

Privacy Policy

Protection of personal data and responsible handling of information are important and special concerns for us. Admitad GmbH processes personal data only in accordance with legal requirements, in particular the EU Data Protection Regulation (GDPR).

Further, this privacy policy contains information on recipients of your personal data (see section 6), deletion of your personal data and retention periods (see section 7.), your rights as a data subject (see section 8) and automated decision making (see section 9).

1. Controller and Data Protection Officer

Controller in the meaning of data protection law:

Admitad GmbH, Lise-Meitner-Str. 8, 74074 Heilbronn

Data Protection Officer: data-support@admitad.com

2. Website landing page Visit

If you visit the ya.ht website, no personal data is collected and recorded unless you provided it voluntarily, e.g. as part of a consent. When you visit our website, we collect personal data to enable your use (Usage Data) to the extent described in section 2.1. In addition, personal data may be processed for newsletters, web tracking, targeted advertising and other purposes as described under sections 2,3,4. Please find below information on legal basis, purposes and, if applicable, legitimate interests and the necessity of processing your personal data.

2.1 Data Processing to Enable the Use of the Website

Usage Data includes: your IP address and information on start, end, use of the website landing page and

identification data (e.g. your login data when you log into a secure area)

It also includes technical data transmitted by your browser such as browser type / browser version, previously visited website (referrer URL), monitor resolution, operating system, if applicable device information (e.g. device type) etc. We process these data for the provision and demand-oriented design of this website in our legitimate interest (Art. 6(1)(f) GDPR). If you

are interested in detailed information on the balancing of your and our interests, please refer to the addresses in section 1.

2.2 Browser Push Notifications

When you visit our website we offer the choice to register for browser push notifications. For this purpose, we display a banner containing the buttons "Allow Notifications", "Not Now" or "Never Allow". By clicking "Allow Notifications", you consent to receiving browser notifications. In that case, we process your personal data and a web push subscriber id is generated for your device. Legal basis for sending push notifications via your browser is your explicit consent, Art. 6(1)(a) GDPR. If you do not click "Allow Notifications" or click on "Not Now" or "Never Allow", we will not send you any push notifications. You are not obliged to give your consent for sending push notification. If you do not consent, you will not receive push notifications, there will be no further consequences. You may revoke your consent for future processing at any time, please refer to the information-website of your browser for information on how to revoke your consent via adjustments of browser settings:

- Apple Safari: <https://support.apple.com/en-gb/guide/safari/sfri40734/mac>
- Google Chrome: <https://support.google.com/chrome/answer/3220216?co=GENIE.Platform%3DDesktop&hl=en>
- Microsoft Edge: https://answers.microsoft.com/en-us/edge/forum/edge_other-edge_win10/disable-web-notifications-in-microsoft-edge/cb0c21e6-c40b-4657-ba8e-8b51e3c71080
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/push-notifications-firefox>
- Device on IOS: <https://support.apple.com/en-euro/HT205223>
- Device on Android: <https://support.google.com/android/answer/9079661?hl=en>

2.3 Cookies and Web Tracking

When you visit our website, information in the form of cookies may be stored on your device. A cookie is a small text file that is sent from a web server to your browser and stored on your device. We use cookies to improve and optimize the usability of our website. Cookies do not

cause damage to your device, do not contain viruses, trojans or other malicious software. The cookie stores information, which is linked to the respective device used. This does not mean, however, that we store personal information about you or are aware of your identity.

When you revisit our website, cookie information is transferred to our web server again. We may then, for example, recognise you again and take your individual settings into account when displaying the website. Cookies can be categorised as first party cookies (deployed by Admitad) and third party cookies (deployed by third parties). We further categorise cookies as follows:

Type	Description
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Category 1: technically (essential) necessary cookies	These cookies are technically necessary to provide the website landing page functionality. We may not provide the website landing page without deploying such cookies.
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Category 2: functional cookies	These cookies serve to create the most pleasant surfing experience possible on our website landing page, with a maximum of individual usage conformity (e.g. enabling a login across sessions, a high surfing speed through search suggestions or the storage of individual page settings such as language or text size, etc.).
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Category 3: performance cookies	These cookies serve to continuously optimise our website and lead to a continuously improved surfing experience (e.g. by evaluating the use of website landing page functions offered, reporting display errors, etc.).
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Category 4: social network and	Some of these cookies allow you to connect to your social networks and share content. Others helps to better individualise advertising by adapting to your interests.
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advertising
cookies

Category 2 to 4 cookies may be deployed in the context of web tracking. In such case, the cookie helps to analyse web traffic. It may be combined with further information relating to your activities on our website and is processed in pseudonymous usage profiles. This helps us to analyse information about web traffic and improve our website in order to adapt it to users' needs. We only use this information for statistical analysis. In addition to cookie based web tracking, there is non-cookie based web tracking using other means such as your individual device settings to recognize you when revisiting our website.

Legal basis for deploying category 1 cookies is our legitimate interest in providing our website under Art. 6(1)(f) GDPR.

Legal basis for deploying category 2 to 4 cookies and web tracking is your consent under Art. 6(1)(a) GDPR.

When you first visit our website or if necessary again, we will (i) inform you about the use of category 2 to 4 cookies and web tracking and (ii) ask for your consent. In order to request your consent, we display a respective banner

If you click on "accept" or "OK" or simply continue surfing, you express your consent. You can restrict your consent to cookies deployment in whole or in part by configuring your browser settings and deactivating cookies in whole or in part. In addition, you can install a browser plugin. Plugins offer the possibility to prevent web analyses - e.g. AdBlock, Ghostery, NoScript or uBlock Origin (please refer to the data protection information of the respective plugin provider).

Visiting and surfing on our website is possible without cookies. Most browsers accept cookies automatically. You may alter the security settings of your web browser in order to stop your device receiving and storing cookies, to allow receiving and storing cookies from selected websites only, or to be notified before receiving cookies. Please note, however, that these settings may have negative effects on the usability and user guidance of websites and other online services. You may delete cookies stored in your browser at any time. Information stored in such cookies will be removed from your device.

In addition, some web analytics providers are members of industry associations whose websites allow to centrally prevent the use of web tracking. Please find below reference to the websites of

these associations for expressing your choices in regard to web tracking and processing data in pseudonymous profiles.

- "European Interactive Digital Advertising Alliance" (EDAA): <http://www.youronlinechoices.com/de/praferenzmanagement/>
- "Digital Advertising Alliance" (DAA): www.aboutads.info/choices/
- "Network Advertising Initiative" (NAI): <http://www.networkadvertising.org/choices/>

In case you do not consent to cookies deployment or delete cookies from your device, this may affect your ability to use the website or individual functionalities. Please refer to the below table for detailed information in regard to the particular cookies deployed on our website.

ya.ht

Cookie	Controller and Domain	Purpose	Retention Period
csrftoken	ya.ht	Stores the token for preventing CSRF attacks. The cookie is set when a user visits the website. Example: GeNDzySlugEz764zQMw pOA6OuWejCYRc	1 year
XSRF-TOKE N	ya.ht	This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks.	session

_fbp	ya.ht	Used by Facebook to deliver a series of 3 month advertisement products such as real time bidding from third party advertisers	
_ga	ya.ht	Analytic cookie by Google Analytics. Allows to identify users	2 years
_gid	ya.ht	Analytic cookie by Google Analytics. Allows to identify users	24 hours
_gat	ya.ht	Used by Google Analytics to throttle request rate	1 years
_ym_d	ya.ht	Cookie by Yandex.Metrica. Allows defining an ad blocker presence.	24 hours
_ym_metrika_enabled*	ya.ht	This cookie is used to collect data on the 1 day visitor's behavior on the website - this information can be used to assign the visitor to a visitor segment, based on common preferences.	
_ym_mp2_s_ubsts_*	ya.ht	Used to collect information about the characteristics of the visitor, his behavior on the pages of the site, the targeted actions and other	30 days

_ym_visorc_ ya.ht	A cookie for web analytics contains a unique identifier that is assigned to each browser to track user interaction with the website. The file provider is Yandex Ilc. Validity 30 minutes	1 hour
_ym_visorc_ ya.ht *	This cookie is necessary for the operation of Yandex.Metrics and determines whether the Webvisor is enabled for a particular user or not. Webvisor is a tool from Yandex.Metrics toolkit which allows to analyse user actions on the site.	1 day
_ym_isad ya.ht	Cookie by Yandex.Metrica. Allows defining an ad blocker presence.	24 hours
_ym_uid ya.ht	Cookie by Yandex.Metrica. Allows defining user ID.	2 years
invest_sessi on ya.ht	Cookie to set users session	session
metrika_ena ybled ya.ht	Cookie by Yandex.Metrica. Allows to identify users.	session
cookies_agr ya.ht eement	Users privacy compliance tracking.	30 days

Facebook

Cookie	Controller and Domain	Purpose	Retention Period
_fbp	.facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	3 month
datr	.facebook.com	Browser identifier and timestamp. Identifies browsers for purposes of security and site integrity, including for account recovery, and identification of potentially compromised accounts.	2 years
fr	.facebook.com	User and browser ID, timestamp, miscellaneous other data. Facebook's primary advertising cookie, used to deliver, measure and improve the relevancy of ads.	3 month
sb	.facebook.com	Browser identifier and timestamp. Identifies browser for login authentication purposes	3 years
wd	.facebook.com	Screen or window dimensions. Allows delivery of optimal experience for user's screen	7 days

Yandex

Cookie	Controller and Domain	Purpose	Retention Period
_ym_d	.yandex.ru	Yandex.Metrics Used to determine if a visitor has ad blockers	1 year
ym_uid	.yandex.ru	Yandex.Metrics Used for identifying site users	1 year
_ym_wa sSynced	.yandex.ru	The cookie collects information about user behavior on the site and use it maintain statistical information.	1 day
i	.yandex.ru	Yandex.Metrics service marketing cookie	10 years
mda	.yandex.ru	Yandex tracking cookie	2 years
yabs-fre quency	.yandex.ru	These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign.	3 month
yandex_ gid	.yandex.ru	Yandex service cookie	1 month

yandexuid	.yandex.ru	Yandex.Metrics service analytics cookie.	Session
yp	.yandex.ru	Yandex.Metrics service analytics cookie.	Session
yabs-sid	mc.yandex.ru	Yandex.Metrics service analytics cookie.	Session

Opt-out

Cookie	Controller and Domain	Purpose	Retention Period
ga-disable-*	Opt-out for Google Analytics		100 years
ya-disable	Opt-out for Yandex.Metrica		100 years
vk-disable	Opt-out for Vkontakte		100 years
fb-disable	Opt-out for Facebook		100 years

Please refer to the below table for detailed information in regard to web tracking services used and the associated providers. In addition, there are links to the privacy policy of the provider and an explanation on how you can prevent web tracking. Typically, in such cases, an "anti-tracking cookie" is stored on your device preventing the collection of usage data from your device by the respective provider. Please note: in case you delete cookies from your device, you may have to set the "anti-tracking cookie" again.

2.4 Social plugins and analyzing tools

Tool/Provider	Purpose	Link to the privacy policy of the provider / Prevent processing
Yandex: Yandex, Ulitsa Lva Tolstogo 16, Moscow 119021	Web analysis, interest-oriented advertising	https://yandex.com/legal/privacy/ Prevent processing: Via Browser-Plugin (see https://yandex.com/support/metrica/general/opt-out.html)
Google Analytics: Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	Web analysis, interest-oriented advertising	https://www.google.de/intl/de/policies/ Prevent processing: Via Browser-Plugin (see Add-On) and for additional information see section 1.5.

Facebook pixel	Tailor and improve the adverts that are presented to you on the Site and measure the effectiveness of these advertisements and to manage and to provide you with the possibility of use the part of Site's functionality on the third parties' websites	https://developers.facebook.com/docs/facebook-pixel .
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Below you can learn more about how they use your information and, if you avoid connecting to plugins, find out how to opt-out.

This processing of (personal) data is necessary for our legitimate interests (i.e. marketing by increasing the range of our website/services), Art. 6 sec. 1 lit. f GDPR.

2.4.1 Facebook

Facebook is a social network of Facebook Ireland Limited, Hanover Reach, 5-7 Hanover Quay, Dublin 2, Ireland (hereinafter „Facebook"). On our website, we have included Facebook pixel. For a summary of Facebook pixel please refer to <https://developers.facebook.com/docs/facebook-pixel>.

When you enter a page on our website that contains a Facebook pixel your browser or app will establish a direct connection to Facebook's servers where the pixel is loaded from. The information that your browser has visited the corresponding page of our online services will be transmitted to Facebook, even if you do not have a Facebook account or are not logged into your account. This information (including your IP address) will be sent by your browser directly to a server of Facebook in the USA and stored there.

If you are logged into your Facebook account at the same time, it is also possible to assign the page impression to your Facebook profile. If you click on embedded Facebook buttons and log into your Facebook account (or are already logged in), this information will be sent directly to a Facebook server and stored there. The corresponding information is published on your Facebook profile and in your chronicle/timeline in short form. Facebook can thus collect and store additional usage data. If you want to prevent the transmission and storage of your data and your behavior on our online services through Facebook, you must use the opt-out solution: Facebookopt-out

You can also change your Ad Settings here: https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen or log out of your Facebook account before you visit our sites and delete any cookies placed by Facebook.

For more information on your rights and on how Facebook is recording and processing data please see Facebook's Data Privacy Policy which is available at <http://www.facebook.com/about/privacy/> and <https://www.facebook.com/help/443483272359009#!/help/340599879348142/>.

2.4.2 Google Analytics

We use Google Analytics which is a web analyzing tool of Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter "Google") for the purposes of the adequate design and continuous optimization of our website. Google Analytics works with cookies and creates pseudonymized usage profiles, which enable an analysis of your use of our website. Information stored in such cookies (such as browser type/version, an operating system used, referrer URL, Hostname of the accessing computer, time of server request) is usually transmitted to and stored on Google's servers.

Due to the activation of the IP anonymization (IP masking), Google will truncate and therefore anonymize the IP address of your device within the European Union or the European Economic Area.

We contracted Google to analyze your use of this website in order to produce reports on the activities on our website and provide more services connected to the use of our website and the internet in general. We also use Google Analytics for marketing purposes: it allows us to advertise on third party websites (including Google) to previous visitors to our website.

The IP address provided by your browser will not be combined with other Google data. The information may be transferred to third parties if this is required by law or if third parties process this data on behalf of Google. You can prevent cookies from being stored on your device by adjusting your browser software accordingly. Please note, however, that changing your settings may have negative effects on the usability of our website. You may prevent Google from recording and processing data on your use of our website (including your device's IP address) and storing such information in a cookie by using an opt-out solution:

GoogleAnalyticsopt-out

You also can download and install a browser deactivation add-on from <http://tools.google.com/dlpage/gaoptout?hl=en>

For more information, see Google privacy policy: <https://www.google.com/intl/en/policies/privacy/>

2.4.3 Yandex.Metrica

We use Yandex.Metrica Service, accessible at <http://api.yandex.com/metrica/>, which enables the User's different services and applications to interact with the Yandex.Metrica Service of Yandex. Yandex.Metrica works with cookies and creates pseudonymized usage profiles, which enable an analysis of your use of our website. Information stored in such cookies (such as browser type/version, an operating system used, referrer URL, Hostname of the accessing computer, time of server request) is usually transmitted to and stored on Yandex's servers.

Due to the activation of the IP anonymization (IP masking), Yandex will truncate and therefore anonymize the IP address of your device within the European Union or the European Economic Area.

We contracted Yandex to analyze your use of this website in order to produce reports on the activities on our website and provide more services connected to the use of our website and the internet in general. We also use Yandex.Metrica for marketing purposes: it allows us to advertise on third party websites (including Yandex) to previous visitors to our website.

The IP address provided by your browser will not be combined with other Yandex data. The information may be transferred to third parties if this is required by law or if third parties process this data on behalf of Yandex. You can prevent cookies from being stored on your device by adjusting your browser software accordingly. Please note, however, that changing your settings may have negative effects on the usability of our website. You may prevent Yandex from recording and processing data on your use of our website (including your device's IP address) and storing such information in a cookie by using an opt-out solution:
YandexMetrica opt-out

You also can download and install a browser deactivation add-on from <https://yandex.com/support/metrica/general/opt-out.xml>

For more information, see Yandex privacy policy: <https://yandex.ru/legal/confidential/?lang=en>

Facebook pixel

- These data are needed to show advertising to the user who visited the site.

Google Analytics and Yandex Metrics

- This data is needed to analyze the effectiveness of the source of traffic and user behavior on the site. Based on these data, we improve contextual advertising and usability of the site. These data do not store information about the personal information you have entered.

3. Facebook Fan-Page Visit (Facebook insights data)

When you visit or interact with our Facebook Fan Page, your personal data (e.g., "Like" information) is processed as explained in this section.

Facebook Ireland Ltd., 4 Grand Canal Square , Grand Canal Harbour, D2 Dublin, Ireland, ("Facebook") provides us with statistics and insights that help us understand the use of our Fan-Page ("Page Insights").

3.1 Legal Basis, Purpose and Necessity of Processing your personal Data

The legal basis for processing your personal Data is Art. 6(1)(f) GDPR. We use information you provide via your Facebook profile or by visiting our Fan-Page through your Browser to provide the functionalities of our Fan-Page. This may include checking the reach of our posts; defining our audience more accurately; customizing advertisements to fit our audience and designing our Facebook Fan-Page to match the actual interests of our visitors. We process this data in our legitimate interest to maintain the functions of our Fan-Page; to review our reach and to design and display our Fan-Page in accordance with your interests. If you are interested in detailed information on the balancing of your and our interests, please refer to the addresses in section 1.

You may at any time also address your enquiry regarding data processing in connection with our Fan-Page to us or exercise your rights vis-à-vis the address listed in Section 1 (for further information about your rights see section 6). Where necessary to carry out your request or exercise your rights, we will forward your matter to Facebook.

For further information about page-insight data and the exercise of your rights, please see the information provided by Facebook:

https://www.facebook.com/legal/terms/information_about_page_insights_data

For further information about the determination of the responsibilities within the joint controllership in the meaning of Art. 26 GDPR, please see the agreement with Facebook:

https://www.facebook.com/legal/terms/page_controller_addendum

For further information about the placement of cookies when visiting our Fan-Page, please see Facebooks Cookie Policy: <https://www.facebook.com/policies/cookies/>

For more information about protecting your privacy at Facebook, please see Facebook's privacy policy: <https://www.facebook.com/privacy/explanation>.

4. LinkedIn page

LinkedIn is a social network of LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA (hereinafter „LinkedIn“). LinkedIn's plugins are integrated on this website. You can recognize the LinkedIn plugins through the LinkedIn logo or the "Share" button on this website. When you visit this website, the plugin is used to establish a direct connection between your browser and the LinkedIn server.

The information (which online service was being visited) is transmitted to LinkedIn, even if you are not logged into your LinkedIn account.

If you click on the LinkedIn "Share Button" while being logged into your LinkedIn account, you can link the content of this website on your LinkedIn profile.

This allows LinkedIn to map the visit of this website to your user account.

For details on data collection (purpose, scope, further processing, usage), as well as your rights and settings, please refer to LinkedIn's Privacy Policy
http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv.

5. Crunchbase page

Crunchbase, is a online database about startups, internet business, innovations and websites. Crunchbase Inc 564 Market Street Suite 700 San Francisco, CA 94104

On this website, you can see our portfolio and other information about the fund.

For details on data collection (purpose, scope, further processing, usage), as well as your rights and settings, please refer to Crunchbase Privacy Policy:

<https://about.crunchbase.com/terms-of-service/gdpr-privacy-policy/>

5. The personal data in registration form on website.

We may collect next information about you

5.1) For the purpose of «Send offer» and receiving feedback.

- Name

- Email, and other contacts information

- Information about your project and project team (presentation, team experience, any additional information)

You provide this information to us by using the «

Send offer

» form.

5.2) For the purpose of «generate teaser» and receiving feedback.

- Email

- information about your project.

You provide this information to us by using the «GET TEASER » form.

5.3) For the purpose of email information interaction.

Email and any additional information, that you provide to us by email.

6. Data protection and transmitting to third parties

ya.ht takes all technical and organizational security measures required to protect your personal data from loss, unauthorized disclosure or other forms of misuse. Data is stored in a safe environment that is not open to public access. Your personal data may be encrypted before transmission in certain cases (e.g. processing your login data). This means that – support by your browser provided – communication between your device and our servers will include recognized encryption measures. Our staff has been trained in privacy matters and in dealing with data and information, which they gain access to in a responsible manner. Please be aware that should you contact us via email, confidentiality of information therein may not be ensured. Third persons may have access to the contents of emails.

ya.ht may transmit your data to:

- Service providers — to assist or facilitate in the services we provide to our clients, but only if we contractually assigned these to process data on our behalf and, both ourselves and the subcontracted service providers comply with all requirements of commissioned data processing regulations pursuant to the German law on data protection; data is stored within the European Union and the European Economic Area;
- Social media platforms and third-party providers whose cookies and other codes are embedded on our website;
- Companies that we control and subsidiaries of such to fulfill our contractual obligations provided that these companies are subject to this Privacy Policy or privacy guidelines ensuring at least equal protection for your data;
- State institutions on the basis of mandatory national legislation.

We do not transmit data to other third parties unless you have given your consent thereto.

In the event that ya.ht is acquired by or merged with a third party, we reserve the right, in any of these circumstances, to transfer or assign the information we have collected from you as part of such merger, acquisition, sale, or other change of control. In the unlikely event of our bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, we may not be able to control how your information is treated, transferred or used.

7. Deletion

We delete your personal data as soon as it is no longer necessary for the aforementioned purposes of processing. We also delete your personal data if you object to a certain processing of data that is based on legitimate interests, unless there are compelling reasons for ya.ht to continue processing. We also delete your data if you revoke your consent to the processing and if there is no other legal basis for processing. In certain cases, e.g. if there is a statutory retention period, your data will initially be blocked and deleted upon expiry of the retention period.

8. User rights

As a data subject of the data processing, you have the right to confirmation as to whether personal data relating to you are processed by ya.ht and the right to access this personal data (Art. 15 GDPR), a right to rectification of your incorrect data (Art. 16 GDPR), a right to erasure

(Art. 17 GDPR) and a right to restrict (block) your data (Art. 18 GDPR). In addition, in the case of processing on the basis of Article 6(1)(e) or (f) GDPR, you may object to the processing (Art. 21 GDPR). If you have provided the data, you can request the transmission of the data (Art. 20 GDPR).

Whether and to what extent these rights are effective in individual cases and under what conditions they apply is stipulated by law. If the processing is based on a consent within the meaning of Art. 6(1) a) or Art. 9(2)(a) GDPR, you can revoke consent at any time with effect for the future (Art. 7(3)(1) GDPR). You also have the right to contact the competent data protection supervisory authority (Art. 77 GDPR). If you have any questions or complaints about data protection at Admitad, we recommend that you first contact our data protection officer (see contact details under section 1).

9. Amendments

We may modify this Privacy Policy and our data security provisions at any time, in particular, if new laws and regulations need to be adopted or we regard amendments reasonable.