory authority:  
([https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html)).

#### ***e) Right to withdraw consent with effect for the future***

You can withdraw consent granted with effect for the future at any time. Your withdrawal shall not affect the lawfulness of the processing performed up to the point of withdrawal.

#### ***f) Restrictions***

Data that does not enable us to identify the data subject, or that has been anonymised for analysis purposes, is not covered by the above rights. Obtaining information, deleting, blocking, amending or transferring this data to another company is possible if you provide us with additional information through which we can identify you.

**g) SSL or TLS encryption**

For security reasons, and to protect the confidential content during transfer of forms (contact form, newsletter order form), which you send to us in our capacity as website operator, this website uses SSL or TLS encryption. If a connection is encrypted, the address in your browser changes from “http://” to “https://” and the lock symbol is displayed in your browser line.

If SSL or TLS encryption has been activated, the data that you send to us cannot be read by third parties.

**h) Exertion of your rights as a data subject**

If you have questions about the processing of your personal data, want information, wish to amend, block, withdraw or delete data, or want your data to be transferred to another company, please contact us via e-mail: [info@hanscarl.com](mailto:info@hanscarl.com).

**Newsletter**

**a) Advertising newsletter**

You have the opportunity on our website to subscribe to our company newsletter. The personal data sent to us when subscribing to the newsletter can be seen in the input mask used.

We inform our customers and business partners at regular intervals about the content of our website via a newsletter. You can fundamentally only receive our company newsletter if

1. you have a valid e-mail address and
2. you have registered to receive the newsletter.

For legal reasons, a confirmation e-mail is sent to the e-mail address entered for receiving the newsletter as part of the double opt-in process. This confirmation e-mail is used to review whether you are authorised to receive the newsletter as the owner of the e-mail address.

When you register for the newsletter, we also store the IP address assigned by your internet service provider (ISP) for the IT system used by you at the time of registering, as well as the date and time of registration. This data is required to enable us to follow up on (potential) misuse of your e-mail address at a later point in time and thus gives us legal protection.

The personal data collected when registering for the newsletter is only used for sending our newsletter. Furthermore, newsletter subscribers could be informed via e-mail if this is required for operating the newsletter service or

registering for it, as could be the case if there are amendments to the newsletter offering or changes in the technical conditions. No personal data collected as part of the newsletter service is passed on to third parties. You can cancel your subscription to our newsletter at any time. You can withdraw your consent to us storing personal data that you granted for receiving the newsletter at any time. Each newsletter contains a link for withdrawing consent. You can also unsubscribe at any time via [newsletter@brewingscience.de](mailto:newsletter@brewingscience.de) (tip: write “I no longer wish to receive the BrewingScience newsletter” in the subject line) or directly unsubscribe from the newsletter or inform of this in any other manner.

Furthermore, you also receive a newsletter as part of a BrewingScience subscription. You can also object to this at any time; see above.

The legal foundation for the data processing for the purpose of newsletter distribution is Article 6 Paragraph 1 lit. a GDPR.

## **b) Newsletter tracking**

Our newsletters contain so-called tracking pixels. A tracking pixel is a miniature graphic embedded in such e-mails that are sent in HTML format and makes it possible to record and analyse log files. This means that a statistical evaluation of the success or failure of online marketing campaigns can be performed. Via the embedded tracking pixels, companies can identify if and when you opened an e-mail and which links contained in the e-mail you accessed.

We store and evaluate such personal data collected via tracking pixels contained in the newsletters to optimise newsletter distribution and better adapt the content of future newsletters to your interests. This personal data is not passed on to third parties. Data subjects are authorised at any time to withdraw their declaration of consent to this, which was submitted separately via the double opt-in process. After consent has been withdrawn, we will delete this personal data. We automatically consider unsubscribing from the newsletter as withdrawal.

Such evaluations are particularly performed as per Article 6 Paragraph 1 lit. f GDPR on the basis of our legitimate interest in designing our website to meet the needs of its users.

## ***External links***

Our pages contain some links that refer to third party websites. If this is not clearly apparent, we will inform you that it is an external link.

Fachverlag Hans Carl GmbH has no influence on the content and design of pages

operated by other providers. The guarantees contained in this data protection statement therefore apply solely to the pages on <https://www.brewingscience.de>.

***Validity and amendment of this data protection statement***

This data protection statement is currently valid and is from May 2018.

It may be necessary to amend this data protection statement due to the further development of our website and offerings, or on the basis of amended statutory or official regulations. You can access and print out the latest data protection statement on our website at any time under

[https://www.brewingscience.de/pdf/Data\\_protection.pdf](https://www.brewingscience.de/pdf/Data_protection.pdf).