easy website. easy hosting.

easyname

Cookie-Policy

In this text, we inform you about the use of cookies on our website in accordance with the **EU Directive on the processing of personal data and the protection of privacy in electronic communication**.

WHAT IS A COOKIE?

A cookie is not just a tasty biscuit. The name also denotes a small file that your web browser saves on your device. A cookie makes it possible for the website to "remember" your actions or preferences over time.

Most web browsers support cookies. However, you can set your browser so that certain cookies are declined. You can also delete cookies at any time (see "How can I decline and delete cookies").

WHY WE USE WHICH COOKIES

We use cookies in order to find out more about how you use our website:

→ We ourselves save cookies in order to remember your selected language for your future visits. We also set cookies in order to ensure that we do not show you any offers that you have already seen or declined.

→ In order to be able to analyse the success of our advertising measures, we also use services from third-party providers that also save cookies:

Google

For our website, we use the web analysis service "Google Analytics", which is offered by Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. In Google Analytics, the interactions of visitors on our website are primarily recorded with cookies. Google uses this information in order to analyse the usage of our website, to compile reports on the website activities and to provide other services associated with the website usage and Internet usage.

No personal data are stored during this process. In order to safeguard your anonymity, we also use **IP anonymisation** on our website. As a result, your IP address is shortened within Member States of the European Union or in other signatory stages to the Agreement on the European Economic Area and thus anonymised before it is transmitted to the servers of Google in the US. Only in exceptional cases will the full IP address be transmitted to a server of Google in the US and anonymised there. The IP address communicated by your browser within the framework of Google Analytics will not be merged with other data from Google. Further information on the handling of data at Google Analytics can be found in Googles data privacy and security documentation.

Google cookies are also used to activate functions for products such as AdWords and DoubleClick, so that users' activities can be measured after having seen an ad in the Google network. The use of these cookies enables Google and its partner websites to show advertisements on the basis of previous visits to our website or other websites (e.g. for remarketing or "similar audiences"). You can change these settings or deactivate these functions on Googles ad settings page. Corresponding cookies from Google and other cookies that are used to provide advertising can also be deactivated on the websites of the Digital Advertising Alliance or the Network Advertising Initiative.

We are also using embedded videos from YouTube on our website. Respective cookies from Google will also be set on pages that contain a YouTube video.

We also use Google Tag Manager. This does not set any cookies by itself, nor does it record any personal data. Google Tag Manager, however, is used to deliver tags that in turn themselves set cookies. More information on Google Tag Manager can be found here.

If you use Google to log in to our website ("sign in with Google" button in our login form), Google will also store cookies on your computer. You therefore have to accept Googles privacy statement and the terms and conditions in order to log in.

You can prevent the recording and processing of the website usage data by Google on all websites by installing a browser plug-in, which is available for all common browsers. This add-on prevents visit data being forwarded to Google Analytics via the corresponding JavaScripts. Further information on this plug-

Related links:

→ Google information on data protection
→ Google privacy statement and terms and conditions
→ Google ads settings
→ Google Browser add-on for opting out of Google Analytics
→ More info on the Browser add-on for opting out of Google Analytics

Facebook

In order to measure the effectiveness of our Facebook and Instagram ads, we use the so-called "Facebook Pixel" of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (Facebook) on our website. This enables us to measure users' activity after they have seen or clicked an ad on Facebook or Instagram. The relevant reports we receive from Facebook do not, however, provide any information about who has seen or clicked them - they only contain aggregated, public or non-personal data. The data we receive is there-fore anonymous. However, your data is stored and processed by Facebook itself. Facebook can connect the data with your Facebook account and use it for its own advertising purposes, in accordance with the "Facebook Data Policy". In doing so, a cookie may also be stored on your computer. If you would like to limit the use of your data by Facebook, you can set this on the respective Face-book page.

If you use "Facebook Connect" to log in to our website ("Sign in with Facebook" button in our login form), Facebook will also store cookies on your computer. You therefore have to accept the "Facebook Cookie-Policy" in order to log in.

For the sake of completeness, we would like to point out that Facebook also offers the possibility of creating so-called "custom audiences" to manage the target group. **easyname does not use this function**. To ensure that other advertisers do not share your data with Facebook for this purpose at any time, you can object to the use of your data in the context of "custom audiences" by going to the respective Facebook page in the section "Ads based on data from partners" and setting it to "Not allowed".

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1. We regret that complete implementation of the deletion periods will not be possible before 31.10.2018.

Related links:

→ Facebook information on data protection
→ Facebook information on the use of cookies
→ Facebook ad preferences (opt-out)

Twitter

In order to measure the effectiveness of our Twitter ads, we use a "conversion-tracking tag" from Twitter, Inc., 1355 Market Street, San Francisco, CA 94103, USA (Twitter) on our website. This enables us to measure users' activity after they have seen or clicked on a Twitter ad. The relevant reports we receive from Twitter do not provide any information about who has seen or clicked them - they only contain aggregated, public or non-personal data. The data we receive is therefore anonymous. However, your data is stored and processed by Twitter, so that you e.g. see ads based on your interests. For that purpose, a cookie is stored on your computer for up to 30 days. You can find further information on this, such as how Twitter uses cookies and what options you have relating to data protection, on the relevant Twitter page. A separate information page explains how you can deactivate advertising on Twitter based on your interests.

Related links:

→ Twitter information on the use of cookies
→ Twitter information for advertising based on your interests (opt-out)

AWIN

We use the affiliate networks of AWIN AG, Eichhornstraße 3, 10785 Berlin (AWIN) to run ads. Therefore, we use a "conversion-tracking tag" from AWIN on our website. This enables us to measure users' activity after they have seen or clicked on an ad in one of these affiliate networks. If someone comes to our website by clicking on one of those ads, cookies will be stored for a maximum of 90 days. These cookies are used for anonymous analysis (whether this contact has generated any sales) and for the billing of ads - they therefore contain data about the transaction, but do not contain any personal data. The relevant reports we receive from AWIN only contain aggregated, public or non-personal data. The data we receive is anonymous. You can find more detailed information about AWIN tracking and the cookies used on the "Privacy Policy" page on AWIN's website.

Weiterführende Links:

→ AWIN information about data protection

Webfonts

For the sake of completeness, we would like to point out that we incorporate external font faces from "Adobe Typekit" and "Google Fonts" in our website. These font types are temporarily stored by your browser, but no cookies are created.

HOW CAN I ACCEPT, DECLINE OR DELETE COOKIES?

→ You can accept the use of cookies on our website by clicking the "Confirm" button. We will not create any permanent cookies or cookies from third-party providers, as long as you do not do that. However, please be aware that this will limit the functionality of our website: Your language choice will not be permanently stored, YouTube videos cannot be played and you will not be able to use your social media account to log in.

To enable you to at least log in directly and make purchases, we only set a "session cookie". We set another session cookie to ensure that we do not show you any offers that you have already seen or declined. These cookies will only exist for the duration of your visit on our website and are then deleted.

→ If you would like to completely block cookies, you can do so in your web browser settings. There you can also decline cookies from third-party providers or delete individual cookies.

→ Alternatively, you can prevent cookies from being set by third-party providers by using the respective webpages of the Network Advertising Initiative or the Digital Advertising Alliance to opt-out. You would like to dive deeper into the topic? Here you can find more details on how to delete and decline cookies, as well as general information about cookies.