

Data protection information regarding our website „qpsneuro.com“

This data protection information describes how we process your personal data during your visit of our website “qpsneuro.com” (hereinafter “website”).

1. Definition of Cookies

We process your personal data with the help of "cookies". Cookies can be defined as follows:

"A cookie is a small text file. Websites place these small text files in the browsing history of users, which is why we often talk about "setting cookies". Cookies are either sent to the user by the respective server (HTTP cookie) or generated when a website is visited (scripted cookie). By setting cookies, website visits are tagged and recognized, which allows them to customize their browsing habits. Cookies are generally used to optimize a page for the user – certain cookie types are also responsible for the flawless functioning of the website".¹

We distinguish three types of cookies, namely essential cookies, functional cookies, and marketing cookies. In our cookie banner, the respective cookies are assigned to one of these three types.

Essential cookies	Functional cookies	Marketing cookies
Ajax Search Pro	Google Maps	Google Analytics
Nexcess Edge CDN	Google Fonts	
Usercentrics Consent Management Platform	Google Tag Manager	
Gstatic.com	Google Translate	
	Gravatar	

We also utilize Google’s reCAPTCHA security service which is used to block spambots while allowing human users. This ensures a safe experience during your visit of our website.

When you visit the website, the cookie banner will pop up. Depending on the settings you have chosen, your data will be processed accordingly. By clicking on the fingerprint symbol at the bottom left corner of the screen, you can reopen the cookie banner at any time to change your settings.

¹ Similar to <https://usercentrics.com/knowledge-hub/what-are-cookies/> (November 28, 2022).

2. Categories of personal data:

The following personal data will be collected:

- IP address
- Date and time of visit
- Pages visited
- Cookies
- Cookie information
- Banner language
- User behavior
- Hardware-/software type
- Device information
- Device identifiers
- Device operating system
- Unique device identifier
- Log file data
- Screen resolution
- Location information
- Geographic location
- Demographic data
- Time zone
- Search terms
- Search history
- Page views
- Number of times ads are seen
- Click path
- Time of consent
- Consent-ID
- Consent type
- Usage data
- URL Usage Data
- Visited URL
- Referrer URL
- Hostname
- Interaction data
- User agent
- User settings
- Template version
- Internet service provider
- Browser language
- Browser information
- Browser type
- Browser plug-ins
- Browser version
- Platform type
- Aggregated data about tag firing
- Aggregated usage numbers
- Opt-in and opt-out data
- Payment information
- Comment content
- Images CCS
- CCS requests
- Font file requests
- Content interaction information
- Third party information
- User agent string
- Interaction data
- Serving domains

In the cookie banner we break down which cookie uses which category of personal data.

3. Purposes of data processing

We will use the categories of your personal data mentioned in **Point 2** to improve our advertising strategy, for example by improving the visitor experience on our website or improve the commercialization of our services.

The data required for this is received during your visit on our website depending on the cookie settings you have chosen.

There is no obligation to provide us with the personal data we ask you to provide. However, depending on the cookie settings you choose, your use of the website might be affected.

4. Categories of data processed and legal basis for processing

With the cookie settings you have chosen, you give us your consent to process your personal data.

We process the categories of your personal data listed in **Point 2** based on

- your **express consent** (Art 6 para 1 lit a GDPR) in the context of your choice of cookie settings, or
- our overriding **legitimate interest** (Art 6 para 1 lit f GDPR), which is to improve our marketing strategy and to improve the commercialization of our services, to raise the number of visitors on our website and enhance its usability.

5. Transmission of your personal data

If this is necessary for the above-mentioned purposes, we will transfer your personal data to the following category recipients:

- QPS Holdings, LLC and corporations that belong to our group of companies;
- Business partners;
- Cookie providers (e.g.: Web Continental s.r.o., Alphabet Inc., Liquid Web, LLC, Usercentrics GmbH, Fonticons. Inc., Google Ireland Limited, Automattic Inc.).

Some of the recipients mentioned above are located or process your personal data outside your country. The level of data protection in other countries may not be the same as in your country. However, we only transfer your personal data to countries for which the EU Commission has decided they have an adequate level of data protection, or we take measures to ensure that all recipients have an adequate level of data protection. For this purpose, we conclude, for example, Standard Contractual Clauses as amended. These are available on request (see **Point 8** for contact details below).

6. Storage duration

We store your personal data for as long as we are lawfully permitted to do so. You can also clear your cache and delete cookies as part of your browser settings.

7. Your rights in connection with personal data

Under applicable law, if the relevant requirements are met, you have the right to:

- request confirmation as to whether and which of your personal data we process and to receive copies of any such data (Art 15 GDPR),
- request the rectification or erasure of your personal data (Art 16 and 17 GDPR),
- request us to restrict the processing of your personal data (Art 18 GDPR),
- object to the processing of your personal data (Art 21 GDPR),
- to request data portability (Art 20 GDPR), and

- lodge a complaint with the data protection authority (Art 77 GDPR).

8. Our contact details

If you have any questions or concerns about the processing of your personal data, please contact us:

QPS Austria GmbH
Parkring 12
8074 Grambach, Austria
By post to the attention of Isabella Reicht
Via e-mail to dataprotection.austria@qps.com

Grambach, June 7, 2023