



## Legal notice

pilot Hamburg GmbH und Co. KG  
Neue Rabenstraße 12  
20354 Hamburg, Germany

Tel.: +49 40 30 37 66-0  
Fax.: +49 40 30 37 66-99  
E-mail: [info\(at\)pilot.de](mailto:info(at)pilot.de)

General partner: pilot Hamburg Verwaltungsgesellschaft mbH  
Managing Director with power of representation: Jens-Uwe Steffens  
Registration court: Hamburg Local Court  
Registration number: HRA 92916  
VAT ID no. in accordance with Section 27 a of the German Value Added Tax Act:  
DE201640618

## Data protection provisions

### 1. General information

The protection of your personal data as a user of this website is of paramount importance to pilot. pilot's Data Privacy Policy complies with the relevant statutory provisions of the German Federal Data Protection Act (BDSG), the German Telemedia Act (TMG) and the future provisions of the EU General Data Protection Regulation (GDPR). This Privacy Policy explains what data is stored by pilot and how it is used.

Names and contact details of the responsible entity and, where applicable, its representative:

pilot Hamburg GmbH & Co. KG  
Neue Rabenstraße 12, 20354 Hamburg  
[info\(at\)pilot.de](mailto:info(at)pilot.de)  
represented by the CEO Mr. Jens-Uwe Steffens

### 2. The data we collect



We collect and process the following personal data about you:

- Contact information
- Online identifiers

We process your personal data for the following purposes:

- Quality assurance
- Statistics

We process your data on the following legal basis:

- Your consent, Art. 6 (1) a) GDPR
- For the performance of a contract with you, Art. 6 (1) b) GDPR
- Legitimate interests, Art. 6 (1) f) GDPR (see below)

When processing your data, we pursue the following legitimate interests:

- Improving our offer
- Protection against abuse
- Statistics

### **3. Recipients or categories of recipients of personal data**

When processing your data, we work with the following service providers who have access to your data:

- Web hosting providers
- Providers of web analytics tools

### **4. Duration for which the personal data are stored**

We store your data

- if you have consented to its processing, at most until you revoke your consent;
- if we need the data to perform a contract, at most as long as the contractual relationship with you exists or legal retention periods are running;
- if we use the data on the basis of a legitimate interest, at most for as long as your interest in deletion or anonymisation does not become more important.

### **5. Data sources**

We receive the data from you (including via the equipment you use).

### **6. Data transmission to third countries**

Data are transmitted to third countries outside the European Union. This is done on the basis of statutory contractual provisions that are intended to ensure adequate protection of your data, and which you can examine upon request.



## **7. The right of information and rectification or erasure or restriction of processing, or the right of opposition to processing and the right to data portability**

You have the right – sometimes under certain conditions – to

- request information about the processing of your data,
- correct your data,
- have your data deleted or blocked,
- have processing of your data limited,
- object to the processing of your data,
- receive your data in a transferable format and transmit it to a third party,
- revoke your consent for the processing of your data for the future, and
- complain to the competent supervisory authority about inadmissible data processing. The competent supervisory authority is the Hamburg Commissioner for Data Protection and Freedom of Information (HmbBfDI).

Requirement or obligation to provide data:

Unless specifically stated at the time your data is elicited, you are not required or under any obligation to provide data.

## **8. Further information on data protection**

### **8.1. Automatic storage of access data**

Each time you access pilot's website, the access data for the transaction is automatically saved in a log file. This concerns general information such as the page from which the file was requested, the name of the retrieved file, the date and time of the request, the amount of data transferred, the protocol used and the own descriptions sent by the Internet browser and possibly the operating system.

This general information will be anonymised, so it will not be stored together with your personal data that may be available at pilot and will not be merged with it in any other way. They are only evaluated for statistical purposes and used to improve the content and functionality of the website. There shall be no transfer of this data to third parties for other non-commercial or commercial purposes. The access data in the log file are stored for a maximum of 4 weeks.

### **8.2. Cookies**

This website also uses cookies. A cookie is a text file with an identification number that is transmitted to and deposited on the user's computer when you use the website, together with the other data actually requested. The file is kept there for later access and is used to authenticate the user.

Since cookies are just simple files and not executable programs, they pose no threat to your computer. Cookies do not contain any personally identifiable information, so that the protection of your privacy is guaranteed. Your Internet browser accepts cookies automatically if you have chosen this setting for your browser. This setting can be changed and the storage of cookies disabled or set so that you are notified when a cookie is



deposited. However, if you should choose to deactivate the use of cookies, some functions of the website may not be available or only available to a limited extent.

### **8.3. Use of the analytics tool Google Analytics**

pilot uses the service Google Analytics of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. This service allows an analysis of the use of this website and uses cookies for this purpose. For this purpose, the information generated by the cookie on behalf of pilot, such as your anonymised IP address, is transmitted to a server of Google LLC in the USA, where it is stored and evaluated. Because on this website, Google Analytics has been extended by the code „gat. \_anonymizeIp ();“. This ensures an anonymous collection of IP addresses. The anonymisation of your IP address is usually done by Google LLC shortening your IP address within the European Union or other contracting states of the European Economic Area (EEA). In exceptional cases, your IP address will be transmitted to servers in the US and only abbreviated once there. Your IP address will not be merged with other data from Google LLC.

The Google Analytics Advertising feature uses remarketing and demographics and interests reporting. The purpose of these procedures is using the user behaviour information to align advertising measures more closely to the interests of the respective user. Based on your surfing behaviour, pilot's website can display personalised advertising on other websites as part of remarketing. The advertising media may contain products that you previously viewed on the pilot's website. If you've consented to Google linking your web and app browsing history to your Google Account and using information from your Google Account to personalise your ads, Google will use that information for cross-device remarketing.

You may object to the collection of your data through Google Analytics at any time. The following options are available:

- Most browsers accept cookies automatically. You can prevent the use of cookies by setting your browser accordingly; however, if you do so, you may not be able to make use of all the functions of the website. The settings must be done separately for each browser that is used.
- You may also prevent Google LLC from collecting and processing this information by downloading and installing the browser add-on available from the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>
- Alternatively, or within browsers on mobile devices, click on the following link: Disable Google Analytics. An opt-out cookie will be stored on the pilot user device for pilot web pages with effect for the currently used browser. If the cookies are deleted in this browser, this link must be clicked again.

For more information about terms of use and data protection, please visit under <http://www.google.com/analytics/terms/de.html> or under <https://www.google.de/intl/de/policies/>.

### **8.4. The use of Google Adwords**

As an AdWords customer, we use Google Conversion Tracking. This is an analysis service of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; „Google“). If you



access our website via a Google ad, Google Adwords will set a cookie on your device („conversion cookie“). This cookie will expire after 30 days. It is not for personal identification. If the cookie has not expired when you visit certain pages, we and Google can recognise that someone clicked on the ad and was redirected to our site. Each advertiser receives a different cookie. Cookies can therefore not be tracked through the websites of AdWords advertisers. The information gathered through the conversion cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. Advertisers will see the total number of users who clicked on their ad and were redirected to a page provided with conversion tracking tag. However, they do not receive any information that could personally identify users. If you do not want to participate in the tracking process, you can also opt out of a setting for a cookie for this purpose – for example, through your browser setting, which generally disables automatic cookies. You can also disable cookies for conversion tracking by setting your browser to block cookies from the domain „googleadservices.com“.

For further information on data protection with Google, please visit <https://www.google.com/policies/?hl=de>. Users may also disable or opt out of Google Ads in whole or in part at <http://www.google.com/settings/ads>.

#### **8.5. Use of Google remarketing for interest-based advertising**

Google’s remarketing technology will redirect users who have already visited pilot’s websites to the Google Partner Network pages through interest-based advertising. With the help of cookies, interests can be analysed when you visit the website and then used for relevant product advertising.

If users have consented to Google linking their web and app browsing history to their Google account, and using information from pilot’s Google account to personalise ads they see on the web, Google will use that logged-in user’s data along with Google Analytics data to create and define audience lists for cross-device remarketing. Google Analytics will track Google-authenticated IDs of these users to support this feature. Google’s personal information is temporarily linked to pilot’s Google Analytics data to build audiences.

For more information and ways to disable this advertising, please visit <http://www.google.com/settings/u/0/ads/anonymous?hl=de> (Link „Display Settings“, then „Deactivation“).