

Privacy policy

Thank you for your interest in the online services of hystreet.com GmbH. The protection of your privacy is important to us. In the following, we would like to inform you about the handling of personal data when using our website at <https://hystreet.com>. Personal data refers to all data that can be related to you personally, e.g. name, address and e-mail address.

For better orientation, we have divided the following information into the sections (A) Basic information, (B) Visiting our website, (C) Using our services and (D) Rights of data subjects.

A. Basic information

1. Controller

Responsible under data protection law in accordance with Art. 4 No. 7 of the EU General Data Protection Regulation (GDPR):

hystreet.com GmbH

Oppenheimstraße 9

50668 Cologne

Telephone: +49 221 77204-251

Fax: +49 221 77204-40

E-mail: datenschutz@hystreet.com

Further information and additional legal information can be found in the ["Imprint"](#) section.

We are not obliged to appoint a company data protection officer. If you have any questions about data protection law, you can send us your enquiries using the contact details given above.

2. Data and system security

We use technical and organisational measures to secure our website and systems against loss, destruction, access, modification or dissemination of your data by unauthorised persons.

In connection with access to our website, data that may allow identification (e.g. IP address) is temporarily stored on our servers for data and system security purposes, but generally for no longer than ten days. The processing of potentially personal data for the purposes of data and system security is carried out based on Art. 6 para. 1 sentence 1 lit. f. GDPR and our legitimate interest in securing our systems and preventing misuse.

3. Principles for the storage and deletion of personal data

3.1 Personal data is only processed for the period of time required to achieve the respective storage purpose or if this is provided for in laws or regulations applicable to us (e.g. commercial or tax retention obligations). If a storage purpose no longer applies or if a legally prescribed storage period expires, the personal data concerned is routinely deleted in accordance with the statutory provisions or its processing is restricted (e.g. limited processing within the scope of commercial or tax retention obligations).

3.2 The processing of personal data due to a legal obligation, namely the fulfilment of statutory retention obligations, is based on Art. 6 para. 1 sentence 1 lit. c GDPR. As far as personal data is processed for the purpose of preserving evidence in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR, these processing purposes cease to apply after expiry of the statutory limitation periods; the regular statutory limitation period is three years.

3.3 For further details on specific storage and deletion periods, please refer to the individual service descriptions or information in this privacy policy.

B. Visiting our website

When using our website for information purposes only, if you do not otherwise provide us with personal information, personal data may be collected that your browser transmits to our server. For the purposes of web analysis, we also use tracking technologies to the extent described below.

1. Technical provision of the website

When you visit our website, we collect the following data, which is technically necessary for us to display our website to you and to ensure the stability and security of our online offering:

- IP address
- Date and time of the enquiry
- Time zone difference to Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Access status/HTTP status code
- Amount of data transferred in each case
- Website from which the request originates
- browser
- Operating system and its interface
- Language and version of the browser software.

The legal basis for this collection and processing is Art. 6 para. 1 sentence 1 lit. f GDPR. Our legitimate interest lies in the provision of a functional website and its system security.

2. Cookies

Our website uses cookies. Cookies are small text files that are placed and stored on a computer system via an internet browser.

Numerous websites and servers use cookies. Cookies often contain a so-called cookie ID. Such an ID is a unique identifier of the cookie and consists of a string of characters through which websites and servers can be assigned to a specific Internet browser in which the cookie was stored. Such cookies make it possible to distinguish your individual browser from other Internet browsers that contain other cookies. A specific Internet browser can therefore be recognised and identified via a unique cookie ID.

By using cookies, we can provide you with more user-friendly services that could not be realised, or only to a limited extent, without the setting of cookies. We have restricted the use of cookies to so-called essential cookies, which are necessary for the provision of a functional and convenient online service. The use of cookies is based on Art. 6 para. 1 sentence 1 lit. f GDPR. In this respect, our legitimate interest lies in the provision and optimisation of a functional and convenient online offering.

You can prevent the setting of cookies by adjusting your Internet browser settings or by setting your browser to notify you as soon as cookies are sent. You can also delete cookies that have already been set via an Internet browser or other software programmes. However, please bear in mind that you may not be able to use all the

functions of our and other online services if you deactivate cookies in your Internet browser.

3. Web analysis

We use the open-source software tool Matomo on our website to analyse the surfing behaviour of our users. When individual pages of our website are accessed, the following data is stored using Matomo

- Two bytes of the IP address of the user's accessing system
- The website accessed
- The website from which the user came to the website accessed (referrer)
- The subpages that are accessed from the accessed website
- The time spent on the website
- The frequency with which the website is accessed
- Details about interactions with the website

The software runs in the Matomo Cloud on servers within the European Union. The data collected during a website visit is only stored there. Matomo is set so that the IP addresses are not stored in full, but 2 bytes of the IP address are masked (e.g.: 192.168.xxx.xxx). In this way, it is no longer possible to assign the shortened IP address to the calling computer.

The legal basis for the processing of users' personal data is Art. 6 para. 1 sentence 1 lit. f GDPR. The processing of users' personal data enables us to analyse the surfing behaviour of our users. By analysing the data obtained, we are able to compile information about the use of the individual components of our website. This helps us to constantly improve our website and its user-friendliness. These purposes also constitute our legitimate interest in processing the data in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR. By anonymising the IP address, the interest of users in the protection of their personal data is adequately taken into account.

The data is deleted as soon as it is no longer required for our recording purposes. In our case, this is the case after 12 months.

We offer our users the option of a separate opt-out on our website. In this way, a cookie is set on your system that signals to our system not to store the data collected during a visit to our website (see above list) for the purposes of web analysis:

[Status/Opt-out]

C. Use of our services

1. Communication

On our website, we offer you various options for contacting us and sending us messages. In particular, you can also contact us by telephone or e-mail.

If you contact us in this way, we will store and process the data you provide (e.g. your email address, your name and telephone number) in order to process your request. The legal basis in this respect is Art. 6 para. 1 lit. b and f GDPR. Our legitimate interests lie in the efficient and structured recording and processing of enquiries. We delete the resulting data after storage is no longer required or restrict processing if there are statutory retention obligations.

2. Use of our information system by registered users

2.1 Registration, use of personal master data

During registration, we record First name, surname, company (optional), e-mail address (collectively referred to as "personal master data"), and the password you are required to provide. The password is used exclusively for system login (see section C.2.2 below).

We use the personal master data for the purpose of contract fulfilment and customer support, including communication. The legal basis for this is Art. 6 para. 1 lit. b GDPR and Art. 6 para. 1 sentence 1 lit. f GDPR. Data processing is also carried out in accordance with Art. 6 para. 1 sentence 1 lit. c GDPR for the purposes of fulfilling legal obligations, namely the fulfilment of statutory retention obligations, and in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR for documentation and evidence preservation purposes.

Furthermore, we process personal data of our users in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR for customer relations purposes. This data processing is carried out based on our legitimate interests in optimising the information we offer to provide customers and business partners with information tailored to their interests and needs and to refine our range of services. For information on the right to object to data processing for direct marketing purposes, see section D below.

2.2 User access (account)

If you are registered for the login area, we store your e-mail address and login password. In future, simply log in with your e-mail address and password. This data will be used by us for the purposes described above in order to offer you this service. The registration option is subject to cancellation of the account for the duration of the user relationship. The legal basis in this respect is Art. 6 para. 1 lit. b GDPR.

2.3 Recording of the locations clicked on

Within the login area, we record which analyses and exports the registered users carry out based on the consent given to us during the registration process, which can be revoked at any time with effect for the future. This involves recording which locations, time periods and dimensions users view to compile usage statistics and gain insights into the attractiveness of the locations in question based on this database. The legal basis is Art. 6 para. 1 lit. a GDPR.

2.4 Storage period and deletion

We process and store personal data of registered users only for the period of time required to achieve the purpose of storage or if this is provided for in laws or regulations to which the controller is subject, e.g. in the case of commercial or tax retention obligations. As far as personal data is processed for the purpose of preserving evidence in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR, these processing purposes cease to apply after expiry of the statutory limitation periods; the regular statutory limitation period is three years.

If the storage purpose no longer applies or if a storage period prescribed by law expires, to which the controller is subject, the personal data will be routinely erased or its processing restricted in accordance with the statutory provisions.

3. Newsletter

If you register for our newsletter, we collect and process personal data for the purpose of sending you promotional information, namely information about city rankings determined by hystreet.com, activities of hystreet.com GmbH, new locations and functions, as well as other news and information.

Registration is based on consent. After registering for our newsletter, you will receive an e-mail to the e-mail address you have provided, in which we confirm your registration and the future dispatch of our newsletter to the e-mail address you have provided. We use the data you provide when registering for the newsletter for the purpose of sending you our newsletter. The following data is also collected during registration IP address of the accessing computer, date and time of registration. This collection and storage takes place in order to be able to demonstrate that effective consent has been given by the respective user. The legal basis for the processing of your data for the purpose of implementing the newsletter service is your consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR. As far as we technically document the registration for our newsletter, the legal basis is Art. 6 para. 1 sentence 1 lit. f GDPR, whereby our legitimate interest lies in the verifiability of the proper obtaining of your consent. The data collected when you subscribe to the newsletter will only be stored for as long as

the subscription to the newsletter is active. Subscription to the newsletter can be cancelled by the user concerned at any time. For this purpose, there is a corresponding unsubscribe link in every newsletter. You are also welcome to contact us using the email address you have registered for the newsletter; simply use the contact details provided in this privacy policy.

D. Rights of data subjects

We are happy to inform you about your rights under the GDPR as a "data subject". Accordingly, you have the following rights regarding the personal data concerning you

- Right of access (Art. 15 para. 1, 2 GDPR)
- Right to rectification (Art. 16 GDPR) or erasure (Art. 17 GDPR)
- Right to restriction of processing (Art. 18 GDPR)
- Right to data portability (Art. 20 GDPR)
- Right to object to the processing (Art. 21 GDPR)
- Right of cancellation (Art. 7 para. 3 GDPR)
- Right to lodge a complaint with a supervisory authority (Art. 77 GDPR)

In addition, we summarise the key points of the rights of data subjects under the GDPR for you as follows, whereby this presentation does not claim to be exhaustive, but merely addresses the main features of the rights of data subjects under the GDPR:

- Right of access (including the right to confirmation and the right to data provision)

The data subject has the right to obtain from the controller confirmation as to whether or not personal data concerning him or her is being processed.

The data subject has the right of access to personal data concerning him or her and to the following information

- the purposes of the processing;
- the categories of personal data being processed
- the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations
- where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period
- the existence of the right to request from the controller rectification or erasure of personal data or restriction of processing of personal data concerning the data subject or to object to such processing

- the existence of the right to lodge a complaint with a supervisory authority
- where the personal data are not collected from the data subject, any available information as to their source
- the existence of automated decision-making, including profiling, referred to in Article 22(1) and (4) of the GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject;
- where personal data are transferred to a third country or to an international organisation, to be informed of the appropriate safeguards pursuant to Art. 46 GDPR relating to the transfer.

The data subject has the right to be provided with a copy of the personal data concerning him or her that is the subject of processing.

- Right to rectification

The data subject shall have the right to obtain from the controller without undue delay the rectification of inaccurate personal data concerning him or her. Considering the purposes of the processing, the data subject shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

- Right to restriction of processing

- The data subject has the right to obtain from the controller restriction of processing where one of the following applies
- the accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data,
- the processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of their use instead
- the controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims; or the data subject has objected to processing pursuant to Article 21(1) GDPR pending the verification whether the legitimate grounds of the controller override those of the data subject.

- Right to erasure

- The data subject has the right to obtain from the controller the erasure of personal data concerning him or her without undue delay where one of the following grounds applies, subject to the legal requirements for data processing (see Art. 17 (3) GDPR for the exception):
- The personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed.

- The data subject withdraws consent on which the processing is based according to point (a) of Article 6(1), or point (a) of Article 9(2) GDPR, and where there is no other legal ground for the processing.
- The data subject objects to the processing pursuant to Art. 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Art. 21 (2) GDPR.
- The personal data have been processed unlawfully.
- The personal data must be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject.
- The personal data have been collected in relation to the offer of information society services referred to in Article 8(1) GDPR.
- Right to data portability

The data subject shall have the right to receive the personal data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where the processing is based on consent or on a contract pursuant to point (b) of Article 6(1) GDPR and the processing is carried out by automated means.

In exercising their right to data portability, the data subject shall have the right to have the personal data transmitted directly from one controller to another, where technically feasible.

- Right of cancellation

The data subject has the right to withdraw any consent given at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

- Right to lodge a complaint with the supervisory authority

Every data subject has the right to lodge a complaint with a supervisory authority, in particular in the Member State of his or her habitual residence, place of work or place of the alleged infringement if the data subject considers that the processing of personal data relating to him or her infringes this Regulation.

The data protection supervisory authority responsible for us is: LDI - Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen, Kavalleriestr. 2-4, 40213 Düsseldorf.

- Separate reference to rights of objection pursuant to Art. 21 para. 1, 2 GDPR

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on point (e) or (f) of Article 6(1) GDPR, including profiling based on those provisions. If you object, your personal data will no longer be processed unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

Where personal data are processed for direct marketing purposes, you have the right to object at any time to processing of your personal data for such marketing, which includes profiling to the extent that it is related to such direct marketing.

E. Contact us

You can contact us at any time to exercise your rights as a data subject or if you have frequent questions about data protection. Our contact details can be found in section A.1 or in the legal notice on our website.