



Privacy Policy

Across the Pond would like to thank you for your interest in our services. As the operator of this website, *Across the Pond* is responsible for collecting and using *personal data* within the meaning of the German Federal Data Protection Act (BDSG) and the German Teleservices Act (TMG) and all other statutory provisions, compliance with which is a matter of course for *Across the Pond*. Personal data denotes the particulars about the personal or material circumstances of an identified or identifiable natural person, such as their name, address, telephone number, date of birth, bank details and IP address.

1. Collection, Storage and Use of your Personal Data

a. Every time you use our website

Your Internet browser automatically transmits data to our web server for technical reasons whenever you access our website. During the use of our website the following data is logged:

IP address of the requesting computer; date and time of access, name and URL of the retrieved file, search engine used, your computer's operating system and the browser you use; name of your Internet access provider; data quantity transmitted; message regarding successful retrieval.

Across the Pond only analyzes this data for internal system purposes (tracking your traffic pattern to optimize the user-friendliness of our website) and statistical purposes and it is subsequently deleted.

b. When you register on our website



Across the Pond only collects further personal information if you provide it voluntarily.

In the context of establishing contact via *Across the Pond's* website, we must inevitably register your data and store it for purposes of contract execution, to reply to your enquiries and for the purpose of the technical administration of the website.

In the context of executing the contract, we will collect the following personal data from you as and when required (**'inventory data'**):

Full name (surname, first name) or full company name; VAT number if applicable; address (postal address, town or city, zip/post code) as well as telephone number and email address. Moreover, general information about the company (number of employees in the department/number of employees in the whole company) - where available – will also be requested.

Your registration with *Across the Pond* will be deleted by us when deletion is stipulated by law; however this will be two years after the performance of your final purchase order at the latest.

Across the Pond will only forward or otherwise transmit your personal data to third parties if this is necessary for the purpose of contract execution or for settlement purposes and you have given us your consent beforehand. You have the right to revoke the consent that you have given us at any time with effect for the future.

2. Use of Cookies

Across the Pond –
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www.across-thepond.de
Tel. 0511- 105 611 57
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Bankverbindung
Sparkasse Hannover
IBAN:DE42 2505 0180 0910 2391 00
BIC:SPKHDE2HXXX



Across the Pond uses “cookies” on its website in order to expand the scope of functions available and to make its use more convenient for you. Cookies are entries in databases on your computer, which serve to exchange information between computer programs or the short-term archiving of information.

You have the option of preventing the storage of cookies on your computer by adjusting the settings of the Internet browser used on your computer accordingly. The disabling of cookies in your browser may, however, mean that you cannot use the whole range of functions available on our website.

3. Use of Web Analysis

Across the Pond's website uses Google Analytics, a web analysis service from Google Inc. (“Google”). Google Analytics also uses so-called cookies, i.e. text files which are stored on your computer and enable analysis of the use of the website by the user. The information created by the cookies about your use of this website (including your IP address) is transferred to a server at Google in the USA and stored there. Google uses this information on the instructions of *Across the Pond* in order to analyze your use of our website, to compile reports about website activity and to render other services associated with the use of this website and the Internet. Google may also transmit this data to third parties on occasion if this is required by law or if third parties process this data on behalf of Google. The IP address transmitted by your browser within the scope of Google Analytics will not be reconciled with other data by Google or linked to it.

You can prevent the storage of these cookies by adjusting the settings in your browser software accordingly; *Across the Pond* does, however, point out that you may not be able to use all of the functions on its website to their full extent in this case.



By using this website you declare that you agree to the processing of the data collected about you by Google in the manner described above and for the purposes referred to above.

In addition, you can prevent the collection of data (including your IP address) created by the cookie relating to your use of our website for Google and the processing of this data by Google by downloading and installing the browser plug-in available at the following link. The current link is: <http://tools.google.com/dlpage/gaoptout?hl=de>

Only if used:

4. Use of the facebook “Like” button

Across the Pond's website uses the facebook “like” button from the social networking site, facebook.com, whose operator is facebook Inc. 1601 S. California Ave, Palo Alto, Ca 94304, USA, hereinafter referred to simply as “facebook”. The facebook button is marked with the facebook logo, an “f”, and the facebook “like” button with a “like” remark.

If you retrieve a page on our website which contains the facebook “like” button, your browser creates a direct link to the facebook servers. The content of the plug-in will be transmitted by facebook directly to your browser and will be integrated by it into the website.

By integrating the plug-in, facebook receives the information that you have retrieved the corresponding page on our website. If you are logged into facebook then facebook can assign the visit to your facebook account. If you click on the "like" button or enter



a comment, the corresponding information will be transmitted by your browser directly to facebook and stored there.

Please see the facebook privacy policy regarding the purpose and scope of this collection of data and the further processing and use of this data by facebook as well as your rights and setting options in this regard to protect your personal details.

If you do not wish facebook to gather information about you via our website you must log out of facebook before visiting our website.

5. Your Security

Across the Pond has taken security measures in order to protect your personal data. Naturally, *Across the Pond* cannot however guarantee that unauthorized access to the data will never happen.

Across the Pond's security measures are continuously reviewed and improved in accordance with technological developments.

6. Right to Information and Right of Withdrawal

You have a right to information at any time regarding the personal data stored about you, its origin and recipients as well as the purpose of data processing and a right to correct inaccurate data as well as to block or delete it.

For information regarding your personal data, to arrange a correction of inaccurate data or to block or delete it, and for any other questions about the use of your personal data, please contact:



Data Protection Officer at Across the Pond,

**Mr Seth Walton, Postfach 51 01 04, 30659 Hannover, Tel.: 0511 105 611 57 Fax:
0511 541 008 83, email: info@across-thepond.de**

Please do not hesitate to contact *Across the Pond* if you have any further questions regarding our privacy policy or the processing of your personal data.

7. Up-to-Datedness of the Privacy Policy

This privacy policy is currently valid and became effective in May 2014.

You may retrieve it from our website and print it at any time.