

Date: 14th, June 2024

# Tourism Network Thuringia | Privacy Policy

## Scope of application

This privacy policy clarifies users about the nature, scope and purpose of the collection and use of personal data by the responsible provider

Thüringer Tourismus GmbH  
Willy-Brandt-Platz 1, 99084 Erfurt  
Germany  
Tel: +49 361 37420  
service@thueringen-entdecken.de  
on this website.

## Data protection officer:

Dr Steffen Böhm, lawyer  
Peterstraße 3  
99084 Erfurt  
Tel.: 0361 213011-0  
Fax: 0361 213011-90  
[datenschutzbeauftragter@erfurt-datenschutz.de](mailto:datenschutzbeauftragter@erfurt-datenschutz.de)

## 1. data protection at a glance

### General information

The following information provides a simple overview of what happens to your personal data when you visit our website. Personal data is any data that can be used to identify you personally. For detailed information on the subject of data protection, please refer to our data protection declaration listed below this text.

### Data collection on our website

Who is responsible for data collection on this website?

Data processing on this website is carried out by the website operator. You can find the operator's contact details in the legal notice of this website.

### How do we collect your data?

On the one hand, your data is collected when you provide it to us. This may, for example, be data that you enter in a contact form. Other data is collected automatically by our IT systems when you visit the website. This is primarily technical data (e.g. internet browser, operating system or time of page view). This data is collected automatically as soon as you enter our website.

Website: [Tourismusnetzwerk Thüringen](#)

Date: 14th, June 2024

### **What do we use your data for?**

Some of the data is collected to ensure that the website is provided without errors. Other data may be used to analyse your user behaviour.

What rights do you have regarding your data?

You have the right to receive information about the origin, recipient and purpose of your stored personal data free of charge at any time. You also have the right to request the correction, blocking or deletion of this data. You can contact us at any time at the address given in the legal notice if you have any further questions on the subject of data protection. You also have the right to lodge a complaint with the competent supervisory authority.

### **Analysis tools and tools from third-party providers**

When you visit our website, your surfing behaviour may be statistically analysed. This is primarily done using cookies and so-called analysis programmes. The analysis of your surfing behaviour is usually anonymous; the surfing behaviour cannot be traced back to you. You can object to this analysis or prevent it by not using certain tools. You can find detailed information on this in the following privacy policy.

It may happen that third-party content, such as videos from YouTube, maps from Google Maps, RSS feeds or graphics from other websites are integrated on this website.

This always presupposes that the providers of this content (hereinafter referred to as "third-party providers") recognise the IP address of the user. This is because without the IP address, they would not be able to send the content to the respective user's browser. The IP address is therefore required to display this content.

c. Thüringer Tourismus GmbH endeavours to only use content whose respective providers only use the IP address to deliver the content. However, Thüringer Tourismus GmbH has no influence on whether the third-party providers store the IP address, e.g. for statistical purposes. Insofar as Thüringer Tourismus GmbH is aware of this, it will inform users of this in the following sections.

You can object to this analysis. We will inform you about the possibilities of objection in this privacy policy. The collection of this data takes place automatically as soon as you enter our website.

## **2. general notes and mandatory information**

### **Data protection**

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this privacy policy. When you use this website, various personal data is collected. Personal data is data that can be used to identify you personally. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done.

Website: [Tourismusnetzwerk Thüringen](#)

Date: 14th, June 2024

We would like to point out that data transmission over the Internet (e.g. when communicating by email) may be subject to security vulnerabilities. Complete protection of data against access by third parties is not possible.

### **Note on the responsible body**

The controller responsible for data processing on this website is

Thüringer Tourismus GmbH  
Willy-Brandt-Platz 1, 99084 Erfurt  
Tel: +49 361 37420  
service@thueringen-entdecken.de  
Managing Director: Mr Dipl.-Kfm. Christoph Gösel

### **Collection and use of personal data**

a. Personal data is only collected and used by Thüringer Tourismus GmbH if this is permitted by law or if the user consents to the collection of data. As a rule, users can recognise which data is stored when using the service, e.g. name, email address and message when using the contact form.

b. When contacting Thüringer Tourismus GmbH (via contact form or email), the user's details are stored for the purpose of processing the enquiry and in the event that follow-up questions arise.

### **Information material, competitions and surveys**

In the case of requests for information material, contact persons or similar by post or email, the user data provided will be used and processed solely for the purpose of sending the information material or responding to the enquiry. b. In the context of competitions, contests and similar promotions, the data of the participants will only be processed and used for the purpose of carrying out and processing the promotions, notifying the winners or delivering the prizes. In the event of any other use, e.g. sending information material, the participants in the promotions will be asked for their consent.

The collection of data in the context of surveys is anonymous. Cookies are used to store the interim status of a survey (e.g. in the event of an unwanted browser crash). These cookies are only used to continue the survey, are deleted promptly and are not analysed as part of the surveys.

### **Revocation of your consent to data processing**

Many data processing operations are only possible with your express consent. You can withdraw your consent at any time. All you need to do is send us an informal e-mail. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

Website: [Tourismusnetzwerk Thüringen](#)

Date: 14th, June 2024

### **Right to lodge a complaint with the competent supervisory authority**

In the event of breaches of data protection law, the data subject has the right to lodge a complaint with the competent supervisory authority. The competent supervisory authority for data protection issues is the state data protection officer of the federal state in which our company is based. A list of data protection officers and their contact details can be found at the following link: [https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html).

### **Right to data portability**

You have the right to have data that we process automatically on the basis of your consent or in fulfilment of a contract handed over to you or to a third party in a commonly used, machine-readable format. If you request the direct transfer of the data to another controller, this will only take place if it is technically feasible.

### **SSL or TLS encryption**

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as orders or enquiries that you send to us as the site operator. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line. If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

### **Information, blocking, deletion**

Within the framework of the applicable legal provisions, you have the right to free information about your stored personal data, its origin and recipients and the purpose of the data processing and, if necessary, a right to correction, blocking or deletion of this data at any time. You can contact us at any time at the address given in the legal notice if you have further questions on the subject of personal data.

### **Objection to advertising emails**

We hereby object to the use of contact data published within the scope of the legal notice obligation to send unsolicited advertising and information material. The operators of this website expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, such as spam e-mails.

Date: 14th, June 2024

### 3. data collection on our website

#### **Cookies**

a. Thüringer Tourismus GmbH uses "cookies" as part of its website. Cookies are small files that are stored on the user's computer and can store information for Thüringer Tourismus GmbH. Temporary cookies are deleted after the browser is closed; permanent cookies are retained for a specified period and can make the stored information available when the website is called up again.

b. Cookies are used on the one hand to facilitate the use of the service. For example, a cookie saves the login status of a user so that they do not have to log in again each time.

c. Cookies are also used for statistical or marketing purposes to record how the service is used. This recording is anonymous or pseudonymous, which means that the data is stored without being assigned to a specific user. These cookies are provided by Thüringer Tourismus GmbH itself, but also by third parties (e.g. advertising partners). The user can object to this use of their data at any time by using the contact details provided at the end of this privacy policy.

d. The user can influence the use of cookies. Most browsers have an option to restrict or completely prevent the storage of cookies. Thüringer Tourismus GmbH endeavours to design its website in such a way that the use of cookies is not necessary. However, it should be noted that the use and in particular the ease of use are restricted without cookies.

Cookies that are required to carry out the electronic communication process or to provide certain functions that you have requested (e.g. shopping basket function) are stored on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimised provision of its services. Insofar as other cookies (e.g. cookies for analysing your surfing behaviour) are stored, these are treated separately in this privacy policy.

#### **Server log files**

Thüringer Tourismus GmbH collects data about every access to the website (so-called server log files). These are

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server enquiry
- IP address

This data is not merged with other data sources. The basis for data processing is Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

Thüringer Tourismus GmbH uses the log data without allocation to the person of the user or other profiling in accordance with the legal provisions only for statistical evaluations for the purpose of operation, security and optimisation of the offer. However, Thüringer Tourismus

Website: [Tourismusnetzwerk Thüringen](#)

Date: 14th, June 2024

GmbH reserves the right to check the log data retrospectively if there is a justified suspicion of unlawful use based on concrete evidence.

### **Contact form**

If you send us enquiries via the contact form, your details from the enquiry form, including the contact details you provide there, will be stored by us for the purpose of processing the enquiry and in the event of follow-up questions. We will not pass on this data without your consent. The data entered in the contact form is therefore processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke this consent at any time. All you need to do is send us an informal email. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation. We will retain the data you provide on the contact form until you request its deletion, revoke your consent for its storage, or the purpose for its storage no longer pertains (e.g. after fulfilling your request). Mandatory statutory provisions - in particular retention periods - remain unaffected.

### **Realisation and recording of the webinar**

We use a cloud meeting solution from Microsoft Corporation for our webinars. Further information on data protection at Microsoft Teams can be found directly at:  
<https://privacy.microsoft.com/de-de/privacystatement>.

Participation in our webinars via Teams is possible - apart from the personal data provided in the associated registration form - without providing any personal data other than that required for the use of Microsoft Teams.

In addition, you are free to switch on your own microphone (audio) during the event, provided this is enabled by the host. If the microphone is activated, you will be audible to the speaker and the other participants. The legal basis in this respect is your consent in accordance with Art. 6 para. 1 lit. a, Art. 7 GDPR including your right of cancellation. Your consent to audibility can therefore be revoked at any time without giving reasons with effect for the future by simply deactivating the audio function.

If you are using an internet-enabled camera, you are also free to switch it on or off at any time. As soon as you activate the camera, you will be visible to the hosts and other participants. The legal basis for this image data processing is again your consent in accordance with Art. 6 para. 1 lit. a, Art. 7 GDPR including your right of revocation. Your consent to the visibility can therefore be revoked at any time without giving reasons with effect for the future by simply deactivating the camera.

The webinar consists of a keynote speech and a subsequent discussion round between the participants and the speaker. The keynote speech will be recorded via Microsoft Teams. During the keynote speech, all participants are muted by the host and only the speaker's microphone is recorded. The resulting video and audio material will be edited afterwards so that the video excerpt of the participants recorded during the keynote speech is removed. The discussion round will not be recorded.

The legal basis for this processing is our legitimate interest pursuant to Art. 6 para. 1 lit. f, Art. 7 GDPR.

Website: [Tourismusnetzwerk Thüringen](#)

Date: 14th, June 2024

### **Further use of the recording of the webinar**

The recording of the keynote speech will be made available to TheX and will be permanently accessible on their website free of charge. No personal data will be processed in this context.

### **Registration on this website**

You can register on our website in order to use additional functions on the site. We use the data entered for this purpose only for the purpose of using the respective offer or service for which you have registered. The mandatory information requested during registration must be provided in full. Otherwise we will reject the registration. In the event of important changes, for example to the scope of the offer or technically necessary changes, we will use the e-mail address provided during registration to inform you in this way. The data entered during registration is processed on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke your consent at any time. All you need to do is send us an informal email. The legality of the data processing that has already taken place remains unaffected by the cancellation. The data collected during registration will be stored by us for as long as you are registered on our website and will then be deleted. Statutory retention periods remain unaffected.

The data entered during registration is used for the purposes of using the offer. Users can be informed by e-mail about information relevant to the offer or registration, such as changes to the scope of the offer or technical circumstances. The data collected can be seen from the input screen during registration. This includes title, first name, surname, e-mail address and interest.

### **Comment function on this website**

a. The data entered by users in the forums and blog comments, such as name, e-mail address, homepage and the content of the post, will only be used for the purposes of the forum discussion and blog comments.

b. If you write a forum post or comment on the blog, your IP address will be saved. This is done for our security in case someone writes illegal content in comments (insults, prohibited political propaganda, etc.). In this case, we ourselves could be prosecuted for the comment and are therefore interested in the identity of the author of the comment.

c. You can subscribe to the follow-up comments. You will receive a confirmation email to verify that you are the owner of the email address entered. You can unsubscribe from ongoing comment subscriptions at any time. The confirmation email will contain instructions on how to do this.

### **Storage duration of comments**

The comments and the associated data (e.g. IP address) are stored and remain on our website until the commented content has been completely deleted or the comments must be deleted for legal reasons (e.g. offensive comments).

Date: 14th, June 2024

## **Comment subscriptions**

Users can subscribe to the follow-up comments. Users will receive a confirmation email to verify that they are the owner of the email address entered. Users can cancel ongoing comment subscriptions at any time. The confirmation email will contain instructions on how to do this.

Legal basis

The comments are stored on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke your consent at any time. All you need to do is send us an informal email. The legality of the data processing operations that have already taken place remains unaffected by the cancellation.

## **4. social media**

### **Social media plugins with Shariff**

Plugins from social media are used on our pages (e.g. Facebook, Twitter, Google+, Instagram, Pinterest, XING, LinkedIn, Tumblr) and you can usually recognise the plugins by the respective social media logos. To ensure data protection on our website, we only use these plugins together with the so-called "Shariff" solution. This application prevents the plugins integrated on our website from transferring data to the respective provider when you first enter the site. Only when you activate the respective plugin by clicking the corresponding button will a direct connection to the provider's server be established (consent). As soon as you activate the plugin, the respective provider receives the information that you have visited our site with your IP address. If you are logged into your respective social media account (e.g. Facebook) at the same time, the respective provider can assign the visit to our pages to your user account. Activating the plugin constitutes consent within the meaning of Art. 6 para. 1 lit. a GDPR. You can revoke this consent at any time with effect for the future.

## **5. analysis tools and advertising**

### **GoogleTagManager**

This website uses GoogleTagManager. GoogleTagManager is a solution with which website tags can be managed via an interface. GoogleTagManager itself, which is used to implement the tags, is a cookie-free domain and does not collect any personal data. The tool triggers other tags, which in turn may collect data. GoogleTagManager does not access this data. If a deactivation has been made at domain or cookie level, this remains in place for all tracking tags that are implemented with GoogleTagManager.

### **Google Analytics**

This website uses functions of the web analysis service Google Analytics. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable your use of the website to be analysed. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. The storage of Google Analytics cookies is based on Art. 6 para. 1 lit. f GDPR. The website operator has a

Website: [Tourismusnetzwerk Thüringen](#)



Date: 14th, June 2024

legitimate interest in analysing user behaviour in order to optimise both its website and its advertising.

### **IP anonymisation**

We have activated the IP anonymisation function on this website. This means that your IP address will be truncated by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information to analyse your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website activity and internet usage. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

### **Browser plugin**

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

### **Objection to data collection**

You can prevent the collection of your data by Google Analytics by clicking on the "No, I do not agree" button in the cookie notice. An opt-out cookie will be set to prevent the collection of your data on future visits to this website.

You can find more information on how Google Analytics handles user data in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>.

### **Order data processing**

We have concluded a contract with Google for commissioned data processing and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

### **Demographic characteristics in Google Analytics**

This website uses the "demographic characteristics" function of Google Analytics. This allows reports to be created that contain statements about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google and from visitor data from third-party providers. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the section "Objection to data collection".

Date: 14th, June 2024

## 6. newsletter

### Newsletter data

If you would like to receive the newsletter offered on the website, we require an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter. No further data is collected, or only on a voluntary basis. We use this data exclusively for sending the requested information and do not pass it on to third parties. The data entered in the newsletter registration form is processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke your consent to the storage of the data, the e-mail address and its use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the cancellation. The data you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and deleted after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

- a. Our newsletter provides you with all the information you need about tourism in Thuringia.
- b. You can unsubscribe from the newsletter at any time.
- c. Your data will only be used for sending the newsletter.
- d. Apart from the e-mail address, all details are optional. They are only used to enable us to address you personally and to customise the content of our newsletter to the needs of its recipients.

## 7. plugins and tools

### Google Maps

This website uses the map service Google Maps via an API. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. To use the functions of Google Maps, it is necessary to save your IP address. This information is usually transmitted to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer. The use of Google Maps is in the interest of an appealing presentation of our online offers and to make it easy to find the places we have indicated on the website. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. You can find more information on the handling of user data in Google's privacy policy:

<https://www.google.de/intl/de/policies/privacy/>.

## 8. integration of third-party services and content

It may happen that third-party content, such as videos from YouTube, maps from Google Maps, RSS feeds or graphics from other websites are integrated into this online offering. This always presupposes that the providers of this content (hereinafter referred to as "third-party providers") recognise the IP address of the user. This is because without the IP address, they would not be able to send the content to the respective user's browser. The IP address is therefore required to display this content. We endeavour to only use content whose respective providers only use the IP address to deliver the content. However, we have no influence on

Date: 14th, June 2024

whether the third-party providers store the IP address, e.g. for statistical purposes. Insofar as we are aware of this, we will inform users accordingly.

## 9. Revocation, changes, corrections and updates

The user has the right, upon request and free of charge, to receive information about the personal data stored about him/her. In addition, the user has the right to correct incorrect data, block and delete their personal data, insofar as this does not conflict with any statutory retention obligation.