

Privacy Policy

Updated: July 17, 2017

This Privacy Policy supplements the **Standard Terms and Conditions** and **Social Media Standards**.

By using the services on the Internet platform, you agree to allow Dr. Nicole Pfeffermann to use your personal data provided in the manner described in this document.

Should you have any comments and questions, please contact Dr. Nicole Pfeffermann via e-mail np@npfeffermann.de or postal service: Dr. Nicole Pfeffermann, Speditionstraße 15A, D-40221 Düsseldorf, Germany.

Definitions

- The **Standard Terms and Conditions** of Dr. Nicole Pfeffermann and additional conditions for specific services referred to hereafter as "**STC**".
- Dr. Nicole Pfeffermann, referred to hereafter as "**NP**", offers (online) seminars and programs including products, such as publications, ebooks, communication journal, as well as consulting services with a subscription-based digital platform for creative professionals and partners.
- All professional services are offered digital and/or in-person (referred to hereafter as "**NP Services**").
- "**NP Client**" is a natural and legal person, who uses NP Services. The NP Client is also part of the "**NP Community**".
- Subcontractors are also referred to as "**Agents**".
- "**Content**" includes any data source and information and contribution of the NP Client and third parties, submitted or created in digital and physical form, processed, transmitted, shared, commented on, evaluated and stored, such as logo files, videos, images, samples and co-creation activities, text.
- "**Personal Data**" is all "details of personal or material circumstances of an identified or identifiable natural person (data subject)" (nach BDSG, §3 (1)).

Data Protection Principles

NP collects, processes, transmits and uses Personal Data lawfully in accordance with the German Federal Data Protection Act (Datenschutzgesetzes der Bundesrepublik Deutschland, BDSG) and the European Union's Data Protection Directive. The entity responsible for the collection, processing and use of Personal Data (§ 4 III BDSG) through Dr. Nicole Pfeffermann, Speditionstraße 15A, D-40221 Düsseldorf, Germany.

Webhosting is provided by the Internet service provider AllInkl.com including database and administration of the web-space, domain and e-mail services. Back-ups and security updates are performed on a regular basis.

The use of the NP Internet platforms and supply of information is exclusively for NP Clients

over 18 years of age. Parents or guardians are responsible for the protection of the privacy of their children.

NP collects Personal Data for specific purposes as follows:

- In providing information on and delivering NP Services
- For processing requests through all forms on the NP Internet platforms
- For customizing service offering for NP Clients
- For improving the service offerings on the NP Internet platforms
- In identifying problems and errors in the use of NP Internet platforms
- For the purposes of contract management (initializing, signing and verification, execution, and conclusion of contracts)
- For the sending of business communication and notifications, such as invoices or e-newsletter for service information
- To hinder, disclose, and investigate prohibited or illegal activities
- To enforce the Terms and Conditions and Social Media Standards

NP Services on the NP Internet platforms are exclusively administrated by NP directly.

Non-compliance with the Privacy Policy, company legal information and Social Media Standards will result in legal action. Upon misuse of NP's Service, including offense or publication of illegal content, the data (including Personal Data) in question will be transferred to legal authorities.

In the case of a change of ownership, ownership and use of the storage data may be transferred to the new owner or investor / investment group or any organization without the prior expressed permission of the NP Client. In such a case all attempts will be made to adopt the current valid Privacy Policy.

Collection and Storage of Personal Data

In order for NP to process inquiries, Personal Data will be collected in web forms on NP Internet platforms:

- Salutation / Gender, Name
- Address Data: Street, No., Postal Code, City, Country
- Contact Data: E-Mail, Cell, Phone, Skype Name, LinkedIn, Facebook Website
- Login Data: User Name, Password, time stamp

The data collected through the NP Internet platforms will be used to communicate with NP Clients for the purpose of delivering NP Services and legal requirements (tax accounting, contract management, legal activities, if necessary).

The data will be saved in order to get in contact with NP Clients and support professional customer relationship management (CRM) on customer journeys.

The data will be forwarded to third parties for delivering specific tasks, such as online payment provider, logistic service provider, web-hosting provider, tax accountant, law firms, showroom & event partners, and safety & security companies.

Cookies and Monitoring Tools

Cookies are small files that are saved locally and used for processing requests. Cookies may

be used to optimize NP Internet platforms including NP Services and to respond to individual NP Customer needs. Cookies can be turned off at any time or deleted from the browser history.

NP uses cookies for the specific purposes, as described in “**Data Protection Principles**”. If you deactivate cookies it may cause problems or not allow you to access all NP Services.

NP uses web analytics and monitoring services & tools for user-centric website design and continuous optimization of NP Internet platforms including activity reports. In this context NP creates anonymous user profiles and cookies for the use of NP Internet platforms (Log file: browser type / version, operating system, referrer URL, IP address and date of server request).

NP uses IP masking and is not combining IP addresses with other NP Customer’s data.

If NP Clients do not agree with user profiling, they can send at any time a mail to: Dr. Nicole Pfeffermann, c/o Startplatz, Speditionstraße 15A, D-40221 Düsseldorf, Germany.

Google Analytics

This NP Internet platform uses Google Analytics, a web analytics and monitoring tool, which belongs to the firm Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States (referred to hereafter as „Google”).

Google Analytics uses cookies. The information will be transmitted to a Google server in the US and will be saved. In the case of the activation of IP masking the IP address is shorten before it will transmitted to the US.

Please use this link to deactivate cookies: <https://tools.google.com/dlpage/gaoptout?hl=de>. If you deactivate cookies it may cause problems or not allow you to access all NP Services.

Embedded Content – Videos, Images, and Presentations

NP Internet platforms uses embedded content (iframe) of the external platforms YouTube and Slideshare. If you click on this embedded content NP will not transmit Personal Data, excluded the IP address. The IP address will be transmitted to YouTube, Google Inc. and/or Slideshare, LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043.

NP Community

When NP Clients become active on Internet platforms, for example, by posting comments, forwarding content or by other means to communicate and interact with the NP Community and NP, this data is stored and used for (a) processing requests, (b) customizing service offerings, (c) improving the service offerings, (d) identifying problems and errors, (e) contract management, (f) sending of business communication and notifications, (g) hindering, disclosing and investigating prohibited or illegal activities, and (h) enforcing the Terms and Conditions, the Privacy Policy, and Social Media Standards.

Surveys and polls may be concluded on the Internet platforms at any time. Participation is voluntary and the data will be used exclusively for optimizing the performance, improving the NP Services, delivering NP Services, and enhancing the usability of NP Internet platforms,

and for scientific purposes with anonymous data evaluation. The data will never be transmitted to third parties. The data will be analyzed and published anonymously.

If any data, referred to as marketing activities for building the NP Community, is transmitted to NP, data is stored and will be used for processing the request. The data will never be transmitted to third parties. The data will be analyzed and published anonymously.

Should these transactions occur on external Social Media platforms (Facebook, Twitter, Skype, WhatsApp, ...), NP has no influence over the storage, use, processing, and security of the data.

Right to Disclosure of Personal Information

In accordance with the Federal Data Protection Act data subjects have the right to information on stored data as it concerns him / her as well as to the correction, erasure, and blocking of his / her Personal Data. Information on the stored data may only be communicated to identified persons, that is, the data subjects must identify himself / herself and his / her relationship to the company for which he / she is seeking information. A request for information should specify the type of Personal Data for which information is to be provided.* The request must be sent to: Dr. Nicole Pfeffermann, c/o Startplatz, Speditionstraße 15A, D-40221 Düsseldorf, Germany.

*Federal Data Protection Act (Bundesdatenschutzgesetz, BDSG), BGBl. I 1990 S.295, as amended by the law of 14 September, 1994 (BGBl. I S. 2325). §3 (II)

This translation is slightly adapted and provided by the Bundesbeauftragter für den Datenschutz.

NP Customer Responsibilities

The NP Client is responsible for ensuring the accuracy of the information / data and update of data or to delete data and unused accounts by written notification of cancellation to NP. Any request can also be directed at any time to Dr. Nicole Pfeffermann, c/o Startplatz, Speditionstraße 15A, D-40221 Düsseldorf, Germany.

The NP Client is responsible for informing himself or herself of the Privacy Policy, Terms and Conditions, legal information, and Social Media Standards.

The NP Client is not to unlawfully upload or use, in whole or in part, any data / information protected by copyright, licenses or trademarks.

The NP Client is responsible for the protection and secrecy of their username and password as well as confidential data / information. Username and password may not be shared with others. Passwords should be selected carefully and only a secure, strong password should be used.

Non-compliance with the Privacy Policy, Terms and Conditions, company legal information and Social Media Standards will result in the blocking of access and, where necessary, legal action.

Updates to the Privacy Policy

This Privacy Policy may be amended and updated from time to time. Amendments or updates to the Privacy Policy may allow Personal Data collected earlier to be used in a significantly different manner or transmitted. In this case, links to the changed or updated

version of the Privacy Policy will be provided on the NP Internet platforms. For new NP Clients the most recent valid version of the Privacy Policy will apply from its date of publication. For other users active prior to the changes or updates, the updated version will apply 30 days following its publication.

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