

# Privacy Policy

In general, our website can be used without providing any Personal Information. If personal data (such as name, postal or email addresses) are collected, this will occur on a voluntary basis, in so far as possible. We use your Personal Information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## **Data policy for the use of Google Analytics**

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses so called "cookies," text files stored on your computer, to facilitate analysis of your website usage. Information generated by the cookie about your use of this website is usually transmitted to and stored on a Google server in the United States. However, prior to that, when IP anonymisation is activated on this website, your IP address will be truncated by Google (within member states of the European Union or in other states that are party to the agreement on the European Economic Area).

Only in exceptional cases a full IP address will be transmitted to a Google server in the United States and truncated there. On behalf this website's operator, Google will use this information to evaluate your use of the website, compile reports about website activities, and provide the website's operator with further services related to website activity and Internet usage. The IP address sent from your browser as part of Google Analytics will not be brought in association with other data held by Google.

You can prevent storage of cookies by adjusting your browser software. In this case, however, please note that you might not be able to fully use all features offered by this website. In addition, you can prevent data generated by the cookie and relating to your use of the website (including your IP address) from being collected and processed by Google by downloading and installing a browser plugin available via this link <http://tools.google.com/dlpage/gaoptout?hl=de>.

## **Data policy for the use of FullStory**

We use FullStory in order to better understand our users' needs and to optimize this service and experience. FullStory is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service

with user feedback. FullStory uses cookies and other technologies to collect data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). FullStory stores this information in a pseudonymized user profile. Neither FullStory nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see FullStory's privacy policy by clicking on this [link](#).

### **Financial Data**

We do not collect your financial data. All payments are delivered by Gumroad. Gumroad is a service for creators to sell their work. They host our files, process our payments, and deliver our files to our customers. To read more about their policy privacy please visit this link: <https://gumroad.com/privacy>

### **Communications**

We may use your e-mail address to contact you with newsletters, marketing or promotional materials and other information. We collect your e-mail address via Gumroad. To read more about their policy privacy please visit this link: <https://gumroad.com/privacy>