

Privacy policy

1. General information

1.1 Controller

straiv GmbH
Industriestraße 23
70565 Stuttgart
Germany

info@straiv.io

+49 711 25 24 73 00

You can reach our data protection officer via the following contact details:

dpo@straiv.io

1.2 Disclosure of personal data

Unless expressly stated below or in this privacy policy in the description of the individual processing operations, your personal data will not be passed on to third parties or other recipients.

We use the services of external service providers for the provision (hosting), content and technical operation of our website, and for the organization of our company. The personal data collected on this website is stored on the hoster's servers and can be viewed by our technical service provider. It may include IP addresses, contact requests, meta and communication data, contract data, contact details, names, website accesses, and other data generated via a website. The use of external service providers is in the interests of the secure, fast and efficient provision of our website by a professional provider. The external service providers will only process your data to the extent that this is necessary to fulfill their service obligations and to follow our instructions with regard to the data processed for those purposes. We have concluded a contract processing agreement with each of the service providers we use in accordance with Art. 28 GDPR.

We reserve the right to disclose information about you in the event of a legal obligation, if we are required to do so by lawfully acting authorities or law enforcement agencies. The legal basis is Art. 6(1) point c) GDPR (legal obligation).

1.3 Storage period

The personal data processed by us will be deleted in accordance with the legal requirements as soon as the consents permitting the processing are revoked or other permissions cease to apply (e.g. if the purpose of processing that personal data no longer applies or the data is not required for that purpose).

If the personal data is not deleted because it is required for other and legally permissible purposes, its processing will be limited to those purposes. This means that the personal data will be blocked for the purposes that no longer apply and will no longer be processed for those purposes. This applies, for example, to personal data that must be stored for reasons under commercial or tax law, or whose storage is necessary for the assertion, exercise or defense of legal claims or to protect the rights of another natural or legal person.

In our privacy policy we also inform you about the deletion and storage of personal data that apply specifically to the respective processing operations.

1.4 Rights of data subjects

As a data subject, you have the following rights with regard to the personal data concerning you in accordance with the statutory provisions:

- Right to information
- Right to rectification or erasure
- Right to restriction of processing
- Right to data portability

You also have the right to complain to a data protection supervisory authority about the processing of your personal data by us.

If you have given your consent to the processing of your personal data, you can revoke it at any time. The withdrawal of consent shall not affect the lawfulness of the processing carried out on the basis on the consent until its withdrawal.

Objection

Insofar as we base the processing of your personal data on a balancing of interests, you may object to the processing. Our legitimate interests are presented in each case in the data processing description. If you submit such an objection, we ask you to explain the reasons why your personal data should not be processed as indicated. If you submit a legitimate objection, we will examine the situation and either discontinue or adapt the data processing or point out to you our compelling

legitimate grounds for continuing the processing. You can object to the processing of your personal data for the purposes of direct advertising and associated profiling at any time without giving reasons. Your personal data will then no longer be processed for those purposes.

You can inform us of your objection using the contact details above.

1.5 Existence of automated decision-making

Automated decision-making, including profiling, does not take place.

2. Collection and processing of personal data when you visit the website

2.1 Automated data collection and processing by the browser

Processing/purpose

In principle, our website can be visited without registration. If you use the website for information purposes only, i.e. if you do not register or otherwise provide us with information, we collect the personal data that your browser transmits to our server which is technically necessary for us to display our website and ensure stability and security. That data is temporarily stored in so-called server log files. The following information, which is technically necessary for us, is collected and stored until automatic deletion:

- Name of the website or file accessed
- Date and time of retrieval
- Description of the type of web browser used
- IP address

An evaluation of the server log files in relation to specific persons does not take place. We cannot ascribe that data to a specific person at any time. That data is not combined with other data sources.

Legal basis

Art. 6(1) point f) GDPR (legitimate interest)

Our legitimate interest lies in ensuring the provision of the website, combating misuse and troubleshooting.

Recipients

We pass on the data collected to external service providers, in particular contract processors (e.g. hosting, content management system) for processing in

accordance with the required purposes (to display the website and to create the content).

Storage period

The log files are deleted as soon as they are no longer required for the stated purposes, at the latest after 10 days.

2.2 Contact forms

Processing/purpose

When you communicate and/or cooperate with us, e.g. by e-mail or via a contact form on our website, the data you provide (your e-mail address, your name and telephone number, if applicable, or the personal data provided in the communication) will be stored by us, for example in order to answer your questions or to carry out the communication required for our business purposes.

Legal basis

Art. 6(1) point b) GDPR (with regard to processing in connection with a contract)

Art. 6(1) f) GDPR (with regard to processing in accordance with the legitimate interest stated below)

When processing the data that arises in the course of communication, we have a legitimate interest in processing the data in accordance with the legal requirements, for internal review or according to the respective communication request.

Necessity of the provision of personal data

If you wish to contact us via the contact form, we need all the information requested in the mandatory fields in order to be able to respond to your request. The information in the contact form is neither necessary to enter into a contract with us nor legally required. If you do not fill in the mandatory fields, you will not be able to send the contact form to us. However, you may contact us by e-mail (info@straiv.io) if you do not wish to provide the information requested.

2.3 Use of cookies

Technically required cookies

Our website uses its own cookies to increase user-friendliness (cookies are data records which are sent from the web server to the user's browser and stored there for later retrieval). You can generally prevent the use of cookies by prohibiting the storage of cookies in your browser.

Processing/purpose

We use cookies that are necessary for the functionality of the website. We use the following cookies:

"cookieeyes-consent" enables us to comply with our legal obligation and obtain consent for content that requires it.

- session_id
- wordpress_sec_###random-hash##
- wordpress_logged_in_###random-hash###

These cookies store a unique session ID with which the server requests can be correctly assigned during your visit to the website.

Legal basis

Art. 6(1) point f) GDPR (legitimate interest)

Art. 6(1) point c) GDPR (legal obligation) for proof of the selection in the consent banner.

Our legitimate interest in the use of technically necessary cookies is to ensure the security of the website. Some functions of our website cannot be provided without the use of cookies. They require that the browser be recognized even after a page change.

Storage period

Technically necessary cookies are usually stored for one year.

2.3.2 Cookies requiring consent

Processing/purpose

We also use cookies on our website that enable analysis of users' surfing behavior. When accessing our website, the user is informed about the use of cookies for analysis purposes and his/her consent to the processing of the personal data utilized in that context is obtained. In this context reference is also made to this privacy policy. The analysis cookies are used for the purpose of improving the quality of our website and its content. Through the analysis cookies, we learn how the website is used and can thus constantly optimize our service.

Legal basis

Art. 6(1) point a) GDPR (consent)

You can revoke this consent to cookies at any time with effect for the future in the cookie settings.

Recipients

We pass on the data collected to external service providers, in particular contract processors (e.g. hosting, content management system) for processing in accordance with the required purposes (to display the website and to create the content).

If you give your consent to the use of cookies that require consent, this mainly concerns third-party tools. Please refer to the consent banner for the respective recipients. You can find it at any time in the bottom left-hand corner of this website.

Storage period

The storage period of cookies requiring consent is shown in the consent banner. You can find it at any time in the bottom left-hand corner of this website.

2.4 Google Analytics

Processing/purpose

We use Google Analytics, a web analysis service, on our website. Google Analytics uses technologies on our behalf that enable the recognition of the user for the purpose of analyzing the pseudonymous use of the website by you (e.g. cookies or device fingerprinting).

We receive various usage data about your website visit, e.g. page views, length of stay, interaction with the website. In addition, your approximate location (region), your IP address (shortened), technical information about your browser and the referrer URL are recorded. Google uses that information on our behalf for the purpose of evaluating your use of our website, compiling reports on the activities within the website and providing us with other services relating to the use of the website. Pseudonymous user profiles can be created from the processed data.

We use Google Signals. It enables Google Analytics to collect additional information about users who have activated personalized ads (interests and demographic data), and ads may be delivered to those users in cross-device remarketing campaigns.

In Google Analytics, the anonymization of IP addresses is activated by default. This means that the IP address is shortened by Google within Member States of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. The IP address transmitted by the user's browser will not be combined with other Google data.

We use Google Analytics to analyze the use of our website, to compile reports on the website activities of our users and to obtain further statistical evaluations associated with the use of the website. We can use the statistics obtained to improve our service and make it more interesting for you as a user of our website. We also receive information about the functionality of our website (for example, to detect navigation problems).

Legal basis/bases

Art. 6(1) point a) GDPR (consent)

You can revoke this consent to cookies at any time with effect for the future in the cookie settings.

You can also prevent Google from collecting the data generated by the cookie that relates to your use of the website (including your IP address) and the processing of that data by Google by downloading and installing the browser plug-in available via the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

Recipients

Recipients of the data are/may be:

- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (as contract processor pursuant to Art. 28 GDPR)
- Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA
- Alphabet Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA

It cannot be ruled out that US authorities will access the data stored by Google.

Storage period

The deletion of analytics data is set to two months for event data and 14 months for user data. Installed cookies are stored for up to two years.

2.5 UTM Tracker and Analytics

Processing/purpose

We use UTM Tracker and Analytics on our website, a web analytics service provided by weDevs Pte. Ltd, Level:03, House:1005,1007, Avenue:11, Road:09, Dhaka 1216 Bangladesh. UTM Tracker and Analytics uses technology on our behalf that enables us to track how users arrive at our website through the use of cookies.

Legal basis/bases

Art. 6(1) point a) GDPR (consent)

You can revoke this consent to cookies at any time with effect for the future in the cookie settings.

Recipients

The recipient of the data is weDevs Pte. Ltd, Level:03, House:1005,1007, Avenue:11, Road:09, Dhaka 1216 Bangladesh

2.6 Newsletter

Processing/purpose

When you register for the newsletter on our website, we receive the email address you enter in the registration field and any other contact details you provide voluntarily, insofar as you provide them to us via the newsletter registration form. The data provided in the newsletter registration form is used by us exclusively for sending and analyzing our newsletter. The newsletter contains content as specified in the registration form, as well as information about our product range, promotions and competitions and our company. After registration, we will send you a confirmation e-mail containing a link that you must click on to complete your registration for our newsletter (double opt-in).

We store the IP addresses used as well as the content and time of registration and confirmation. The purpose of the procedure is to be able to prove legally-compliant registration and, if necessary, to clarify any possible misuse of personal data. The legal basis for this processing is Art. 6(1) point c) GDPR, as we are legally obliged to provide proof of legally-compliant consent.

We measure the opening and click rates of our newsletters. The collection of this data enables us to analyze the behavior of newsletter recipients and to statistically evaluate the information. The analysis includes determining how many recipients have opened our newsletter, how many recipients have clicked on a link and how many clicks the individual links have received. This information is not assigned to individual newsletter recipients. The evaluations help us to recognize the usage habits of the recipients of our newsletter and to improve our content accordingly. The measurement of opening rates and click rates of links and their further processing are part of the newsletter subscription. If you object to such analysis, the entire newsletter registration must be revoked.

Legal basis

Art. 6(1) point a) GDPR (consent)

Art. 6(1) (c) GDPR (legal obligation)

Recipients

We use the brevo service to send our newsletter. The provider is Sendinblue GmbH. brevo is a service that enables the newsletter dispatch to be organized and the newsletters sent to be analyzed. We have concluded a contract processing agreement with Sendinblue GmbH in accordance with Art. 28 GDPR.

Necessity of the provision of personal data

If you would like to use our newsletter, you must fill in the fields marked as mandatory and confirm your e-mail address by clicking on the double opt-in link. The newsletter registration details are neither necessary to enter into a contract with us nor legally required. They are used exclusively for sending our newsletter. If you do not fill in the mandatory fields, we will not be able to provide you with our newsletter.

2.7 Content from third-party providers

2.7.1 YouTube videos

Processing/purpose

For the provision of videos, we use the video platform "YouTube" of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter "**Google**"). Due to the integration of YouTube, according to information from Google your IP address will be transmitted to Google and cookies may be installed by it.

YouTube is integrated via the extended data protection mode.

If you are logged into your Google account at the same time, Google can assign the data to your member account. If you object to this, log out of your Google account before using the app.

For details on the processing of personal data by Google, please refer to Google's privacy policy via this link: <https://policies.google.com/privacy?hl=de>; you can find further information from Google on the use of data at:

<https://policies.google.com/technologies/partner-sites?hl=de&gl=en> and cookies at: <https://policies.google.com/technologies/cookies?hl=de&gl=en#how-google-uses-cookies>.

Legal basis/bases

The integration of YouTube is in the interests of providing an appealing virtual experience for our users. The legal basis for the processing of your data by YouTube is your consent in accordance with Art. 6(1) point a) GDPR. You can revoke that consent at any time. Please note that the withdrawal of consent does not affect the lawfulness of the processing carried out on the basis of the consent until its withdrawal. You can revoke that consent at any time with effect for the future in the cookie settings.

Recipients

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

2.7.2 Google Maps

Processing/purpose

We use content from Google Maps to make it easier for you to fill out the contact form. Google Maps is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter "**Google**"). Due to the integration of Google Maps, according to information from Google your IP address is transmitted to Google and cookies may be installed by it.

For details on the processing of personal data by Google, please refer to Google's privacy policy via this link: <https://policies.google.com/privacy?hl=de>; you can find further information from Google on the use of data at:

<https://policies.google.com/technologies/partner-sites?hl=de&gl=en> and cookies at: <https://policies.google.com/technologies/cookies?hl=de&gl=en#how-google-uses-cookies>.

Legal basis/bases

The integration of Google Maps is in the interests of providing an appealing virtual experience for our users. The legal basis for the processing of your data by YouTube is your consent in accordance with Art. 6(1) point a) GDPR. You can revoke that consent at any time. Please note that the withdrawal of consent does not affect the lawfulness of the processing carried out on the basis of the consent until its withdrawal. You can revoke that consent at any time with effect for the future in the cookie settings.

Recipients

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

2.7.3 Content delivery networks (CDN)

Processing/purpose

We integrate content from third-party providers to improve the loading speed of our website and provide you with a better user experience.

As a rule, your e-mail address is recorded by the respective CDN provider.

Legal basis/bases

Art. 6(1) point f) GDPR (legitimate interest)

Our legitimate interest lies in providing you with a contemporary user experience on our website without long loading times.

2.8 Applications/career portal

Processing/purpose

If you apply to us via our career portal or by e-mail, we will process all personal data that you submit for that purpose for the application process.

Legal basis

Art. 6(1) point b) GDPR (implementation of pre-contractual measures at the request of the data subject)

Recipients

For applicant management, we use the solution recruitee from the provider Recruitee B.V., Keizersgracht 313, 1016 EE Amsterdam, Netherlands. We have concluded a contract processing agreement with that provider in accordance with Art. 28 GDPR.

Storage period

If you are hired after completing an application process, we will inform you separately about the processing of the personal data collected in the course of the application. If you are not hired, the personal data collected in the course of the application process will be deleted after six months.

Necessity of the provision of personal data

It is necessary to provide the personal data marked as mandatory fields in the career portal in order to participate in the online application process. If that data is not provided, the application form cannot be sent and an application cannot be effected.

3. Processing in the context of a customer relationship and when using the straiiv backend

3.1 Customer relationship—use of the straiiv backend

Processing/purpose

When you enter into a contractual relationship with us as a customer, we collect the following personal data from you and use it to create a profile in our straiiv backend:

- Master and communication data of the customer's contact person(s) (e.g. first/last name, e-mail address, telephone number)
- Usage data (e.g. duration of use, feature used)
- Image data (e.g. profile picture)

The company's master data, such as business name, contact details, number of rooms, contract, invoice and payment data, are also processed.

We process the data in order to provide the straiiv backend and to render our contractual performances.

Legal basis

Art. 6(1) point b) GDPR (with regard to processing in connection with a contract)

Necessity of the provision

The provision of personal data is necessary for the provision of the controller's contractual service. Without the provision of the data, the controller is generally unable to provide its contractual service.

3.2 Customer login

Processing/purpose

If you are already a customer, you can log in to our website with your e-mail address and a password. We store the date and time of your accessing of the customer account. Once you have successfully logged in, your personal customer area will be available in the straiiv backend. The login is for your protection, to ensure that unauthorized third parties do not gain access to the data stored in your customer account.

Legal basis

Art. 6(1) point b) GDPR (fulfillment of a contract)

Storage period

We store the date and time of your last access to the customer account for as long as you remain with us as our customer.

Necessity of the provision of personal data

The e-mail address and password are required to access the personal area in the straiiv backend. We cannot provide our contractual service without that information.

3.3 Cookies in the straiiv backend

Our website uses its own cookies to increase user-friendliness (cookies are data records which are sent from the web server to the user's browser and stored there for later retrieval). You can generally prevent the use of cookies by prohibiting the storage of cookies in your browser.

Processing/purpose

When you log in to the straiiv backend, the following cookies are also installed to verify your session:

- session_id, storage of active session,
- navigation, storage of navigation view
- user_straiiv_2fa, Google 2FA,
- code2order_notify_* (* = Hotel ID), memory task counter,
- Mod, storage module

These cookies store a unique session ID with which the server requests can be correctly assigned during your visit to the website.

Legal basis

Art. 6(1) point f) GDPR (legitimate interest)

Art. 6(1) point c) GDPR (legal obligation) for proof of the selection in the consent banner.

Our legitimate interest in the use of technically necessary cookies is to ensure the security of the website. Some functions of our website cannot be provided without the use of cookies. They require that the browser be recognized even after a page change.

Storage period

Technically necessary cookies are usually stored for one year.

4. Presences in social networks and events

4.1 LinkedIn

Processing/purpose

We maintain a publicly accessible profile (so-called "fan page") in the social network "LinkedIn". The provider of LinkedIn is LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland (hereinafter "**LinkedIn**")

When you visit our fan pages, LinkedIn generally analyzes your user behavior. LinkedIn also collects your device information. LinkedIn provides us with so-called "page insights" through which we receive an evaluation of the analysis of interactions with our fan page. You can find further information in LinkedIn's privacy policy:

https://www.linkedin.com/legal/privacy-policy?trk=content_footer-privacy-policy/.

We are jointly responsible with LinkedIn the for data processing. For this purpose, we have concluded a joint data processing agreement with LinkedIn. It specifies who is responsible for which data processing operations when you visit our fan page. You can view that agreement between us and Facebook here:

<https://legal.linkedin.com/pages-joint-controller-addendum>.

We provide the fan page in order to provide you with an appealing, contemporary online presence.

Legal basis

Art. 6(1) point f) (legitimate interest)

Our legitimate interest is to provide our customers and interested parties with up-to-date information and to interact with our customers and interested parties in a contemporary manner.

Please note that LinkedIn may base its data processing operations on a different legal basis. You can find further information in the privacy policy and the agreement on joint processing.

Storage period

We delete the data arising in this context after storage is no longer required, unless statutory retention obligations exist or limitation periods must be observed.

Assertion of your rights

As we are jointly responsible for the data processing with LinkedIn, you can assert your rights with respect to both us and LinkedIn. Please note, however, that depending on the processing procedure we do not exercise full control over the data processing, as it is mainly carried out by LinkedIn.

4.2 Instagram/Facebook

Processing/purpose

We maintain a publicly accessible profile (so-called "fan page") in the social network "Instagram" and in the social network "Facebook". The provider of Instagram and Facebook is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland (hereinafter "Meta").

When you visit our fan pages, Meta generally analyzes your user behavior. Meta also records your device information. This happens regardless of whether you are logged in to Instagram or Facebook. Meta provides us with so-called "page insights", through which we receive the evaluation of the analysis of interactions with our fan page. You can find further information in Meta's privacy policy:

<https://www.facebook.com/about/privacy/>.

We are jointly responsible for data processing with Meta. We have concluded a joint data processing agreement with Meta for that purpose. It specifies who is responsible for which data processing operations when you visit our fan pages. You can view the agreement between us and Facebook here:

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

Legal basis

Art. 6(1) point f) (legitimate interest)

Our legitimate interest is to provide our customers and interested parties with up-to-date information and to interact with our customers and interested parties in a contemporary manner.

Storage period

We delete the data arising in this context after storage is no longer required, unless statutory retention obligations exist or limitation periods must be observed.

Assertion of your rights

As we are jointly responsible for the data processing with Meta, you can assert your rights with respect to both us and Meta. Please note, however, that depending on the

processing procedure we do not exercise full control over the data processing, as it is mainly carried out by Meta.

4.3 YouTube

Processing/purpose

We maintain a publicly accessible channel on the social network YouTube. The provider of YouTube is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter "**Google**").

When you visit our channel, Google generally analyzes your user behavior and collects your device information. This takes place regardless of whether you are logged in with your member account. Google provides us with so-called "YouTube Analytics", through which we receive the evaluation of the analysis of interactions with our channel. The information provided to us does not enable us to draw any inferences about your identity.

We process your personal data when you interact with our posts or otherwise contact us via YouTube. The information we have access to depends on your account settings. You can find further information in Google's privacy policy: <https://policies.google.com/privacy?hl=de>.

We assume that we are jointly responsible with YouTube for the processing. However, we have no knowledge of how Google processes personal data.

Legal basis

Art. 6(1) point f) (legitimate interest)

Our legitimate interest is to provide our customers and interested parties with up-to-date information and to interact with our customers and interested parties in a contemporary manner.

Please note that Google may base its data processing operations on a different legal basis.

Storage period

We delete the data arising in this context after storage is no longer required, unless statutory retention obligations exist or limitation periods must be observed.

Assertion of your rights

As we are jointly responsible for the processing with Google, you can assert your rights with respect to both us and Google. Please note, however, that depending on

the processing procedure we do not exercise any control over the data processing by Google.

You can contact Google's data protection officer at:

https://support.google.com/policies/contact/general_privacy_form

4.4 Events

Processing/purpose

If you register for an event offered by straiv, we process your name and contact details for the purpose of holding the event.

Legal basis

Art. 6(1) point b) GDPR (fulfillment of a contract)

Necessity of the provision of personal data

Necessity of providing personal data: It is necessary to provide the personal data marked as mandatory fields in the registration form in order to be able to register for an event via the registration form. If that data is not provided, the registration form cannot be sent and registration cannot take place. If you object to this, please contact info@straiv.io.

5. Current validity of this privacy policy and amendments

This privacy policy is currently valid and was last updated in November 2024. It may be necessary to adjust this privacy policy from time to time due to further development of the website or due to changed legal or official requirements. Our privacy policy can be viewed at any time at <https://straiv.io/en/legal/privacy/> and can be saved and printed out.

As at: 01.04.2025

Version: 1.1