

Data Protection Regulation

This data protection regulation (version 25.01.2021) has been translated with Google Translator. The original document (German version) can be found by clicking the following link: https://www.radiomuseum.org/dsp_datenschutz.cfm?language_id=1

This data protection regulation was established to explain to you in accordance with the provisions of the [General Data Protection Regulation \(EU\) 2016/679](#) what information we collect, how we use data and what options you have as a visitor to this website.

1. Automatic Data Storage

When you visit our website, our server automatically saves data such as:

- the address (URL) of the accessed website
- browser and browser version
- the operating system used
- the address (URL) of the previously visited page (referrer URL)
- the host name and the IP address of the device from which access is requested
- date and time

We do not pass on the data; however, we cannot exclude the possibility that the data will be viewed in the event of illegal behaviour.

2. Storage of Personal Data

Personal data that you transmit to us electronically on this website, such as name, e-mail address, address, or other personal information in the context of submitting a form or posts in the forum, are stored by us together with the time and the IP Address is only used for the specified purpose, stored securely and not passed on to third parties.

We therefore only use your personal data for communication with those visitors who expressly request contact and for processing the services and products offered on this website. We do not pass on your personal data without your consent, but we cannot rule out that this data will be viewed in the event of illegal behaviour

If you send us personal data by email - outside of this website - we cannot guarantee the secure transmission and protection of your data. We recommend that you never send confidential data unencrypted by e-mail.

According to [Article 6 Paragraph 1 a GDPR](#) (lawfulness of processing), the legal basis is that you give us your consent to process the personal data you have entered . You can revoke this consent at any time - an informal e-mail is sufficient; you will find our contact details under Contact.

3. Evaluation of Visitor Behaviour

The analysis of the collected data is usually anonymous, and we cannot infer your person from your behaviour on this website.

4. TLS Encryption with https

We use https to transfer data securely on the Internet (data protection through technology design, [Article 25 \(1\) GDPR](#)). By using TLS (Transport Layer Security), an encryption protocol for secure data transmission on the Internet, we can ensure the protection of confidential data. You can recognize the use of this data transfer protection by the small lock symbol in the top left of the browser and the use of the https (instead of http) scheme as part of our Internet address.

5. Rights According to the General Data Protection Regulation

According to the provisions of the GDPR, you have the following rights:

- Right to rectification (Article 16 GDPR)
- Right to cancellation ("right to be forgotten") (Article 17 GDPR)
- Right to restriction of processing (Article 18 GDPR)
- Right to notification - notification obligation in connection with the correction or deletion of personal data or the restriction of processing (Article 19 GDPR)
- Right to data portability (Article 20 GDPR)
- Right of objection (Article 21 GDPR)
- Right not to be subject to a decision based solely on automated processing - including profiling (Article 22 GDPR)
- If you believe that the processing of your data violates data protection law or that your data protection claims have been violated in any other way, you can contact the Federal Commissioner for Data Protection and Freedom of Information (BfDI).

If you believe that the processing of your data violates data protection law or that your data protection claims have been violated in any other way, you can contact the [Federal Commissioner for Data Protection and Freedom of Information \(BfDI\)](#).

6. Cookies

Our website uses HTTP cookies to save user-specific data.

What Are Cookies?

Whenever you surf the Internet, you are using a browser. Well-known browsers include Chrome, Safari, Firefox, Internet Explorer, and Microsoft Edge. Most websites save small text files in your browser. These files are called cookies.

Cookies are useful helpers. Almost all websites use cookies. More precisely, they are HTTP cookies, as there are also other cookies for other areas of application. HTTP cookies are small files that our website stores on your computer. These cookie files are automatically placed in the cookie folder, which is the “brain” of your browser. A cookie consists of a name and a value. When defining a cookie, one or more attributes must also be specified.

Cookies store certain user data about you, such as language or personal page settings. When you visit our site again, your browser sends the “user-related” information back to our site. Thanks to cookies, our website knows who you are and offers you your usual standard settings. In some browsers, each cookie has its own file, in others, such as Firefox, all cookies are stored in a single file.

There are both first-party cookies and third-party cookies. First-party cookies are created directly from our side, third-party cookies are created by partner websites (e.g. Google Analytics). Each cookie must be evaluated individually, as each cookie stores different data. The expiry time of a cookie also varies from a few minutes to a few years. Cookies are not software programs and do not contain viruses, Trojans, or other “pests”. Cookies cannot access information on your PC either.

What Types of Cookies Are There?

There are 4 types of cookies:

Absolutely Necessary Cookies

These cookies are necessary to ensure basic functions of the website. For example, these cookies are needed when a user puts a product in the shopping cart, then continues surfing on other pages and only goes to checkout later. These cookies do not delete the shopping cart, even if the user closes his browser window.

Functional Cookies

These cookies collect information about user behaviour and whether the user receives any error messages. In addition, these cookies are used to measure the loading time and the behaviour of the website in different browsers.

Goal-oriented Cookies

These cookies improve user-friendliness. For example, entered locations, font sizes or form data are saved.

Advertising Cookies

These cookies are also called targeting cookies. They serve to deliver customized advertising to the user. That can be very practical, but also very annoying.

When you visit a website for the first time, you will usually be asked which of these types of cookies you would like to allow. And of course, this decision is also saved in a cookie.

How Can I Delete Cookies?

You decide for yourself how and whether you want to use cookies. Regardless of which service or website the cookies originate from, you always have the option of deleting cookies, only partially allowing them, or deactivating them. For example, you can block third-party cookies but allow all other cookies.

If you want to find out which cookies have been stored in your browser, if you want to change or delete cookie settings, you can find this in your browser settings.

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. For each individual cookie, you can decide whether or not to allow the cookie. The procedure is different depending on the browser. It is best to search for the instructions in Google with the search term “delete cookies Chrome” or “deactivate cookies Chrome” in the case of a Chrome browser or replace the word “Chrome” with the name of your browser, e.g. Edge, Firefox, Safari.

What About My Data Protection?

The so-called “cookie guidelines” have existed since 2009. It states that the saving of cookies requires your consent. Within the EU countries, however, there are still very different reactions to these guidelines. In Germany, the cookie guidelines have not been implemented as national law. Instead, this guideline was largely implemented in Section 15 (3) of the Telemedia Act (TMG).

7. Google Analytics Data Protection Declaration

We use the Google Analytics (GA) analysis tracking tool from the American company Google Inc. on our website. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. Google Analytics collects data about your actions on our website. For example, if you click on a link, this action is saved in a cookie and sent to Google Analytics. With the help of the reports we receive from Google Analytics, we can better tailor our website and our service to your needs.

What Is Google Analytics?

Google Analytics is a tracking tool that is used to analyse the traffic on our website. In order for Google Analytics to work, a tracking code is built into the code of our website. When you visit our website, this code records various actions that you carry out on our website. As soon as you leave our website, this data is sent to the Google Analytics server and stored there.

Google processes the data, and we receive reports on your user behaviour:

- Target group reports: With target group reports we get to know our users better and know more precisely who is interested in our service
- Ad reports: Ad reports make it easier for us to analyse and improve our online advertising.
- Acquisition reports: Acquisition reports give us helpful information on how we can get more people interested in our service.
- Behavioural Reports: This is where we learn how you interact with our website. We can understand which route you take on our site and which links you click.
- Conversion reports: Conversion is a process in which you carry out a desired action based on a marketing message. For example, when you go from being a pure website visitor to being a buyer or newsletter subscriber. With the help of these reports, we can find out more about how our marketing measures are received by you. This is how we want to increase our conversion rate.
- Real-time reports: Here we always find out immediately what is happening on our website. For example, we can see how many users are reading this text.

Why Do We Use Google Analytics?

The statistically evaluated data show us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimize our site so that interested people can find it more easily on Google. On the other hand, the data helps us to better understand you as a visitor. We therefore know very well what we need to improve on our website in order to offer you the best possible service.

Which Data Is Saved by Google Analytics?

Google Analytics uses a tracking code to create a random, unique ID that is linked to your browser cookie. This is how Google Analytics recognizes you as a new user. The next time you visit our site, you will be recognized as a "returning" user. All

collected data is saved together with this user ID. It is thus possible to evaluate pseudonymous user profiles.

Your interactions on our website are measured through identifiers such as cookies and app instance IDs. Interactions are all types of actions that you carry out on our website. If you also use other Google systems (such as a Google account), data generated by Google Analytics can be linked to third-party cookies. Google does not pass on any Google Analytics data unless we, as the website operator, approve it. Exceptions may be made if required by law.

How Long and Where Is the Data Stored?

Google has distributed your servers all over the world. Most of the servers are located in America and consequently your data is mostly stored on American servers. Here you can read exactly where the Google data centres are located:

<https://www.google.com/about/datacenters/locations/>

Your data is distributed on various physical data carriers. This has the advantage that the data can be accessed more quickly and is better protected against manipulation. Every Google data centre has appropriate emergency programs for your data. If, for example, the hardware at Google fails or natural disasters paralyze servers, the risk of a service interruption at Google remains low.

A standard retention period for your user data of 26 months is set for Google Analytics. Then your user data will be deleted. However, we have the option of choosing the retention period for user data ourselves. We have five options for this:

- Deletion after 14 months
- Deletion after 26 months
- Deletion after 38 months
- Deletion after 50 months
- No automatic deletion

When the specified period has expired, the data is deleted once a month. This retention period applies to your data which is linked to cookies, user identification and advertising IDs (e.g. cookies from the DoubleClick domain). Report results are based on aggregated data and are stored independently of user data. Aggregated data is a merging of individual data into a larger unit.

How Can I Delete My Data or Prevent Data Storage?

According to the data protection law of the European Union, you have the right to receive information about your data, to update it, to delete it or to restrict it. With the help of the browser add-on to deactivate Google Analytics JavaScript (ga.js, analytics.js, dc.js), you prevent Google Analytics from using your data. You can download and install the browser add-on at <https://tools.google.com/dlpage/gaoptout?hl=en>. Please note that this add-on only deactivates data collection by Google Analytics.

If you basically want to deactivate, delete, or manage cookies (independent of Google Analytics), there are separate instructions for each browser. Google Analytics

is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. Find more information at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=311229670>.

We hope we have been able to provide you with the most important information about data processing by Google Analytics. If you want to learn more about the tracking service, we recommend these two links:

<https://marketingplatform.google.com/about/analytics/terms/us/> and <https://support.google.com/analytics/answer/6004245?hl=en>.

Google Analytics IP Anonymization

We have implemented the IP address anonymization of Google Analytics on this website. This function was developed by Google so that this website can comply with the applicable data protection regulations and recommendations of the local data protection authorities if they prohibit the storage of the full IP address. The anonymization or masking of the IP takes place as soon as the IP addresses arrive in the Google Analytics data collection network and before the data is stored or processed.

You can find more information on IP anonymization at <https://support.google.com/analytics/answer/2763052?hl=en>.

Google Analytics Addition to Data Processing

We have concluded a direct customer contract with Google for the use of Google Analytics by accepting the “data processing addendum” in Google Analytics.

You can find out more about the addition on data processing for Google Analytics here: https://support.google.com/analytics/answer/3379636?hl=en&utm_id=ad.

8. Google AdSense Data Protection Declaration

We use Google AdSense on this website. This is an advertising program from Google Inc. In Europe, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. We can use Google AdSense to display advertisements on this website.

What Is Google AdSense?

The advertising program Google AdSense has been around since 2003. In contrast to Google Ads (belongs to Google AdWords), you cannot advertise yourself here. Ads are played on websites via Google AdSense. Google has its own status that controls which advertisements you see. Of course, we only want to offer you advertising that you see and that give you value north. Google relates to your interests. Many user behaviour and different personal offers, which are advertisements for our website and for our user rights. At this point we want to make sure that we have not decided on the selection of advertisements. With our website we offer instead of advertising space. The selection of the displayed advertising was made by Google. Since August 2013, the advertisements are also heard on the corresponding rights. That means, whether or from your smartphone, PC or laptop belongs to our website, the ads will match your device.

Why Do We Use Google AdSense?

Running a high-quality website takes a lot of dedication and effort. Basically, we're never finished working on our website. We always try to maintain our site and keep it as up to date as possible. Of course, we want to cover the cost of this work. That's why we decided to use advertisements as a source of income. The most important thing for us, however, is not to disturb your visit to our website with these advertisements. With the help of Google AdSense, you will be offered advertising that matches our topics and your interests. Similar to Google indexing for a website, a bot examines the corresponding content and the corresponding offers on our website. The content of the advertisements is then adjusted and presented on the website. In addition to the content-related overlaps between the ad and the website, AdSense also supports interest-based targeting. This means that Google also uses your data to offer advertising tailored to you. In this way you receive advertising that ideally offers you added value and we have the chance to earn something.

What Data Is Stored by Google AdSense?

Cookies are used, among other things, so that Google AdSense can display tailored, customized advertising.

The cookies do not contain any personally identifiable information. It should be noted, however, that Google regards data such as "pseudonymous cookie IDs" (name or other identification feature is replaced by a pseudonym) or IP addresses as non-personally identifiable information. However, within the framework of the GDPR, this data can be considered personal data. Google AdSense sends a cookie to the browser after every impression (this is always the case when you see an ad), every

click and every other activity that leads to a call to the Google AdSense server. If the browser accepts the cookie, it will be saved there.

As part of AdSense, third-party providers may be able to place and read cookies in your browser or use web beacons to save data that they receive through the provision of advertisements on the website. Web beacons are small graphics that analyse the log file and record the log file. This analysis enables a statistical evaluation for online marketing.

Google can use these cookies to collect certain information about your user behaviour on our website. These include:

- Information on how to deal with an ad (clicks, impressions, mouse movements)
- Information as to whether an advertisement has already appeared in your browser at an earlier point in time. This data will help prevent you from seeing an ad more often.

In doing so, Google analyses and evaluates the data on the advertising material displayed and your IP address. Google uses the data primarily to measure the effectiveness of an ad and to improve the advertising offer. This data is not linked to personal data that Google may have about you via other Google services.

How Long and Where Is the Data Stored?

Google records your IP address and various activities that you carry out on the website. Cookies store this information about the interactions on our website. According to Google, the company collects and stores the information provided in a secure manner on Google's in-house servers in the USA.

If you do not have a Google account or are not logged in, Google usually saves the collected data with a unique identifier (ID) on your browser. The unique IDs stored in cookies are used, for example, to ensure personalized advertising. If you are signed into a Google account, Google can also collect personal data.

You can delete some of the data that Google stores at any time (see next section). Much of the information stored in cookies is automatically deleted after a certain period of time. However, there is also data that Google stores over a longer period of time. This is the case if Google has to store certain data for an indefinite, longer period of time for economic or legal reasons.

How Can I Delete My Data or Prevent Data Storage?

You always have the option of deleting or deactivating cookies that are on your computer. How exactly this works depends on your browser.

If you have a Google Account, you can deactivate personalized advertising on the website <https://adssettings.google.com/authenticated> . Here, too, you will continue to see ads, but these are no longer tailored to your interests. Still, the ads will be displayed based on a few factors such as your location, browser type, and the search terms used.

You can read which data Google basically collects and what they use this data for at <https://www.google.com/intl/de/policies/privacy/> .

9. Google Maps Data Protection Declaration

We use Google Maps from Google Inc. on our website. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. With Google Maps we can show you locations better and thus adapt our service to your needs. By using Google Maps, data is transmitted to Google and stored on Google's servers.

What Is Google Maps?

Google Maps is an internet map service from Google. With Google Maps you can search for exact locations of cities, attractions, accommodations, or companies online using a PC, tablet, or app. If companies are represented on Google My Business, additional information about the company is displayed in addition to the location. In order to show how to get there, map sections of a location can be integrated into a website using HTML code. Google Maps shows the earth's surface as a road map or as an aerial or satellite image.

Why Do We Use Google Maps?

All our efforts on this page are aimed at providing you with a useful and meaningful time on our website. By integrating Google Maps, we can provide you with the most important information on various locations (e.g. locations of museums).

What Data Is Saved by Google Maps?

In order for Google Maps to be able to offer its full service, the company must record and save data from you. This includes the search terms entered, your IP address and the latitude and longitude coordinates. If you use the route planner function, the entered start address is also saved. However, this data storage takes place on the Google Maps website. We can only inform you about this, but we cannot influence it. Since we have integrated Google Maps into our website, Google places at least one cookie (name: NID) in your browser. This cookie stores data about your user behaviour. Google uses this data primarily to optimize its own services and to provide you with individual, personalized advertising.

How Long and Where Is the Data Stored?

The Google servers are located in data centres around the world. Most of the servers are located in America, however. For this reason, your data is also increasingly stored in the USA. Here you can read exactly where the Google data centres are located: <https://www.google.com/about/datacenters/inside/locations/?hl=de>

Google distributes the data on various data carriers. This means that the data can be accessed more quickly and is better protected against any attempts at manipulation. Each data centre also has special emergency programs. If, for

example, there are problems with the Google hardware or a natural disaster paralyzes the servers, the data will still be pretty much protected.

Google stores some data for a specified period of time. For other data, Google only offers the option of manually deleting them. The company also anonymizes information (such as advertising data) in server logs by deleting part of the IP address and cookie information after 9 and 18 months, respectively.

How Can I Delete My Data or Prevent Data Storage?

With the automatic deletion function of location and activity data introduced in 2019, information on location determination and web / app activity - depending on your decision - is stored for either 3 or 18 months and then deleted. You can also manually delete this data from the history at any time via the Google account. If you want to completely prevent your location from being recorded, you must pause the "Web and app activity" section in your Google account. Click Data & Personalization, then click the Activity Settings option. Here you can turn the activities on or off.

You can also deactivate, delete, or manage individual cookies in your browser.

Google is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>. If you want to find out more about Google's data processing, we recommend the company's own data protection declaration at <https://policies.google.com/privacy?hl=de>.

10. Amazon Affiliate Program Privacy Policy

We use the Amazon partner program of the company Amazon.com, Inc. on our website. The responsible bodies in terms of the data protection declaration are Amazon Europe Core S.à.rl, Amazon EU S.à.rl, Amazon Services Europe S. à.rl and Amazon Media EU S.à.rl, all four located at 5, Rue Plaetis, L-2338 Luxembourg and Amazon Instant Video Germany GmbH, Domagkstr. 28, 80807 Munich. Amazon Deutschland Services GmbH, Marcel-Breuer-Str. 12, 80807 Munich. By using this Amazon partner program, data from you can be transferred to Amazon, stored, and processed.

What Is the Amazon Affiliate Program?

The Amazon partner program is an affiliate marketing program of the online shipping company [Amazon.de](https://www.amazon.de). Like every affiliate program, the Amazon partner program is based on the principle of the commission. Amazon or we place advertising or partner links on our website and if you click on them and buy a product through Amazon, we receive a reimbursement of advertising costs (commission).

Why Do We Use the Amazon Affiliate Program?

Our goal is to provide you with a pleasant time with lots of helpful content. We put a lot of work and energy into the development of our website. With the help of the Amazon partner program, we have the opportunity to cover the costs of our work. Of course, every affiliate link to Amazon always has something to do with our topic and shows offers that might interest you.

What Data is Stored by the Amazon Partner Program?

As soon as you interact with Amazon's products and services, Amazon collects data from you. Amazon distinguishes between information that you actively give to the company and information that is automatically collected and stored. The "active information" includes, for example, name, email address, telephone number, age, payment information, or location information. So-called "automatic information" is primarily stored via cookies. This includes information on user behaviour, IP address, device information (browser type, location, operating system) or the URL. Amazon also saves the clickstream. This means the path (order of the pages) that you as a user take to get to a product. Amazon also stores cookies in your browser in order to be able to trace the origin of an order. This is how the company recognizes that you have clicked on an Amazon advertisement or a partner link via our website. Amazon uses the information received to tailor advertisements to the interests of the user.

If you have an Amazon account and are logged in while you are surfing our website, the data collected can be assigned to your account. You can prevent this by logging out of Amazon before surfing our website.

How Long and Where Is the Data Stored?

Personal data is stored by Amazon for as long as it is necessary for Amazon's business services or is necessary for legal reasons. Since the company Amazon has its headquarters in the USA, the collected data is stored on American servers.

How Can I Delete My Data or Prevent Data Storage?

You have the right to access your personal data at any time and to delete it. If you have an Amazon account, you can manage or delete much of the data collected in your account.

Your browser offers another option for managing data processing and storage by Amazon according to your preferences. There you can manage, deactivate, or delete cookies.

11. YouTube Privacy Policy

We have installed YouTube videos on our website. So we can present you interesting videos directly on our website. YouTube is a video portal that has been a subsidiary of Google since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. If you call up a page on our website that has an embedded YouTube video, your browser automatically connects to the YouTube or Google servers. Different data are transmitted (depending on the settings). Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all data processing in Europe.

What Is YouTube?

On YouTube, users can watch, rate, comment, and upload videos for free. Over the past few years, YouTube has become one of the most important social media channels in the world. So that we can display videos on our website, YouTube provides a code excerpt that we have built into our site.

Why Do we Use YouTube?

With the help of our embedded videos, we provide you with other helpful content in addition to our texts and images.

Which Data Is Saved by YouTube?

As soon as you visit one of our pages that has a YouTube video integrated, YouTube sets at least one cookie that saves your IP address and our URL. If you are logged into your YouTube account, YouTube can usually assign your interactions on our website to your profile using cookies. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution or your Internet provider. Further data can be contact details, any ratings, sharing content via social media or adding to your favourites on YouTube.

If you are not signed into a Google account or a YouTube account, Google stores data with a unique identifier that is associated with your device, browser, or app. For example, your preferred language setting is retained. But a lot of interaction data cannot be saved because fewer cookies are set.

How Long and Where Is the Data Stored?

The data that YouTube receives and processes from you is stored on Google's servers. Most of these servers are in America. At <https://www.google.com/about/datacenters/locations/?hl=us> you can see exactly where the Google data centres are located. Your data is distributed on the servers. In this way, the data can be accessed more quickly and is better protected against manipulation.

Google stores the collected data for different lengths of time. You can delete some data at any time, others are automatically deleted after a limited time and others are stored by Google for a longer period of time. Some data (such as items from "My

Activity", photos or documents, products) stored in your Google Account will remain stored until you delete them. Even if you are not signed into a Google Account, you can delete some data associated with your device, browser, or app.

How Can I Delete My Data or Prevent Data Storage?

Basically, you can delete data in the Google account manually. With the automatic deletion function of location and activity data introduced in 2019, information is stored depending on your decision - either 3 or 18 months and then deleted.

Regardless of whether you have a Google account or not, you can configure your browser to delete or deactivate cookies from Google.

Source: Created with the [data protection generator](#) from AdSimple in cooperation with [warkly.de](#)