Category: Necessary

Necessary cookies help to make a website usable by enabling basic functions such as page navigation and access to secure areas of the website. The website cannot work properly without these cookies.

Name	Provider	Purpose	Expiry	Type
__cfduid	browser-update.org	Used by the content network Cloudflare to identify trusted web traffic.	1 year	HTTP
__cfduid	tawk.to	Used by the content network Cloudflare to identify trusted web traffic.	1 year	HTTP
_homepage_session	wlw.de	Cookie for recognizing the user within a session.	Session	HTTP
_landingpages_session	wlw.de	Contains application data for the pages of the search	Session	HTTP
_lyc_app_session	wlw.de	Stores information about company registration.	Session	HTTP
_product_details_session	wlw.de	Contains application data for the product detail pages.	Session	HTTP
_production_session_id	wlw.de	Cookie for recognizing the user within a session.	14 days	HTTP
_products_session	wlw.de	Stores information about the product manager of the application.	Session	HTTP
_session_id	wlw.de	Cookie for recognizing the user within a	Session	HTTP

		session.		
_users_session	wlw.de	Cookie for recognizing the user within a session.	Session	HTTP
_wlw_common_session	wlw.de	Stores general information about use of the platform.	Session	HTTP
_wlw_customer_report_session	wlw.de	Stores information about the success analysis.	Session	HTTP
cookietest	wlw.de	This cookie is used to determine if the visitor has accepted the cookie agreement box.	Session	HTTP
JSESSIONID	nr-data.net	Preserves the user's states across page requests.	Session	HTTP
PHPSESSID	wlw.de	Preserves the user's information across page requests.	Session	HTTP
popupLastOpened	wlw.de	Not yet defined.	Session	HTTP
split	wlw.de	Saves the information on which test group the users' platform is in.	1 year	HTTP
wlw_search_term	wlw.de	Stores the current search term.	Session	HTTP
wlw_user_info	wlw.de	Stores the necessary information about the user session after login.	Session	HTTP

wp13815	wlw.net	Contains application information for using the Inside Business pages	1 year		HTTP
XSRF-TOKEN	wlw.de	Records non-user-specific data for communication between various functions of the website.	Session		HTTP

Category: Preferences

Preference cookies allow a website to remember information that affects the way a website behaves or appears, such as your preferred language or the region you are located in.

Name	Provider	Purpose	Expiry	Type
lang	cdn.syndication.twimg.com	Saves the language version of a website selected by the user.	Session	HTTP
UID	stickyadstv.com	Unique user ID that recognises the user during recurring visits	1 month	HTTP
wlw_locale	wlw.de	Saves the preferred language of the user so that it can be selected automatically on the next visit to the website.	1 month	HTTP
wlw_search_type_v1	wlw.de	Stores information about the user's search type.	2 months	HTTP

Category: Statistics

Statistics cookies help website owners understand how visitors interact with websites by collecting and reporting information anonymously.

Name	Provider	Purpose	Expiry	Type
__qca	giphy.com	Collects anonymous data about user visits to the site, such as the number of visits, the average time spent on the website, and which pages were loaded for the purpose of generating reports for the optimisation of website content.	1 year	HTTP
__tawkuuid	wlw.de	Records basic user information, such as the page currently opened, the language of a browser and its IP address. This serves to optimize advisory sessions using live chat. This cookie is also used to create statistical data about how the visitor uses the website.	180 days	HTTP
_ga	wlw.de	Registers a unique ID used to generate statistical data about how the visitor uses the site.	2 years	HTTP
_gat	wlw.de	Used by Google Analytics to limit	Session	HTTP

		the request rate.		
_gid	wlw.de	Registers a unique ID used to generate statistical data about how the visitor uses the site.	Session	HTTP
AMCV_#	wlw.de	Unique user ID that recognises the user during recurring visits.	2 years	HTTP
AMCVS_#AdobeOrg	wlw.de	Not yet defined	Session	HTTP
dextp	demdex.net	Dieser Cookie wird vom Audience Manager der Website gesetzt, um die Zeit und Häufigkeit der Synchronisation der Besucherdaten zu bestimmen. Cookie-Daten-Synchronisation wird benutzt, um Besucherdaten von verschiedenen Websites zu synchronisieren und zu sammeln.	179 days	HTTP
mf_#	wlw.de	Captures anonymous user navigation data and website interaction to personalize the shopping experience.	Session	HTTP
mf_initialDomQueue	wlw.de	This cookie uses mouseflow to get information about the activity	Session	HTML

		of the user.		
ss	va.tawk.to	Records basic user information, such as the page currently opened, the language of a browser and its IP address. This serves to optimize advisory sessions using live chat. This cookie is also used to create statistical data about how the visitor uses the website.	Session	HTTP
Tawk_5512bfb43 a75369766290922	wlw.de	Records basic user information, such as the page currently opened, the language of a browser and its IP address. This serves to optimize advisory sessions using live chat. This cookie is also used to create statistical data about how the visitor uses the website.	180 days	HTTP
TawkConnection Time	wlw.de	Records basic user information, such as the page currently opened, the language of a browser and its IP address. This serves to optimize advisory sessions using live chat. This	Session	HTTP

		cookie is also used to create statistical data about how the visitor uses the website.		
tawkUUID	va.tawk.to	Records basic user information, such as the page currently opened, the language of a browser and its IP address. This serves to optimize advisory sessions using live chat. This cookie is also used to create statistical data about how the visitor uses the website.	180 days	HTTP
TawkWindowName	wlw.de	Records basic user information, such as the page currently opened, the language of a browser and its IP address. This serves to optimize advisory sessions using live chat. This cookie is also used to create statistical data about how the visitor uses the website.	Session	HTML
vuid	vimeo.com	Gathers data about user visits to the site, such as which pages were read.	2 years	HTTP

Name	Provider	Purpose	Expiry	Type
wlw_client_id	wlw.com	Registers how the visitor uses the website. No specific data that could reveal private information is stored.	2 years	HTTP
wlw_client_id	wlw.de	Registers how the visitor uses the website. No specific data that could reveal private information is stored.	2 year	HTTP

Category: Marketing

Marketing cookies are used to follow visitors on websites. The intention is to show ads that are relevant and appealing to the individual user and therefore more valuable to publishers and third-party advertisers.

Name	Provider	Purpose	Expiry	Type
__widgetsettings	twitter.com	Used for targeted ads and to document the effectiveness of each ad.	Persistent	HTML
_dp	demdex.net	This cookie is set by the website's audience manager to determine if any third-party cookies can be placed in the visitor's browser. Third-party cookies are used to gather information or track visitor behaviour on various websites.	Session	HTTP

		Third-party cookies are set by a third-party website or company.		
AAMC_iqdigital_0	wlw.de	Used for targeted ads and to document the effectiveness of each ad.	180 days	HTTP
AAMC_iqdigital_0	wlw.de	Used for targeted ads and to document the effectiveness of each ad.	180 days	HTTP
ads/ga-audiences	google.com	Used by Google AdWords to re-engage visitors who can convert to customers based on the online behavior of the visitor on different websites.	Session	Pixel
ads/user-lists/#	google.com	Used by Google AdWords.	Session	Pixel
anj	adnxs.com	Registers a unique ID that identifies the device of a returning user. The ID is used for targeted advertising.	3 months	HTTP
APID	advertising.com	Used for targeted ads and to document the effectiveness of each ad.	1 year	HTTP
AWSELB	tremorhub.com	Used to distribute traffic on the site to multiple servers to optimise	Session	HTTP

		response times.		
axd	theadex.com	This cookie is used by The Ad Ex to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	1 year	HTTP
ayl_visitor	omnitagjs.com	Used for targeted ads and to document the effectiveness of each ad.	1 month	HTTP
B	yahoo.com	Collects anonymous data about the user's website visits, such as the number of visits, the average time spent on the site, and which pages were loaded. The registered data will be used to categorise the interests and demographic profiles of the users, with the aim of adapting the website content according to each visitor.	1 year	HTTP
c	rubiconproject.com	This cookie is used by Rubicon Project to rediscover wlw users on other websites by means of retargeting and	Session	HTTP

		to adapt the display of ads accordingly.		
CMDD	casalemedia.com	Collects anonymous data about user visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.	Session	HTTP
CMID	casalemedia.com	Collects anonymous data about user visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.	1 year	HTTP
CMPRO	casalemedia.com	This cookie is used by Casale Media to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	3 months	HTTP
CMPS	casalemedia.com	This cookie is used by Casale Media to rediscover wlw users on other websites by means of	3 months	HTTP

		retargeting and to adapt the display of ads accordingly.		
CMRUM3	casalemedia.com	Collects anonymous data about user visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.	3 months	HTTP
CMSC	casalemedia.com	Collects anonymous data about user visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.	Session	HTTP
CMST	casalemedia.com	Collects anonymous data about user visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.	Session	HTTP
com.adobe.react or.dataElementC ookiesMigrated	wlw.de	Used for targeted ads and to document the effectiveness of	Persistent	HTML

		each ad.		
criteo	outbrain.com	Gathers data about user visits to the site, such as which pages have been loaded. The registered data will be used for targeted advertising.	1 month	HTTP
criteo_write_test	wlw.de	Collects anonymous data about user visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.	Session	HTTP
csync	smartadserver.com	Optimises the display of advertising based on the user's movement, combining various advertiser offers to display to the user.	13 months	HTTP
cto_lwid	wlw.de	Collects anonymous data about user visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying	13 months	HTTP

		targeted ads.		
cto_lwid	wlw.de	Collects anonymous data about user visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.	Persistent	Pixel
cto_tld_test	wlw.de	Collects anonymous data about user visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.	Session	HTTP
d/749/2889/i/1.gif	dmp.theadex.com	This cookie is used by The Ad Ex to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	Session	Pixel
d/749/2889/i/3.gif	dmp.theadex.com	This cookie is used by The Ad Ex to rediscover wlw users on other websites by means of retargeting and	Session	Pixel

		to adapt the display of ads accordingly.		
d/749/i/2.gif	dmp.theadex.com	This cookie is used by The Ad Ex to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	Session	Pixel
demdex	demdex.net	A unique ID used for semantic content analysis registers the user's navigation on the site and links it to offline survey data and similar registries to show targeted advertising.	180 days	HTTP
deuxesse_uxid	twiago.com	Identifies new users and creates a unique ID to target advertisements for each user.	29 days	HTTP
dpm	demdex.net	Used for targeted ads and to document the effectiveness of each ad.	180 days	HTTP
dspuuid	smartclip.net	Used for targeted ads and to document the effectiveness of each ad.	1 month	HTTP
eid	criteo.com	Collects anonymous data about user visits to the website, such as number of visits, average	6 months	HTTP

		time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.		
everest_g_v2	everesttech.net	Used for targeted ads and to document the effectiveness of each ad.	2 years	HTTP
everest_session_ v2	everesttech.net	Used for targeted ads and to document the effectiveness of each ad.	Session	HTTP
fr	facebook.com	Used by Facebook to display a range of advertising products, such as third-party real-time bidding.	3 months	HTTP
GPS	youtube.com	Registers a unique ID on mobile devices to enable tracking based on geographic GPS location.	Session	HTTP
i	openx.net	Registers anonymized user data such as IP address, geographic location, websites visited, and which ads the user clicked on, with the aim of optimizing the display of advertising based on the user's movement on websites that use	1 year	HTTP

		the same ad network.		
i/jot/syndication	twitter.com	This cookie is used by Twitter to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	Session	Pixel
id	yieldlab.net	Registers a unique ID that identifies the device of a returning user. The ID is used for targeted advertising.	1 year	HTTP
IDE	doubleclick.net	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	2 years	HTTP
IDSYNC	advertising.com	Used for targeted ads and to document the effectiveness of each ad.	1 year	HTTP

khaos	rubiconproject.com	Registers anonymized user data such as IP address, geographic location, websites visited, and which ads the user clicked on, with the aim of optimizing the display of advertising based on the user's movement on websites that use the same ad network.	1 year	HTTP	
KRTBCOOKIE_#	pubmatic.com	Registers a unique ID that identifies the user's device during re-visits to websites that use the same ad network. This ID is used to enable targeted advertising.	3 months	HTTP	
lidid	liadm.com	Used for targeted ads and to document the effectiveness of each ad.	2 years	HTTP	
LIG_#	ligadx.com	Used for targeted ads and to document the effectiveness of each ad.	1 year	HTTP	
local_storage_support_test	twitter.com	Used for targeted ads and to document the effectiveness of each ad.	Persistent	HTML	
mc	quantserve.com	Gathers data about user visits to the site, such	13 months	HTTP	

		as which pages have been loaded. The registered data will be used for targeted advertising.		
Neos.Neos.lastVisitedNode	wlw.com	Collects anonymous data about the user's visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.	Session	HTML
ONLINE_CF	stepstone.de	Used for targeted ads and to document the effectiveness of each ad.	Session	HTTP
ONLINE_CF	stepstone.de	Used for targeted ads and to document the effectiveness of each ad.	Session	HTTP
pid	smartadserver.com	Registers a unique ID that identifies the device of a returning user. The ID is used for targeted advertising.	13 months	HTTP
popupAmount	wlw.com	Collects anonymous data about the user's visits to the website / number of displays of pop-ups/modal dialogs.	Session	HTML

popupLastOpend	wlw.com	Collects anonymous data about the user's visits to the website at the time of the last display of the pop-up/modal dialog.	Session	HTML
psyn	smartclip.net	Used for targeted ads and to document the effectiveness of each ad.	1 month	HTTP
PUBMDCID	pubmatic.com	Registers a unique ID that identifies the user's device during re-visits to websites that use the same ad network. This ID is used to enable targeted advertising.	3 months	HTTP
PugT	pubmatic.com	This cookie is used by PugMatic to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	1 months	HTTP
put_#	rubiconproject.com	Registers anonymized user data such as IP address, geographic location, websites visited, and which ads the user clicked on, with the aim of optimizing the display of	1 months	HTTP

		advertising based on the user's movement on websites that use the same ad network.		
pxrc	rlcdn.com	Collects anonymous data about user visits to the site, such as number of visits, average time spent on the site, and which pages were loaded for the purpose of displaying targeted ads.	2 months	HTTP
rex/match.aspx	criteo.com	This cookie is used by Criteo to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	Session	Pixel
rlas3	rlcdn.com	Collects anonymous data about user visits to the site, such as number of visits, average time spent on the site, and which pages were loaded for the purpose of displaying targeted ads.	1 year	HTTP
rpb	wrubiconproject.com	Registers anonymized user data such as IP address, geographic	1 month	HTTP

		location, visited websites, and which ads the user clicked, with the aim of optimizing the display of advertising based on the user's movement on websites that use the same ad network.		
rpx	rubiconproject.com	This cookie is used by Rubicon Project to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	1 month	HTTP
sess	adnxs.com	Used to verify that the user's browser supports cookies.	Session	HTTP
SESS#	stickyadstv.com	Preserves the user's information across page requests.	Session	HTTP
stx_user_id	sharethrough.com	Gathers data about user visits to the site, such as which pages have been loaded. The registered data will be used for targeted advertising.	1 year	HTTP
t_gid	taboola.com	This cookie maps a specific visitor ID when the visitor interacts	1 year	HTTP

		with advertising or content from the site. This allows the site to display similar advertising or content to the visitor.		
taboola_usg	taboola.com	This cookie is used to gather information about a visitor. This information becomes an ID string containing information about a specific visitor. ID information strings can be used to target groups with similar preferences, or can be used by third-party domains or ad exchange services.	1 year	HTTP
taboola_vmp	taboola.com	Used for targeted ads and to document the effectiveness of each ad.	1 year	HTTP
test_cookie	doubleclick.net	Used to verify that the user's browser supports cookies.	Session	HTTP
TestIfCookieP	smartadserver.com	Identifies new users and creates a unique ID for each user.	13 months	HTTP
tis	theadex.com	This cookie is used by The Ad Ex to rediscover wlw users on other websites by	1 year	HTTP

		means of retargeting and to adapt the display of ads accordingly.		
tluid	3lift.com	This cookie is used to optimise advertising relevance by collecting visitor data from various websites. This exchange of visitor data is usually provided by a third-party data centre or ad exchange service.	3 months	HTTP
tr	facebook.com	This cookie is used by Criteo to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	Session	HTTP
tt_viewer	teads.tv	Gathers data about user visits to the site, such as which pages have been loaded. The registered data will be used for targeted advertising.	1 year	HTTP
tu	adscale.de	Used to target ads by registering the user's movements on websites.	1 month	HTTP
tuuid	360yield.com	This cookie is used by 360 Yield to rediscover wlw users on other	3 months	HTTP

		websites by means of retargeting and to adapt the display of ads accordingly.		
tuuid	bidswitch.net	Collects anonymous data that is sent to an anonymous recipient. The identity of the recipient is kept secret by Perfect Privacy LLC.	1 year	HTTP
tuuid	sspqns.com	Collects anonymous data that is sent to an anonymous recipient. The identity of the recipient is kept secret by Perfect Privacy LLC.	179 days	HTTP
tuuid_last_update	360yield.com	This cookie is used by 360 Yield to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	3 months	HTTP
tuuid_lu	bidswitch.net	Used for targeted ads and to document the effectiveness of each ad.	1 year	HTTP
tuuid_lu	sspqns.com	Used for targeted ads and to document the effectiveness of each ad.	179 days	HTTP

uid	criteo.com	This cookie is used by Criteo to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	1 year	HTTP
uid-bp-#	stickyadstv.com	Used for targeted ads and to document the effectiveness of each ad.	29 days	HTTP
um	360yield.com	This cookie is used by 360 Yield to rediscover wlw users on other websites by means of retargeting and to adapt the display of ads accordingly.	3 months	HTTP
um	plista.com	Gathers data about user visits to the site, such as which pages have been loaded. The registered data will be used for targeted advertising.	1 month	HTTP
um2	sspqns.com	Used for targeted ads and to document the effectiveness of each ad.	3 months	HTTP
umeh	360yield.com	This cookie is used by 360 Yield to rediscover wlw users on other websites by means of retargeting and	3 months	HTTP

		to adapt the display of ads accordingly.		
uuid	smartclip.net	This cookie is used to optimise advertising relevance by collecting visitor data from various websites. This exchange of visitor data is usually provided by a third-party data centre or ad exchange service.	1 month	HTTP
uuid2	adnxs.com	Registers a unique ID that identifies the device of a returning user. This ID is used for targeted advertising.	3 months	HTTP
VISITOR_INFO1_LIVE	youtube.com	Collects anonymous data about the user's visits to the website, such as number of visits, average time spent on the website, and which pages were loaded, all for the purpose of displaying targeted ads.	180 days	HTTP
YSC	youtube.com	Registers a unique ID to keep track of the YouTube videos that the user has watched.	Session	HTTP
yt.innertube::nextId	youtube.com	Saves user preferences when retrieving a	Persistent	HTML

		YouTube video built into other web pages.		
yt.innertube::requests	youtube.com	Saves user preferences when retrieving a YouTube video built into other web pages.	Persistent	HTML
yt-player-two-stage-token	youtube.com	Saves user preferences when retrieving a YouTube video built into other web pages.	Persistent	HTML
yt-remote-cast-installed	youtube.com	Saves user preferences when retrieving a YouTube video built into other web pages.	Session	HTML
yt-remote-connected-devices	youtube.com	Saves user preferences when retrieving a YouTube video built into other web pages.	Persistent	HTML
yt-remote-device-id	youtube.com	Saves user preferences when retrieving a YouTube video built into other web pages.	Persistent	HTML
yt-remote-fast-check-period	youtube.com	Saves user preferences when retrieving a YouTube video built into other web pages.	Session	HTML
yt-remote-session-app	youtube.com	Saves user preferences when retrieving a YouTube video built into other web pages.	Session	HTML

		Saves user preferences when retrieving a YouTube video built into other web pages.		
yt-remote-session-name	youtube.com	Saves user preferences when retrieving a YouTube video built into other web pages.	Session	HTML

Aumago

Visable GmbH collaborates with Aumago GmbH ("Aumago"), Berlin, a target group marketer. Aumago uses cookies, which are text files that are stored in the browser of your computer. Pseudonymized usage data in the form of cookie IDs and advertising IDs without IP addresses are collected by the cookie. The cookie ID and advertisement IDs without IP address are not sufficient to identify a natural person behind a browser / user.

Based on the user's surfing behavior (visited website, categories, product pages) Aumago assumes interest in a specific B2B industry and uses this information to place more targeted, use-based online advertising on behalf of Visable GmbH. The cookies can be synchronized in this regard by means of cookie-matching with other platforms. For example, this matching can be done for: Google, Doubleclick, Adition, Appnexus, Mediamath, The Trade Desk, Adform, Active Agent, yieldlab.

The cookies are either Aumago cookies or cookies from service providers that use Aumago, such as The ADEX GmbH, Berlin. The user can opt-out via the following link at any time and thus declare an objection to the relevant cookie tracking. This will install an opt-out cookie. The opt-out cookie requires that a setting in the browser does not prevent the storage of cookies or that it deletes the cookie. After deleting the opt-out cookie, the user must repeat the objection. Alternatively, the user can delete the cookies directly in the browser, set his/her browser settings to do-not-track right from the start, or manage his/her cookie preferences here. If you would like to receive details about the information stored in your cookie, please send us your cookie ID.

eKomi

Visable uses technology from eKomi Ltd., Markgrafenstraße 11, 10969 Berlin ('eKomi'), which acts as a processor, for purposes of provider and product evaluation by customers and for quality assurance purposes. To do so, we send an e-mail to customers asking them to submit a review in a review template linked to in the e-mail. You can object to the use of your personal data to send this e-mail at any time, either by sending your objection to info@visabe.com and/or by clicking on the 'Unsubscribe' button in the review request. You can find more information on the functions mentioned and on the privacy policy of eKomi at www.ekomi.de/de/datenschutz. As part of your review via eKomi, you can voluntarily leave your e-mail address, which you can withdraw at any time, so we can use it to contact you regarding your review later on. This allows us to, for example, personally respond to your review, answer your questions or provide other help.

Hotjar

Visable uses Hotjar, which is analysis software from Hotjar Ltd. ('Hotjar') (http://www.hotjar.com, 3 Lyons Range, 20 Bisazza Street, Sliema SLM 1640, Malta, Europe). Hotjar allows us to measure and evaluate user behaviour on the website, which mainly refers to clicks, mouse movements, scroll height, etc. Information generated by tracking codes and cookies used for this purpose is sent to the Hotjar server in Ireland and stored there, and this specifically includes:

·   the anonymised IP address;

·   the e-mail address including any names given on the website;

·   the screen resolution of the accessing end device;

·   the device type and browser information;

·   the country from which access is made;

·   the display language;

·   the referrer domain;

·   the pages visited; and

·   the date and time of access.

·   When taking part in any user surveys, the following is also collected: response data and content

Hotjar uses this information to evaluate your use of our website, to compile reports and for other services relating to website use and evaluation. Hotjar uses services of third-party companies, such as Google Analytics and Optimizely, to provide its services. These third-party providers may save information sent from your browser during your visit to our website, e.g. cookies or IP requests. You can find further information on data storage and use by Google at https://policies.google.com/privacy and by Optimizely at https://www.optimizely.com/de/privacy.

By using this website, you are agreeing to the above-mentioned processing by Hotjar and its third-party providers within the scope of their privacy policies. Cookies used by Hotjar have different 'lifetimes'; some expire after 365 days, others expire after your current visit. You can prevent data from being collected by Hotjar here: https://www.hotjar.com/opt-out

Mouseflow

This website uses Mouseflow, a web analysis tool of Mouseflow ApS, Flaesketorvet 68, 1711 Copenhagen, Denmark, to record individual visits selected at random (with anonymized IP address only). A log of the mouse movements, mouse clicks and interaction with the keyboard is created with the intention of representing individual sample visits to this website as so-called session replays, evaluate them in the form of so-called heat maps

and identify potential improvements for the website on this basis. The cookie generated by Mouseflow is deleted after a period of 90 days. The data collected by Mouseflow are not personal, are not passed on to third parties and are saved for a period of 3 months. Storage and processing of the data recorded is carried out inside the EU. If you do not want Mouseflow to collect your data, you can object to it on all websites that use Mouseflow by visiting the following link: https://mouseflow.de/opt-out

Newsletters

We evaluate how the newsletters we send out are used. For evaluation purposes, sent e-mails contain so-called 'web beacons', or 'tracking pixels', which are one-pixel image files that are stored on our website. For evaluation purposes, we link the data and the web beacons with your e-mail address and an individual ID. Links contained in the newsletter also have an ID. We use the data obtained to create a user profile to tailor the newsletter to your individual interests. In so doing, we record when you read our newsletter, and what links you click on in the newsletter, and use this to determine what your interests are. We link this data with your actions on our website.

tawk.to

Visable uses tawk.to, which is live chat software from tawk.to Inc., 7 East Warm Springs Rd, SB119, Las Vegas, NV, 89119, USA. Among other things, cookies stored in your browser are used in that process to detect browsers and end devices as well as to record inputs from the mouse and keyboard for the purpose of analysing your interactions with Visable websites, particularly chat and service functions. If you actively provide additional personal information in the course of using the chat function, this information will also be stored and processed. It will be erased after ending the chat. You can get more information about the purpose and scope of data collection and further processing and use of the data by Tawk.to as well as your rights and settings options for protecting your privacy in Tawk.to's privacy policy at: https://www.tawk.to/privacy-policy