

## **Website Analytics (Piano)**

We use the website analytics tool Piano from Applied Technologies Internet SAS., 85 avenue Président JF Kennedy, 33700 Merignac, France. on our website. We use Piano to analyse your use of the website in order to compile reports on the activities on our websites and improve the user-experience.

With Piano, interactions of website visitors are recorded and systematically evaluated by use of cookies and specific visitor-IDs.

The data collected using Piano is anonymised or pseudonymised as soon as possible. The IP address is shortened and login and device IDs are converted into a pseudonymous key. This generally rules out the possibility of a direct personal reference. In particular, it is no longer possible to assign the data to the website visitor's computer or end device.

We process the following data when using Piano:

- Visitor ID
- IP-Address
- Audience information: number of visitors, visits, page views, events, bounce rate, geolocation (country, continent, region, subregion, language).
- the referrer URL (the previously visited website), including search engines and social media sites as well as campaign parameters;
- the URL visited with the associated page title and optional information about the page content;
- Technology details: devices, browsers, operating systems.
- How you navigate and interact with our website from entry page to the end of the visit: Displayed pages, click action, navigation, downloads, scroll-behaviour;
- How you search on our website: search results displayed to you and results you click on;
- How you get in contact with us: start of filling out our contact form, progress and submission. Please note that we do not analyse the content of the contact form.
- If you register for an account on our website we also track if you are logged in or out.

We delete this data after 25 months.

The legal basis for the data processing is your consent in accordance with **Art. 6 (1) a) GDPR**.

You can withdraw your consent at any time with effect for the future by adjusting your preferences in our consent banner.