

1. In A Nutshell

The subject of this privacy policy is exclusively the use of our statistics app "LipotypeZoom". You can find out how we process your data when you use our website in the corresponding privacy policy. This privacy policy deals exclusively with how we process your data when you use our statistics app.

2. In Detail

Who We Are And How You Can Reach Us

The controller of the processing of personal data on this website is Lipotype GmbH, Tatzberg 47, 01307 Dresden, Germany, e-mail privacy@lipotype.com. You may contact our data protection officer at the following address: Lipotype GmbH, Attn: Data Protection Officer, Tatzberg 47, 01307 Dresden, e-mail: privacy@lipotype.com.

What Data We Do (Not) Process, For What Purpose, For How Long And On What Legal Basis

Through a browser-based application ("App"), you as our customer can work with the analytics data that you receive from us. In the App, Lipotype offers a variety of statistical tests that our customers can then run with a simple click.

When you use the App, we log files and track the following information: login name, time stamp, tab the user is in, the web element the user interacted with (e.g. check box), content of the web Element. The login name is hashed immediately after the successful login in order to make the data pseudonymous. The remaining pseudonymized data is then deleted within one year. These data help us to understand how our App is used and to further develop and improve it. The legal basis for this processing is Art. 6 para. 1 subpara. 1 letter f) GDPR. The legitimate interests in processing on the basis of Art. 6 para. 1 para. 1 letter f) GDPR are the maintenance of customer satisfaction, the optimization of the App and improvement of our own services. The App runs on our own server in Germany.

Recipients Of The Data

The data will remain in our area of responsibility. In certain cases, we may need to disclose your data to third parties so that you can obtain the desired service, in particular to vicarious agents. However, at the moment that is not the case: Processing takes place only on our own servers in Germany.

Your Rights

If we process your personal data, you have a right of access, to rectification or erasure, restriction of processing, to object to processing and to data portability under the respective statutory preconditions with regard to the personal data concerning you. If you want to exercise these rights, you can simply write to privacy@lipotype.com. If we call you, you can of course also tell us directly in the conversation.

You also have the right to complain to a data protection supervisory authority about our processing of your personal data, for example to the supervisory authority responsible for us: Sächsischer Datenschutzbeauftragter, Bernhard-von-Lindenu-Platz 1, 01067 Dresden, Germany, e-mail: saechsdsb@slt.sachsen.de. If you have any questions or requests regarding data protection, please feel free to contact us at any time at privacy@lipotype.com.

Right To Object

In particular, in certain cases, you can object to the future processing of the data concerning you in accordance with Art. 21 GDPR at any time.