

Privacy Policy for Participation in Training Courses Offered by baramundi software GmbH

Below, we provide information about the collection of personal data in connection with our training courses.

The controller pursuant to Art. 4(7) of the GDPR is baramundi software GmbH, Forschungsallee 3, 86159 Augsburg, Phone: +49 821 567 08 - 19, Email address: info@baramundi.com. You can contact our Data Protection Officer at privacy@baramundi.com or at our postal address with the addition "The Data Protection Officer."

Registration for the training

The information you provide when registering for the training (required fields) is required to register you for the training, coordinate the training in advance, and to conduct the training as a whole. The additional voluntary data you will be used by us to address you more personally. When you register on our training platform, a user account is created for you to provide you with your personal training data and materials. Your user account will be anonymized in the baramundi Management Suite.

The legal basis for the data processing required for registration and course delivery is the performance of a contract (Art. 6(1)(b) GDPR). There is no legal or contractual obligation to provide your data. Failure to provide such data would mean that you cannot participate. We also use the data collected during registration for statistical analyses for our quality and performance monitoring. The legal basis for the processing is our legitimate interest in monitoring the success and quality our training courses in accordance with Art. 6(1)(f) GDPR.

If you are a baramundi sales partner, we also use the data collected during registration to verify your eligibility for partner status. The legal basis for the data processing required to verify partner status is the performance of a contract (Art. 6(1)(b) GDPR). The data will be deleted as soon as it is no longer required for the purpose for which it was collected and there are no legal retention obligations. Legal retention obligations arise, for example, from the German Fiscal Code (6 years) or the German Commercial Code (10 years).

For registration for the training, the training platform, and the delivery of the training, we use a technical service provider whose data center is located in Germany.

Digital proof of your training participation

As part of our training courses, we offer you the opportunity to certificates of participation ("badges"). You can be integrated, for example, into professional networks such as LinkedIn or XING, to showcase completed training courses and acquired qualifications. For this purpose, we process the personal data required for this. This includes, in particular, your contact information, such as your name, email address, mailing address, and phone number, as well as details regarding the respective training course, specifically the course name and date of participation.

The processing is based on Art. 6(1)(f) GDPR. Our legitimate interest lies in comprehensively documenting completed training courses and providing participants with a modern and digital certificate of qualification , and to facilitate the verifiability of training certificates. At the same time, we help participants showcase their qualifications in professional networks .

For the technical implementation and administration of the badges, we engage an external service provider (Certifier sp. z o.o., Dolnych Młynów 3/1, 31-124 Kraków, Poland). Data is generally stored only for as long as is necessary for the provision and administration of the badges. Data is deleted at the request of the participant at any time, and no later than upon expiration of the respective badge.

Providing data for these purposes is voluntary. However, if you do not, however, we cannot provide you with digital badges or certificates of participation.

Post-Event Feedback

You can leave us your personal feedback within the training tool. Your feedback is associated with your user account. We use your feedback for anonymized, long-term evaluation of our training events. As The legal basis for our legitimate interest in improving our training and event offerings is Article 6(1)(f) of the GDPR. We may contact you regarding your feedback, if necessary, by phone or email. We use technical service providers to implement our feedback processes. The data centers are located in Europe.

Use of Your Data for Marketing Purposes

We use our participants' personal data for direct marketing of our own products, events, and training offerings. For this purpose, we also share your data to our sales partners. We and our sales partners use your phone number and other contact information to contact you regarding our products, events, and services. The legal basis for our legitimate interest in direct marketing by us and our sales partners is Article 6(1)(f) of the GDPR.

Of course, you may object to the processing of your personal data for advertising purposes at any time. Please send your objection to advertising at any time, free of charge, to [academy\(at\)baramundi.com](mailto:academy(at)baramundi.com).

Web Analytics with WP Statistics

The baramundi Academy (training section) uses the WordPress plugin WP Statistics for statistical analysis of visitor traffic. WP Statistics provides us with anonymized reports on how many users visit our website, which country they come from, which pages were viewed, and via which links (referrers) they came to us. This helps us optimize our online offering. As part of the analysis, WP Statistics processes the following data:

- The previously visited page (referrer),
- pages accessed within our website,
- Referring sources (e.g., search engines or social media),
- Simplified information about the browser and device,
- Anonymized IP address,
- A rough geolocation (e.g., country/region/city), derived from the IP address.

IP addresses are anonymized immediately after collection, so that it is possible to identify individual persons. Processing takes place entirely locally on our web server without the use of cookies. WP Statistics respects the browser's "Do Not Track" setting of the browser.

Processing is based on Article 6(1)(f) of the GDPR. Our legitimate interest lies in the anonymized analysis of user behavior in order to continuously improve both our website and the user experience.

Facebook Custom Audience (Meta Pixel)

This website uses the "Custom Audience" remarketing feature provided by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). This allows interest-based advertisements ("Facebook Ads") to be displayed to website users when they visit the Facebook social network or other websites that also use this feature. We do this to show you advertisements that are relevant to your interests, thereby making our website more engaging for you. The legal basis for processing your data is your consent pursuant to Section 25(1) of the German Telemedia Act (TDDG) and Article 6(1)(a) of the General Data Protection Regulation (GDPR).

Due to the marketing tools used, your browser automatically establishes a direct connection

to Facebook's server. We have no influence over the scope and further use of the data collected by Facebook through the use of this tool (Facebook is responsible for this) and therefore inform you to the best of our knowledge: Through the integration of Facebook Custom Audience, Facebook receives usage data for every action on our website, e.g., the information that you have visited the corresponding page of our website or clicked on one of our ads. If you are registered with a Facebook service, Facebook can associate the visit with your account. Even if you are not registered with Facebook or have not logged in, there is a possibility that the provider may obtain and store your IP address and other identifying characteristics. For more details on how Meta Pixel works, visit <https://www.facebook.com/business/help/651294705016616>. For more information on data processing by Facebook, visit <https://www.facebook.com/privacy>. Data transfers to the U.S. or third countries are based on the EU-U.S. Data Privacy Framework or EU Standard Contractual Clauses. Information on this can be found here: https://www.facebook.com/legal/EU_data_transfer_addendum. You can revoke your consent to Facebook Custom Audience (Meta Pixel) at any time in the cookie settings here. Users logged into Facebook can object to processing by Facebook at <https://www.facebook.com/settings/>.

Google Ads

We use the Google Ads service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google") on our website. Google Ads enables us to draw attention to our offerings through advertisements on external websites and to analyze the success of our advertising campaigns.

If you arrive at our website via a Google ad, Google may store a cookie in your browser. This allows Google to recognize that a user has clicked on an ad and been redirected to our website. We generally receive only statistical reports from Google regarding the performance of our advertising campaigns, from which we can, for example, determine which ads are particularly effective.

We also use the remarketing feature of Google Ads. This allows users of our website to see ads for our offerings when they later visit other websites within the Google advertising network. For this purpose, cookies or similar technologies may be used to track and analyze usage behavior across various websites.

The integration of Google Ads allows a direct connection to be established between your browser and Google's servers. This provides Google with information, among other things, that you have visited our website or clicked on one of our ads. If you are logged into a Google service, Google can associate the visit with your user account. Even if you are not registered with Google or have not logged in, it is possible that Google will process your IP address and other technical information.

Google Ads is used for marketing and optimization purposes, in particular to display advertisements for our offerings, measure the success of advertising campaigns, and improve our online advertising.

The processing of your data is based on your consent in accordance with Section 25(1) of the German Telemedia Act (TDDDG) and Article 6(1)(a) of the GDPR. You can revoke your consent at any time via the cookie settings on our website. [Go to cookie settings.](#)

As part of Google Ads, we also use so-called "Enhanced Conversions." In this context, the email address you enter on our website (e.g., in the contact form, when subscribing to the newsletter, or when registering for events) may be transmitted to Google in hashed form. To this end, the information you enter is pseudonymized using a cryptographic hash function prior to transmission. This data is used to better measure conversions and to analyze and improve the effectiveness of our advertising campaigns at . This allows us to track whether users perform specific actions on our website after clicking on an ad (e.g., a contact request or registration). Processing takes place only if you have consented to the use of marketing cookies. The legal basis is Section 25(1) of the German Telemedia Act (TDDDG) and Article 6(1)(a) of the General Data Protection Regulation (GDPR).

The cookies and similar technologies used in connection with Google Ads have varying retention periods and may be stored for several months depending on their function. The specific retention period for each cookie is listed in the cookie settings of our consent management tool. [Go to cookie settings.](#)

The transfer of personal data to the United States or other third countries cannot be ruled out. This is carried out on the basis of the EU-US Data Privacy Framework and, where applicable, on the basis of EU Standard Contractual Clauses.

For more information on data processing by Google, please visit <https://policies.google.com/privacy>.

The above statements regarding Google Ads also apply accordingly to other advertising products offered by Google ("Google Advertising Products") as well as to Google as a provider of advertising services ("Google General"), insofar as these are used within the Google advertising network

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The purpose of this use is to analyze the use of our website and to generate statistical reports on user behavior in order to improve our offerings and make them more user-friendly.

The analysis is based in particular on cookies and similar technologies, as well as information about the device or browser you are using, IP addresses, and interactions with our website. Google Analytics is used on this website with IP anonymization enabled. This

means that your IP address is truncated by Google within the European Union or other member states of the European Economic Area before it is further processed.

Processing is based on your consent in accordance with Section 25(1) of the German Telemedia Act (TDDDG) and Article 6(1)(a) of the GDPR. You may revoke your consent at any time via the cookie settings on our website.

The cookies and similar technologies used in connection with Google Analytics have varying retention periods. You can find the specific retention periods for the cookies used in the information provided in the [cookie settings](#) of our consent management tool.

The transfer of personal data to the United States or other third countries cannot be ruled out. This is carried out on the basis of the EU-US Data Privacy Framework and, where applicable, on the basis of EU Standard Contractual Clauses.

For more information on data processing by Google, please visit <https://policies.google.com/privacy>.

Google Tag Manager

On our website, we use Google Tag Manager, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

Google Tag Manager is an administration tool that allows us to centrally integrate and control website tags via a single interface. The tool itself generally does not process personal data and does not set its own cookies. However, other services are integrated via Google Tag Manager, which may in turn process data.

The use of Google Tag Manager serves the efficient management and technical control of services on our website.

To the extent that personal data is processed in this context, this is done on the basis of Art. 6(1)(f) GDPR. Our legitimate interest lies in the efficient management and technical integration of services on our website.

The transfer of personal data to the United States or other third countries cannot be ruled out. This is carried out on the basis of the EU-US Data Privacy Framework and, where applicable, on the basis of the European Commission's Standard Contractual Clauses.

For more information on data processing by Google, please visit <https://policies.google.com/privacy>

LinkedIn Insight Tag

We use the LinkedIn Insight Tag from LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland ("LinkedIn") on our website. LinkedIn is part of LinkedIn Corporation, 1000 W Maude Avenue, Sunnyvale, CA 94085, USA.

The LinkedIn Insight Tag enables us to track conversions, retarget website visitors, and

obtain information about the use of our website in connection with LinkedIn ads. This allows us to measure the success of our advertising campaigns and tailor our offers to users' interests.

In doing so, data such as the URL accessed, referrer URL, IP address, device and browser characteristics (user agent), and timestamps may be collected. According to LinkedIn, IP addresses are truncated or—if used to target members across devices—hashed. Direct-identifiers of members are removed within seven days to pseudonymize the data. The remaining pseudonymized data is then deleted within 180 days.

Processing is based on your consent in accordance with Section 25(1) TDDDGD and Article 6(1)(a) GDPR. You may revoke your consent at any time via the [cookie settings](#) in our consent tool.

LinkedIn members can also control the use of their personal data for advertising purposes in their account settings: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

The transfer of personal data to the United States or other third countries cannot be ruled out. This is carried out on the basis of the EU-US Data Privacy Framework and, where applicable, on the basis of standard contractual clauses.

For more information on data processing by LinkedIn, please visit <https://www.linkedin.com/legal/privacy-policy>

Your Rights

With regard to your personal data, you have the right to access, correction of inaccurate data, erasure, restriction of processing, as well as a right to object to processing, and the right to data portability. You have the right to withdraw your consent to the processing of your personal data at any time, without affecting the lawfulness of the processing carried out prior to its revocation. To exercise your rights, please contact us at academy@baramundi.com

Furthermore, you have the right to lodge a complaint with a data protection supervisory authority. The data protection supervisory authority responsible for us is the Bavarian State Office for Data Protection Supervision (BayLDA) in Ansbach.

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