

Privacy Policy

This privacy policy provides you with details of how we collect and process your personal data through your use of our site www.dorotheeamelung.com or any subdomains including any information you may provide to us when you purchase a product or service, or sign up to our email list.

Name and address of the controller:

The controller within the meaning of the EU General Data Protection Regulation and other data protection regulations is

Dorothee Amelung

Lörscher Weg 4

69493 Hirschberg

E-mail: info@dorotheeamelung.com

www.dorotheeamelung.com

We respect your data!

Thank you for your interest in our website. The trust of all visitors and customers, the security of your data and the protection of your privacy are of central importance to us. We therefore treat your personal data in accordance with the applicable statutory data protection regulations and this privacy policy. Personal data is information that can be used to identify you, such as your real name, address or telephone number.

If you view and use our site without registering or otherwise expressly providing us with information, we process the data that is transmitted to us with each request from your browser (see "Log data" below). If you expressly transmit personal data to us, this is done exclusively for the purpose of the request or the respective order. We would like to point out that data transmission on the Internet can never be completely protected against access by third parties.

In the following, we would like to explain in more detail which data we process, when and for what purpose. It explains how our services work and how the protection of your personal data is guaranteed.

Legal basis for the processing of personal data

Insofar as we obtain the consent of the data subject for the processing of personal data, Art. 6 para. 1 lit. a GDPR serves as the legal basis.

For the processing of personal data that is necessary for the performance of a contract to which the data subject is a party, Art. 6 para. 1 lit. b GDPR serves as the legal basis. This also applies to processing operations that are necessary to carry out pre-contractual measures.

Insofar as the processing of personal data is necessary to fulfill a legal obligation to which our company is subject, Art. 6 para. 1 lit. c GDPR serves as the legal basis.

In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 lit. d GDPR serves as the legal basis.

If processing is necessary to safeguard a legitimate interest of our company or a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the first-mentioned interest, Art. 6 para. 1 lit. f GDPR serves as the legal basis for data processing.

Deletion of data and storage duration

The personal data of the data subject will be deleted as soon as the purpose of storage ceases to apply. Data may also be stored if this is provided for by European or national laws or other regulations to which the controller is subject. The data will also be blocked or deleted if a storage period prescribed by the aforementioned regulations expires, unless there is a need for further storage of the data for the conclusion or fulfillment of a contract.

Your rights

You have the right to free information about the personal data we have stored about you and, if applicable, the right to rectification, restriction of processing or erasure of this data. You also have the right to data portability. Finally, you also have the right to complain to the data protection supervisory authority about the processing of your personal data by us.

We would also like to point out that you can object to the future processing of your personal data at any time in accordance with the legal requirements pursuant to Art. 21 GDPR. In particular, you may object to processing for direct marketing purposes.

Provision of information

If you have any questions about the collection, processing or use of your personal data, for information, for the correction, blocking or deletion of data and for the revocation of any consent given or for objection to a specific use of data, please contact us using the following e-mail address: info@dorotheeamelung.com

Log data

The automatic collection and storage of log data by the provider of the Internet services (provider) takes place because the processing of this data is technically necessary in order to display our website to you and to ensure stability and security. The log data includes the following information

- Date and time of the respective request
- Internet address (URL) that was requested
- URL that the visitor visited immediately before
- Browser used and language
- Operating system used and its interface
- IP address and host name of the visitor
- Access status / http status code
- Amount of data transferred in each case

This data is transmitted to us automatically and cannot be assigned to your person with reasonable effort. The legal basis for the processing of this data is our legitimate interest pursuant to Art. 6 (1) sentence 1 lit. f GDPR,

as this data processing is necessary for the operation and display of the website. The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended. The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, the user has no option to object.

Cookies

In order to make visiting our website attractive and to enable the use of certain functions, we use so-called cookies. These are small text files that are stored on your end device and that store certain information for exchange with our system. The legal basis for the processing of this data is Art. 6 para. 1 sentence 1 lit. f GDPR. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing the browser (transient cookies). These include session cookies in particular. These store a unique identifier (session ID). This session ID allows various requests from your browser to be assigned to a common session. This allows your device to be recognized when you return to our website during a session. Session cookies are also deleted when you log out.

Other cookies remain on your end device for a specified period of time and enable us to recognize your browser or end device on your next visit (persistent cookies).

Please note that certain cookies are already set as soon as you enter our website. You can set your browser so that you are informed about the setting of cookies and can decide individually whether to accept them or to exclude the acceptance of cookies for certain cases, in particular cookies from third-party providers (third-party cookies) or in general. If you do not accept cookies, the functionality of our website may be restricted for you.

Configuration of the cookie settings in the browser

You have the option of preventing cookies from being stored on your computer by configuring your browser settings accordingly. Each browser differs in the way it manages cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie

settings. These can be found for the respective browsers under the following links

Internet Explorer™:

<http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>

Safari™:

<http://apple-safari.giga.de/tipps/cookies-in-safari-aktivieren-blockieren-loesen-so-geht-s/>

and https://support.apple.com/kb/PH21411?locale=de_DE

Chrome™:

<http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>

Firefox™ <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Opera™: <http://help.opera.com/Windows/10.20/de/cookies.html>

Encryption through SSL

For security reasons, our website uses SSL encryption (Secure Sockets Layer). This means that transmitted data is protected and cannot be read by third parties. You can recognize successful encryption by the fact that the protocol name in the status bar of the browser changes from “http://” to “https://” and that a closed lock symbol is visible there.

Web hosting via RAIDBOXES

We use the services of RAIDBOXES GmbH, Hafenstr. 32, 48151 Münster (hereinafter RAIDBOXES) for web hosting for our websites and have concluded an order processing contract with RAIDBOXES GmbH in accordance with Art. 28 GDPR.

Further information can be found in the data protection declaration of RAIDBOXES GmbH at <https://raidboxes.io/legal/privacy/>.

Legal basis

The legal basis for the processing of this data is our legitimate interest in operating and maintaining the operational security of these websites in accordance with Art. 6 para. 1 lit. f GDPR.

Thrive Architect

We use the WordPress plug-in Thrive Architect from Whitesquare GmbH, Beckengässchen 1, 8200 Schaffhausen, Switzerland (hereinafter “Thrive Architect”) to create websites. We also use Thrive Architect to create individually configured landing pages.

We have no knowledge of the type and scope of the processing of your personal data by Thrive Architect.

As part of the processing of the data, data is transferred to Switzerland, which is considered a third country with an insecure level of data protection under the GDPR. However, there is an adequacy decision by the European Union for Switzerland, which certifies that Switzerland has an equivalent level of data protection to the EU. This means that personal data may be transferred to Switzerland without further safeguards.

As the website operator, we have no knowledge of the type of processing and the duration of storage.

Further information can be found in Thrive Architect's privacy policy at <https://thrivethemes.com/privacy-policy/>

Legal basis

The legal basis for this processing is our legitimate interest in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR to improve the efficiency of our offers through individually generated marketing measures.

Borlabs cookie

We use Borlabs Cookie, the provider of this technology is Borlabs GmbH, Rübenkamp 32, 22305 Hamburg (hereinafter referred to as Borlabs), in order to optimize the services we use and to respect your decision in accordance with the legal requirements.

When you enter our website, a Borlabs cookie is stored in your browser, in which the consents you have given or the revocation of these consents are stored. This data is not passed on to the provider of Borlabs Cookie. Borlabs Cookie does not store any personal data.

The data collected will be stored until you ask us to delete it or delete the Borlabs cookie yourself or until the purpose for storing the data no longer applies. Mandatory statutory retention periods remain unaffected. Details on data processing by Borlabs Cookie can be found at <https://de.borlabs.io/kb/welche-daten-speichert-borlabs-cookie/>.

Legal basis

Borlabs cookie consent technology is used to obtain the legally required consent for the use of cookies. The legal basis for this is Art. 6 para. 1 lit. c GDPR.

Google Web Fonts

We use Google Web fonts. All fonts are loaded locally. When using Google Web fonts, no personal data is forwarded to third parties.

Booking appointments via Calendly

In order to offer you the modern service of simplified online appointment booking, we use the services of Calendly LLC, BB&T Tower, 271 17th St NW, Atlanta, GA 30363, USA (hereinafter referred to as “Calendly”).

When using Calendly, browser-specific data and your IP address are transmitted to Calendly.

By clicking on the “Book appointment” button, your personal data such as name, e-mail address and other data provided by you will also be transmitted to Calendly.

We have no knowledge of the further processing and the duration of storage.

We would like to point out that this data is transferred to the USA and processed by US authorities. According to the current legal situation, the

USA is considered an unsafe third country with an inadequate level of data protection.

There is currently no adequacy decision pursuant to Art. 45 GDPR.

However, Calendly has undertaken to comply with the standard contractual clauses for the transfer of personal data to third countries in accordance with Directive 2016/679 (Standard Contractual Clauses - SCC).

To protect your personal data, we have concluded a contract with Calendly for commissioned data processing in accordance with Art. 28 GDPR.

We would also like to point out that you are not obliged to use this service to make an appointment. If you do not wish to do so, please use another of the contact options offered to make an appointment.

Further information on this can be found in Calendly's privacy policy at <https://calendly.com/de/pages/privacy> and at <https://help.calendly.com/hc/de/articles/360007032633-DSGVO-FAQs>

Legal basis

The legal basis for the use of Calendly online appointment booking is your consent pursuant to Art. 6 para. 1 lit. a GDPR.

Facebook Pixel and Facebook Custom Audiences

Our website uses Facebook conversion tracking, the so-called "Facebook Pixel" (Meta Pixel) from the social network Facebook, for the purpose of analyzing and optimizing our website. The provider of these services is Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. If you are located in the EU, the provider of the services is Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (hereinafter "Facebook").

The use of the Facebook pixel enables Facebook to identify and determine visitors to our website as a potential target group for the display of advertisements (so-called "Facebook ads"). We therefore use the Facebook pixel to display the Facebook ads we place only to Facebook users who have shown an interest in our website or who have certain

characteristics (interests determined on the basis of websites visited, etc.). We transmit this information to Facebook and thereby form so-called “custom audiences.” By using the Facebook pixel, we primarily want to ensure that our Facebook ads correspond to the potential interests of visitors and are not perceived as annoying. By using the Facebook pixel, we can statistically track the effectiveness of Facebook ads for market research purposes. We analyze whether visitors are redirected to our website after clicking on a Facebook ad, i.e., whether a so-called “conversion” takes place.

Meta Platforms Ireland Limited processes the data in the EU.

To protect your personal data, we have concluded a data processing agreement with Meta Platforms Ireland Limited in accordance with Art. 28 GDPR.

It cannot be ruled out that data may also be processed in the USA. However, the parent company Meta Platforms Inc., based in the USA, is certified under the EU-US Data Privacy Framework.

Data transfer to the USA is therefore currently considered sufficiently secure.

General information about how Facebook processes data can be found here: <https://www.facebook.com/policy.php>.

Further information and details about the Facebook pixel can be found here:

www.facebook.com/business/help/742478679120153.

You can object to the collection of data by the Facebook pixel and the use of your data to display Facebook ads. To set which types of advertisements are displayed to you within Facebook, you can visit the page set up by Facebook and follow the instructions on the settings for usage-based advertising: <https://www.facebook.com/settings?tab=ads>. The settings are platform-independent, i.e., they are applied to all devices such as desktop computers or mobile devices.

Legal basis

The legal basis for this processing of data is your consent pursuant to Art. 6 (1) (a) GDPR and your express consent pursuant to Art. 49 (1) (a) GDPR.

Matomo Analytics

This website uses the WordPress plug-in Matomo Analytics, a web analytics service provided by InnoCraft Ltd, 150 Willis St, 6011 Wellington, New Zealand ("Matomo"). In accordance with the GDPR, the use of so-called "cookies", text files that are stored on your computer and that would enable an analysis of your use of the website ("session data"), is deactivated on this website in Matomo. This means that no information generated by cookies about your use of this website is transmitted to Matomo servers.

Furthermore, Matomo anonymizes both the IP addresses of visitors to this website ("2-byte masking") and the so-called referrer URLs, i.e. the URL of the page from which visitors access this website. This means that it is virtually impossible to identify individuals.

We use Matomo Analytics to analyze and regularly improve the use of our website. We can use the statistics obtained to improve our offer and make it more interesting for you as a user.

Further information on Matomo's terms of use and data protection regulations can be found at: <https://matomo.org/privacy/>

Legal basis

The legal basis for this processing of data is your consent pursuant to Art. 6 para. 1 lit. a GDPR and our legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR

GetResponse

We use the services of GetResponse S.A., Grunwaldzka 413, 80-309, Gdansk, Poland (hereinafter "GetResponse") to manage and send our newsletter.

If you wish to subscribe to our e-mail newsletter and read it regularly, you must register with a valid e-mail address and thus consent to the processing of your personal data by us. Please refer to the declaration of consent on the newsletter registration form.

Before sending the newsletter, you must expressly confirm to us as part of the so-called double opt-in procedure that we should activate the e-mail newsletter service for you. We do this to prevent third-party e-mail addresses from being used for registrations. For this purpose, you will receive a confirmation and authorization e-mail from us asking you to click on the link contained in this e-mail to confirm that you wish to receive our newsletter.

In connection with the registration, in addition to the e-mail address, the time of registration, the time of confirmation, the IP address and the consent text are stored and we use the e-mail address exclusively for the delivery of the newsletter, unless you have expressly consented to any other use.

Invisible pixels, which are added to the HTML code of the newsletter message, can be used for various evaluations to improve our offers. The IP address, browser and time of retrieval and opening of the newsletter and the click behavior on links contained in the newsletter are recorded and statistically evaluated.

The company GetResponse is certified in accordance with the EU-US Data Privacy Framework. Data transfer to the USA is currently considered sufficiently secure. We have also concluded an order processing contract with GetResponse in accordance with Art. 28 GDPR.

You can unsubscribe by revoking your consent. You can unsubscribe from the newsletter at any time. To do so, please use the link provided in the newsletter. A separate revocation of the dispatch or evaluation of user behavior is unfortunately not possible.

Further information can be found in GetResponse's privacy policy, which you can access at <https://www.getresponse.com/legal/privacy>.

Legal basis

The newsletter is sent on the basis of the consent of the recipients in accordance with Art. 6 para. 1 lit. a GDPR. The analysis of opening and click rates is based on our legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR. Our interest is to create the most suitable offers for our users and to achieve and continuously optimize this by analyzing user behavior.

ThriveCart

We also offer you digital products for purchase via our website. For this we use the services of ThriveCart LLC (hereinafter “ThriveCart”), operated by WebActix Ltd, 6 Boulder Lane, Tauranga, New Zealand.

As soon as you click on one of our product buttons, you will leave our website and be redirected to our individual ThriveCart sales page on ThriveCart's servers.

All functions on the sales page as well as the entire downstream sales processing take place via ThriveCart.

We have no influence on the scope of the data collected by ThriveCart. We cannot say how ThriveCart processes this data.

We would like to point out that there is a possibility that data may be transferred to the USA and processed by US authorities. According to the current legal situation, the USA is considered an unsafe third country with an inadequate level of data protection.

There is currently no adequacy decision pursuant to Art. 45 GDPR.

We have concluded a data processing agreement with ThriveCart, corresponding to a contract for order processing, in accordance with Art. 28 GDPR.

Further information can be found at <https://legal.thrivecart.com> and on data protection in ThriveCart's privacy policy at: <https://legal.thrivecart.com/platform/privacy/>

Legal basis

The legal basis for the processing of personal data when redirecting from our website to the sales page via ThriveCartt is Art. 6 para. 1 lit. b GDPR.

Ablefy

We also offer digital products and downloadable products for purchase through our websites. For some of these products, we use the ablefy service provided by ablefy GmbH, Kurfürstendamm 208, 10719 Berlin.

As soon as you click on one of our product buttons, you will leave our website and be redirected to our dedicated ablefy sales page.

All functions on the sales page, as well as the entire subsequent sales process, are handled by ablefy.

To protect your personal data, we have entered into a data processing agreement with ablefy in accordance with Article 28 of the GDPR.

You can find ablefy's privacy policy here:
<https://myablefy.com/privacy?locale=en>

Legal Basis

The legal basis for processing personal data when redirecting from our website to the sales page via ablefy is Article 6(1)(b) of the GDPR.

Payment services

We integrate third-party payment services on our website. When you make a purchase from us, your payment details (e.g. name, payment amount, account details, credit card number) are processed by the payment service provider for the purpose of payment processing. The respective contractual and data protection provisions of the respective providers apply to these transactions. The payment service providers are used on the basis of Art. 6 para. 1 lit. b GDPR (contract processing) and in the interest of a smooth, convenient and secure payment process (Art. 6 para. 1 lit. f GDPR). Insofar as your consent is requested for certain actions, Art. 6 para. 1 lit. a GDPR is the legal basis for data processing; consent can be revoked at any time for the future.

We use the following payment services / payment service providers on this website

Paypal

We use the services of PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as “PayPal”) to process the payment process in the course of our sales offer.

During the payment process, after clicking on “Book now” and being redirected to the respective ThriveCart product page, you will be redirected to the PayPal log-in page after clicking on the “Buy now” button. After successfully logging in, your address and account details stored with PayPal will be displayed. Payment is processed via PayPal under their terms and conditions.

PayPal has undertaken to comply with the standard contractual clauses for the transfer of personal data to third countries in accordance with Directive 2016/679 (Standard Contractual Clauses - SCC).

For more information on the Standard Contractual Clauses, please visit <https://www.paypal.com/de/webapps/mpp/ua/pocpsa-full>.

Further information can be found in PayPal's privacy policy: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

Legal basis

The legal basis for the processing of personal data during a booking or payment process is Art. 6 para. 1 lit. b GDPR.

SOMBA.io

In order to tailor and improve our online marketing activities, we use the services of the integrated online marketing system SOMBA.io (hereinafter “Somba”), licensed from the software company HighLevel Inc., 400 North St. Paul Street Suite 920, Dallas, TX 75201, United States (hereinafter “HighLevel”), by the company Sigrun GmbH, Suurstoffi 37, 6343 Rotkreuz, Switzerland (hereinafter “Sigrun GmbH”).

We use this software in particular for

- Providing an English-language newsletter
- Providing a member area
- Creating landing pages
- Platform for the distribution of online courses

We would like to point out that the company may transfer data to the USA. However, HighLevel is certified under the EU-US Data Privacy Framework as well as the Swiss-U.S. Data Privacy Framework. Data transfer to the USA is therefore currently considered sufficiently secure.

We have also concluded a contract with Sigrun GmbH for the processing of orders in accordance with Art. 28 GDPR to protect your personal data.

Further information is available at: <https://www.somba.io/dpa>

As soon as the purpose of storing your personal data no longer applies, it will be blocked, thus restricting its processing or deleted in accordance with the statutory deletion periods.

Legal basis

The legal basis for this data processing is the fulfillment of contractual measures in accordance with Art. 6 (1) (b) GDPR.

Google Forms

This website uses Google Forms, a survey tool from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

Google is certified in accordance with the EU-US Data Privacy Framework. Data transfer to the USA is currently considered sufficiently secure. We have also concluded an order processing contract with Google in accordance with Art. 28 GDPR.

You can find more information at

<https://privacy.google.com/businesses/processorterms/>

Users' personal data is deleted or anonymized after 14 months.

Overview of data protection: <https://policies.google.com/?hl=de> and the privacy policy: <https://www.google.de/intl/de/policies/privacy>

Legal basis

The legal basis for this data processing is your consent pursuant to Art. 6 para. 1 lit. a GDPR.

Zoom

As part of our offering, we use the services of Zoom Video Communications Inc, 55 Almaden Blvd, Suite 600, San Jose, CA 95113, USA, represented by Lionheart Squared, 2 Pembroke House, Upper Pembroke Street 28-32, Dublin, DO2 EK84, Republic of Ireland ("Zoom") for online meetings, webinars and video conferences.

Zoom is certified in accordance with the EU-US Data Privacy Framework. Data transfer to the USA is currently considered sufficiently secure. We have also concluded an order processing contract with Zoom in accordance with Art. 28 GDPR.

Further information can be found in Zoom's privacy policy, <https://zoom.us/de-de/privacy.html>, and at <https://zoom.us/de-de/gdpr>.

Legal basis

The legal basis for this data processing is your consent pursuant to Art. 6 para. 1 lit. a GDPR and your express consent pursuant to Art. 49 para. 1 lit. a GDPR.

Contact form

If you send us inquiries via the contact form, your details from the form, including the contact details you provide there (name, e-mail address), will be stored by us for the purpose of processing the inquiry and in the event of follow-up questions. We will not pass on this data without your consent.

The data you enter in the contact form will remain with us until you ask us to delete it or the purpose for storing the data no longer applies (e.g. after your request has been processed). Mandatory statutory provisions - in particular retention periods - remain unaffected.

Legal basis

This data is processed on the basis of Art. 6 para. 1 lit. b GDPR if your request is related to the fulfillment of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective processing of the inquiries addressed to us (Art. 6 para. 1 lit. f GDPR).

System and information security

We use technical and organizational measures to protect our website and our other systems against loss, destruction, access, modification or dissemination of stored data by unauthorized persons. Despite controls, however, complete protection against all dangers is not possible. The connection to the Internet and the resulting technical possibilities alone mean that no guarantee can be given that content and the flow of information will not be viewed and recorded by third parties.

Objection to unauthorized advertising by e-mail

We have published general contact details and an e-mail address on our website as part of our obligation to provide a legal notice in accordance

with Section 5 of the German Telemedia Act (TMG). We hereby object to the use of this contact data for the unsolicited sending of information material, advertising or spam emails that we have not explicitly requested.

Status of the privacy policy: 20.08.2026