

PRIVACY POLICY

Sebastian Grimus | 7YFN

November 29, 2023

Version: 02V00

Adopted from AGENCYLIFE. Adapted by ELEPHANTS JUMP.

Table of contents

1. Grundsätzliches	3
2. Verantwortliche Stelle	3
3. Sicherheitsmaßnahmen	3
4. Weitergabe von Daten an Dritte und Drittanbieter	3
5. Kontaktaufnahme	3
6. Erhebung von Zugriffsdaten und Logfiles	4
7. Cookies & Reichweitenmessung	4
8. Google Analytics	5
9. Google-Re/Marketing-Services	6
10. Einbindung von Diensten und Inhalten Dritter	7
11. Rechte der Nutzer	8
12. Löschung von Daten	8
13. Widerspruchsrecht	8
14. Änderungen der Datenschutzerklärung	8

1. Fundamental

The purpose of this privacy policy is to inform you about how we process your personal data when you visit this website. Sebastian Grimus Note: known as Seven Years from Now and hereinafter also referred to as Grimus) attaches great importance to the protection, accuracy and integrity of your personal data. Use of the website is voluntary. If you do not wish your data to be processed, you can leave this website. Grimus may update or amend this privacy policy at any time.

2. Responsible partx

Below you will find the contact details of the controller and the data protection manager responsible at the controller.

Person in charge	Data protection manager
Sebastian Grimus office@grimusic.com	Sebastian Grimus office@grimusic.com

3. Safety measures

We take organizational, contractual and technical security measures in accordance with the state of the art to ensure that the provisions of data protection laws are complied with and to protect the data processed by us against accidental or intentional manipulation, loss, destruction or access by unauthorized persons.

The security measures include, in particular, the encrypted transmission of data between your browser and our server.

4. Transfer of data to third parties and third-party providers

We only pass on user data to third parties if this is necessary, for example, on the basis of Art. 6 para. 1 lit. b) GDPR for contractual purposes or on the basis of legitimate interests pursuant to Art. 6 para. 1 lit. f. GDPR in the economic and effective operation of our business operations.

If we use subcontractors to provide our services, we take appropriate legal precautions and appropriate technical and organizational measures to ensure the protection of personal data in accordance with the relevant legal regulations.

5. Get in touch

When contacting us (e.g. by telephone or email), the user's details are processed to process the contact request and its handling in accordance with Art. 6 para. 1 lit. b) GDPR.

The user's details are recorded by email and deleted regularly.

We use a standard mail program. With regard to storage, Grimus refers to our legitimate interests (efficient and fast processing of user requests). This data will not be passed on to third parties without your consent.

6. Collection of access data and logfiles

We collect on the basis of our legitimate interests within the meaning of Art. 6 para. 1 lit. f. GDPR, we collect data about every access to the server on which this service is located (so-called server log files). The access data includes the name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider.

Log file information is stored for a maximum of seven days for security reasons (e.g. to investigate misuse or fraud) and then deleted. Data whose further storage is required for evidence purposes is excluded from deletion until the respective incident has been finally clarified.

7. Cookies & Reach measurement

Cookies are pieces of information that are transferred from our web server or third-party web servers to the user's web browser and stored there for later retrieval. Cookies can be small files or other types of information storage.

We use session cookies, which are only stored for the duration of the current visit to our online presence (e.g. to enable the storage of your login status or the shopping cart function and thus the use of our online offer at all). A randomly generated unique identification number, a so-called session ID, is stored in a session cookie. A cookie also contains information about its origin and the storage period. These cookies cannot store any other data. Session cookies are deleted when you have finished using our online offer and, for example, log out or close the browser.

Users are informed about the use of cookies in the context of pseudonymous reach measurement in this privacy policy.

If users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in the system settings of their browser. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.

The following cookies are currently used on the website <https://www.grimusic.com/>:

Cookie	Personal data category	Purpose	Duration of storage
_ga	Used to differentiate between user	Google Analytics	2 years
_gid	Used to differentiate between user	Google Analytics	24 hours
_gat	Used to reduce the request rate	Google Analytics	1 minute
IDE	These cookies are set by third-party providers (DoubleClick) and are used to display targeted advertising. Targeted advertising may be displayed to you based on your previous visit to this website.	DoubleClick.net	1,5 years

PREF	Used by YouTube (Google) to store user preferences and other specified purposes.	YouTube	8 Monate
VISITOR_INFO1_LIVE	Used by YouTube (Google) to store user preferences and other specified purposes.	YouTube	8 Monate
YSC	Used by YouTube (Google) to store user preferences and other specified purposes.	YouTube	Session

8. Google Analytics

On the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR), we use Google Analytics, a web analysis service provided by Google Inc. (GDPR) Google Analytics, a web analysis service of Google Inc. ("Google"). Google uses cookies. The information generated by the cookie about the use of the online offer by the user is usually transmitted to a Google server in the USA and stored there.

Google is certified under the Privacy Shield Agreement and thus offers a guarantee of compliance with European data protection law. You can read more about this here: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

Google will use this information on our behalf to evaluate the use of our online offer by users, to compile reports on the activities within this online offer and to provide us with further services associated with the use of this online offer and the use of the Internet. Pseudonymous user profiles can be created from the processed data.

We use Google Analytics to display the ads placed by Google and its partners within advertising services only to those users who have also shown an interest in our online offer or who have certain characteristics (e.g. interests in certain topics or products determined on the basis of the websites visited) that we transmit to Google (so-called "remarketing" or "Google Analytics audiences"). With the help of remarketing audiences, we also want to ensure that our ads correspond to the potential interest of users and are not annoying.

We only use Google Analytics with activated IP anonymization. This means that the IP address of users is anonymized by Google within member states of the European Union or in other countries.

States party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.

The IP address transmitted by the user's browser will not be merged with other Google data. Users can prevent the storage of cookies by setting their browser software accordingly; users can also prevent Google from collecting the data generated by the cookie and relating to their use of the online offer and from processing this data by Google by downloading and installing the browser plug-in available at the following link

install: <http://tools.google.com/dlpage/gaoptout?hl=de>.

Further information on the use of data by Google, setting and objection options can be found on the websites of

Google: <https://www.google.com/intl/de/policies/privacy/partners> ("How Google uses data when you use our partners' websites or apps"), <https://www.google.com/intl/de/policies/privacy/partners> ("How Google uses partners"), <http://www.google.com/policies/technologies/ads> ("Data use for advertising purposes"), <http://www.google.de/settings/ads> ("Manage information that Google uses to show you advertising").

9. Google-Re/Marketing-Services

On the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR), we use the marketing and remarketing services ("Google Marketing Services") of Google Inc. GDPR) the marketing and remarketing services ("Google Marketing Services" for short) of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, ("Google").

Google is certified under the Privacy Shield Agreement and thus offers a guarantee of compliance with European data protection law

(<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

Google marketing services allow us to display advertisements for and on our website in a more targeted manner in order to present users only with advertisements that potentially match their interests. If, for example, a user is shown ads for products that they have shown an interest in on other websites, this is referred to as "remarketing". For these purposes, when our and other websites on which Google marketing services are active are accessed, a code from Google is executed directly by Google and so-called (re)marketing tags (invisible graphics or code, also known as "web beacons") are integrated into the website. With their help, an individual cookie, i.e. a small file, is stored on the user's device (comparable technologies can also be used instead of cookies). The cookies can be set by various domains, including google.com, doubleclick.net, invitemedia.com, admeld.com, googlesyndication.com or googleadservices.com. This file records which websites the user has visited, which content they are interested in and which offers they have clicked on, as well as technical information about the browser and operating system, referring websites, time of visit and other information about the use of the online offer.

The IP address of the user is also recorded, whereby we inform Google Analytics that the IP address is shortened within member states of the European Union or in other contracting states of the Agreement on the European Economic Area and only in exceptional cases is it transmitted in full to a Google server in the USA and shortened there. The IP address is not merged with the user's data within other Google offers. Google may also combine the aforementioned information with such information from other sources. If the user subsequently visits other websites, they can be shown ads tailored to their interests.

User data is processed pseudonymously as part of Google marketing services. This means that Google does not store and process the user's name or email address, for example, but rather

processes the relevant data in relation to cookies within pseudonymous user profiles. This means that, from Google's point of view, the ads are not managed and displayed for a specifically identified person, but for the cookie owner, regardless of who this cookie owner is. This does not apply if a user has expressly allowed Google to process the data without this pseudonymization. The information collected by Google marketing services about users is transmitted to Google and stored on Google's servers in the USA.

The Google marketing services we use include the online advertising program "Google AdWords". In the case of Google AdWords, each AdWords customer receives a different "conversion cookie". Cookies can therefore not be tracked via the websites of AdWords customers. The information collected with the help of the cookie is used to create conversion statistics for AdWords customers who have opted for conversion tracking. AdWords customers find out the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they do not receive any information that can be used to personally identify users.

We can integrate third-party advertisements on the basis of the Google marketing service "DoubleClick". DoubleClick uses cookies to enable Google and its partner websites to display ads based on users' visits to this website or other websites on the Internet.

We can integrate third-party advertisements on the basis of the Google marketing service "AdSense". AdSense uses cookies to enable Google and its partner websites to place ads based on users' visits to this website or other websites on the Internet.

We may also use the "Google Optimizer" service. Google Optimizer allows us to track the effects of various changes to a website (e.g. changes to input fields, design, etc.) as part of so-called "A/B testing". Cookies are stored on users' devices for these test purposes. Only pseudonymous user data is processed.

We can also use the "Google Tag Manager" to integrate and manage the Google analysis and marketing services on our website.

Further information on the use of data for marketing purposes by Google can be found on the overview page: <https://www.google.com/policies/technologies/ads>, Google's privacy policy is available at <https://www.google.com/policies/privacy>.

If you wish to object to interest-based advertising by Google marketing services, you can use the setting and opt-out options provided by Google: <http://www.google.com/ads/preferences>.

10. Integration of third-party services and content

On the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR), we use content or service offers from third-party providers within our online offer. GDPR) content or service offers from third-party providers in order to integrate their content and services, such as videos or fonts (hereinafter uniformly referred to as "content"). This always presupposes that the third-party providers of this content are aware of the IP address of the user, as they would not be able to send the content to their browser without the IP address. The IP address is therefore required to display this content. We endeavor to only use content whose respective providers only use the IP address to deliver the content. Third-party providers may also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. Pixel tags can be used to analyze information such as visitor traffic on the pages of this website. The

Pseudonymous information may also be stored in cookies on the user's device and contain, among other things, technical information about the browser and operating system, referring websites, time of visit and other information about the use of our online offer, as well as being linked to such information from other sources.

The following presentation provides an overview of third-party providers and their content, together with links to their data protection declarations, which contain further information on the processing of data and, in some cases already mentioned here, options for objection (so-called opt-out):

External fonts from Google, Inc, <https://www.google.com/fonts> ("Google Fonts"). The integration of Google Fonts takes place via a server call at Google (usually in the USA).
Privacy policy: <https://www.google.com/policies/privacy/>, opt-out: <https://www.google.com/settings/ads/>.

Videos from the "YouTube" platform of the third-party provider Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy policy: <https://www.google.com/policies/privacy/>, opt-out: <https://www.google.com/settings/ads/>.

11. User rights

Users have the right, upon request and free of charge, to receive information about the personal data that we have stored about them.

In addition, users have the right to rectification of inaccurate data, restriction of processing and erasure of their personal data, if applicable, to assert their rights to data portability and, in the event of the assumption of unlawful data processing, to lodge a complaint with the competent supervisory authority.

Users can also revoke their consent, generally with effect for the future.

12. Deletion of data

The data stored by us will be deleted as soon as it is no longer required for its intended purpose and the deletion does not conflict with any statutory retention obligations.
If the user's data is not deleted because it is required for other and legally permissible purposes, its processing will be restricted. This means that the data is blocked and not processed for other purposes. This applies, for example, to user data that must be retained for commercial or tax law reasons.

In principle, data is stored for up to 10 years for legal reasons.

13. Right of objection

Users can object to the future processing of their personal data in accordance with the legal requirements at any time. The objection can be made in particular against processing for direct marketing purposes.

14. Changes to the privacy policy

We reserve the right to amend the data protection declaration in order to adapt it to changed legal situations or in the event of changes to the service and data processing. However, this only applies with regard to

to declarations on data processing. If user consent is required or components of the privacy policy contain provisions of the contractual relationship with the users, changes will only be made with the consent of the users.

Users are requested to inform themselves regularly about the content of the privacy policy.

Status: 29.11.23

