

# **Privacy Notice**

Responsible in the sense of the data protection law, in particular the EU Data Protection Basic Regulation (DSGVO): Growth Partners.

Your privacy is important to us. It is Growth Partners's policy to respect your privacy regarding any information we may collect from you across our website, <https://www.growth-partners.vision>, and other sites we own and operate.

We only ask for personal information when we truly need it to provide a service to you. We collect it by fair and lawful means, with your knowledge and consent. We also let you know why we're collecting it and how it will be used.

We only retain collected information for as long as necessary to provide you with your requested service. What data we store, we'll protect within commercially acceptable means to prevent loss and theft, as well as unauthorised access, disclosure, copying, use or modification.

We don't share any personally identifying information publicly or with third-parties, except when required to by law.

Our website may link to external sites that are not operated by us. Please be aware that we have no control over the content and practices of these sites, and cannot accept responsibility or liability for their respective privacy policies.

You are free to refuse our request for your personal information, with the understanding that we may be unable to provide you with some of your desired services.

Your continued use of our website will be regarded as acceptance of our practices around privacy and personal information. If you have any questions about how we handle user data and personal information, feel free to contact us.

# Newsletter

The nature and purpose of the processing:

Your data will only be used to send you the subscribed newsletter by e-mail. Your name is entered in order to address you personally in the newsletter and, if necessary, to identify you if you wish to exercise your right as a person affected.

In any case, to receive the newsletter, it is sufficient to enter your e-mail address. If you register to receive a newsletter, the data you provide will be used exclusively for this purpose. Subscribers can also be informed by e-mail about circumstances relevant to the service or registration (e.g. changes to the newsletter offer or technical conditions).

For an effective registration we need a valid e-mail address. In order to verify that a registration is actually made by the owner of an e-mail address, we use the “double-opt-in” procedure. For this purpose, we log the ordering of the newsletter, the sending of a confirmation e-mail and the receipt of the answer requested hereby. Further data is not collected. The data will be used exclusively for sending the newsletter and will not be passed on to third parties.

## Legal basis:

On the basis of your expressly granted consent, we will send you our newsletter or comparable information regularly by e-mail to the e-mail you have provided.

You can revoke your consent to the storage of our personal data and its use for sending the newsletter at any time with effect for the future. You will find a corresponding link in every newsletter. You can also unsubscribe at any time directly on this website or inform us of your revocation via the contact option given at the end of this data protection information.

Storage period:

The data will only be processed in this context as long as the corresponding consent has been given. Afterwards they will be deleted.

## Provision prescribed or necessary:

The provision of your personal data is voluntary, based solely on your consent. Without existing consent we unfortunately cannot send you our newsletter.

### Contact form:

The nature and purpose of the processing:

The data entered by you will be stored for the purpose of individual communication with you. For this purpose, it is necessary to enter a valid e-mail address and your name. This serves to assign the inquiry and to answer it afterwards. The specification of further data is optional.

## **Klaviyo**

The newsletter is sent via the mailing service provider "Klaviyo", a newsletter mailing platform of the US provider. The privacy policy of the mail order service provider can be viewed here:

<https://www.klaviyo.com/legal/privacy/privacy-notice>

The mail order service provider is used on the basis of our legitimate interest according to the art. 6 para. 1 lit. f DSGVO and an order processing contract according to art. 28 para. 3 sentence 1 DSGVO.

## **Use of Google Analytics**

The nature and purpose of the processing:

This website uses Google Analytics, a web analysis service of Google. Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, due to the activation of IP anonymization on these websites, your IP address will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide further services to the website operator in connection with website and internet use. The IP address transmitted by your browser within the scope of Google Analytics is not merged with other data from Google.

The purpose of data processing is to evaluate the use of the website and to compile reports on activities on the website. Based on the use of the website and the Internet, further associated services are to be provided.

The recipient of the data is Google as processor. We have concluded the corresponding contract with Google for this purpose. All the data will be deleted as soon as they are no longer required for our recording purposes.

## **Google AdWords**

Our website uses Google Conversion Tracking. The operating system of Google AdWords services is Google LLC. If you have reached our website via an advertisement placed by Google, Google Adwords will place a cookie on your computer. The conversion tracking cookie is used to generate conversion statistics for those advertisers who have opted in to conversion tracking. Customers are told the total number of clicks on their ad and were redirected to a page with a conversion tracking tag. However, they do not receive any information that can be used to personally identify users. The cookies lose their validity after 30 days and are not used for personal identification purposes.

In case you don't want to participate in the tracking process, you can refuse to accept the cookie required for this purpose -for example, by changing your browser settings to disable automatic cookies placement or to set your browser to block cookies from the "googleleadservices.com" domain.

Please note that you may not delete the opt-out cookies as long as you do not wish to record measurement data. If you have deleted all your cookies in your browser, you have to set the respective opt-out cookie again. As always, the provision of your personal data is voluntary, solely based on your consent. If you prevent access this may result in functional restrictions on the website.

If you have any questions about data protection, please send us an e-mail.