

Stephan Kane | Classical Guitarist Privacy Policy

Data protection is of a particularly high priority for the management of Stephan Kane | Classical Guitarist. The use of the Internet pages of Stephan Kane | Classical Guitarist is possible without any indication of personal data; however, if a data subject wants to use special services via his website, processing of personal data could become necessary. If the processing of personal data is necessary and there is no statutory basis for such processing, he generally obtains consent from the data subject.

The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to Stephan Kane | Classical Guitarist. By means of this data protection declaration, his company would like to inform the general public of the nature, scope, and purpose of the personal data he collects, uses and processes. Furthermore, data subjects are informed, by means of this data protection declaration, of the rights to which they are entitled.

As the controller, Stephan Kane | Classical Guitarist has implemented technical and organizational measures to ensure the most complete protection of personal data processed through this website. However, Internet-based data transmissions may in principle have security gaps, so absolute protection may not be guaranteed. For this reason, every data subject is free to transfer personal data to Stephan Kane via alternative means, e.g. by telephone.

1. Definitions

The data protection declaration of Stephan Kane | Classical Guitarist is based on the terms used by the European legislator for the adoption of the General Data Protection Regulation (GDPR). His data protection declaration should be legible and understandable for the general public, as well as his clients and business partners. To ensure this, he would like to first explain the terminology used.

In this data protection declaration, he uses, inter alia, the following terms:

a) Personal data

- Personal data means any information relating to an identified or identifiable natural person (“data subject”). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

b) Data subject

- Data subject is any identified or identifiable natural person, whose personal data is processed by the controller responsible for the processing.

c) Processing

- Processing is any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

d) Restriction of processing

- Restriction of processing is the marking of stored personal data with the aim of limiting their processing in the future.

e) Profiling

- Profiling means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location or movements. Stephan Kane | Classical Guitarist will never profile his clients under any circumstances.

f) Pseudonymization

- Pseudonymization is the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures to ensure that the personal data are not attributed to an identified or identifiable natural person. Stephan Kane | Classical Guitarist will never sell user's personal data.

g) Controller or controller responsible for the processing

- Controller or controller responsible for the processing is the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law. Stephan Kane | Classical Guitarist is a sole proprietor and therefore will never sell a user's data.

h) Processor

- Processor is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller. Stephan Kane | Classical Guitarist is a sole proprietor and will never sell personal data.

i) Recipient

- Recipient is a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing. Under no circumstance will Stephan Kane | Classical Guitar sell its users' personal data to other recipients whatsoever.

j) Third party

- Third party is a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorized to process personal data. Under no circumstance will Stephan Kane | Classical Guitarist sell user data to a third party.

k) Consent

- Consent of the data subject is any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

2. Name and Address of the controller

Controller for the purposes of the General Data Protection Regulation (GDPR), other data protection laws applicable in Member states of the European Union and other provisions related to data protection is:

Stephan Kane | Classical Guitarist

Ringbahnstraße 12

10711 Berlin

Germany

Phone: +49 152 5987 4956

Email: info@stephankane.com

Website: www.stephankane.com

3. Cookies

The Internet pages of the Stephan Kane | Classical Guitarist use cookies. Cookies are text files that are stored in a computer system via an Internet browser.

Many Internet sites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a character string through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. This allows visited Internet sites and servers to differentiate the individual browser of the data subject from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified using the unique cookie ID.

Through the use of cookies, Stephan Kane | Classical Guitarist can provide the users of this website with more user-friendly services that would not be possible without the cookie setting.

By means of a cookie, the information and offers on his website can be optimized with the user in mind. Cookies allow Stephan Kane | Classical Guitarist, as previously mentioned, to recognize his website users. The purpose of this recognition is to make it easier for users to utilize his website. The website user that uses cookies, e.g. does not have to enter access data each time the website is accessed, because this is taken over by the website, and the cookie is thus stored on the user's computer system. Another example is the cookie of a shopping cart in an online shop. The online store remembers the articles that a customer has placed in the virtual shopping cart via a cookie.

The data subject may, at any time, prevent the setting of cookies through the Stephan Kane | Classical Guitarist website by means of a corresponding setting of the Internet browser used, and may thus permanently deny the setting of cookies. Furthermore, already set cookies may be deleted at any time via an Internet browser or other software programs. This is possible in all popular Internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, not all functions of his website may be entirely usable.

4. Collection of general data and information

The website of Stephan Kane | Classical Guitarist collects a series of general data and information when a data subject or automated system calls up the website. This general data and information is stored in the server log files. Collected may be (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system reaches the website (so-called referrers), (4) the sub-websites, (5) the date and time of access to the Internet site, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system, and (8) any other similar data and information that may be used in the event of attacks on the website's information technology systems.

When using this general data and information, Stephan Kane | Classical Guitarist does not draw any conclusions about the data subject. Rather, this information is needed to (1) deliver the content of his website correctly, (2) optimize the content of his website as well as its advertisement, (3) ensure the long-term viability of his information technology systems and website technology, and (4) provide law enforcement authorities with the information necessary for criminal prosecution in case of a cyber-attack. Therefore, Stephan Kane | Classical Guitarist analyzes anonymously collected data

and information statistically, with the aim of increasing the data protection and data security of his company, and to ensure an optimal level of protection for the personal data Stephan Kane | Classical Guitarist processes. The anonymous data of the server log files are stored separately from all personal data provided by a data subject.

5. Registration on his website

The data subject has the possibility to register on the website of the controller with the indication of personal data. Which personal data are transmitted to the controller is determined by the respective input mask used for the registration. The personal data entered by the data subject is collected and stored exclusively for internal use by the controller.

By registering on the website of the controller, the IP address—assigned by the Internet service provider (ISP) and used by the data subject—date, and time of the registration are also stored. The storage of this data takes place against the background that this is the only way to prevent the misuse of the Stephan Kane | Classical Guitarist website's services, and, if necessary, to make it possible to investigate committed offenses. Insofar, the storage of this data is necessary to secure the controller. This data is not passed on to third parties unless there is a statutory obligation to pass on the data, or if the transfer serves the aim of criminal prosecution.

The registration of the data subject, with the voluntary indication of personal data, is intended to enable the controller to offer the data subject contents or services that may only be offered to registered users due to the nature of the matter in question. Registered persons are free to change the personal data specified during the registration at any time, or to have them completely deleted from the data stock of the controller.

The data controller shall, at any time, provide information upon request to each data subject as to what personal data are stored about the data subject. In addition, the data controller shall correct or erase personal data at the request or indication of the data subject, insofar as there are no statutory storage obligations.

6. Contact possibility via the website

The website of Stephan Kane | Classical Guitarist contains information that enables a quick electronic contact to his company, as well as direct communication with him, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the controller by e-mail or via a contact form, the personal data transmitted by the data subject are automatically stored. Such personal data transmitted on a voluntary basis by a data subject to the data controller are stored for the purpose of processing or contacting the data subject. There is no transfer of this personal data to third parties.

7. Routine erasure and blocking of personal data

The data controller shall process and store the personal data of the data subject only for the period necessary to achieve the purpose of storage, or as far as this is granted by the European legislator or other legislators in laws or regulations to which the controller is subject to.

If the storage purpose is not applicable, or if a storage period prescribed by the European legislator or another competent legislator expires, the personal data are routinely blocked or erased in accordance with legal requirements.

8. Rights of the data subject

a) Right of confirmation

- Each data subject shall have the right granted by the European legislator to obtain from the controller the confirmation as to whether or not personal data concerning him or her are being processed. If a data subject wishes to avail himself or herself of this right of confirmation, he or she may, at any time, contact Stephan Kane | Classical Guitarist.

b) Right of access

- Each data subject shall have the right granted by the European legislator to obtain from the controller free information about his or her personal data stored at any time and a copy of this information. Furthermore, the European directives and regulations grant the data subject access to the following information:
 - the purposes of the processing;
 - the categories of personal data concerned;
 - the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organizations;
 - where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;
 - the existence of the right to request from the controller rectification or erasure of personal data, or restriction of processing of personal data concerning the data subject, or to object to such processing;
 - the existence of the right to lodge a complaint with a supervisory authority;
 - where the personal data are not collected from the data subject, any available information as to their choice;
 - the existence of automated decision-making referred to in Article 22(1) and (4) of the GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and envisaged consequences of such processing for the data subject.

Furthermore, the data subject shall have a right to obtain information as to whether personal data are transferred to a third country or to an international organization. Where this is the case, the data subject shall have the right to be informed of the appropriate

safeguards relating to the transfer. However, this does not apply to Stephan Kane | Classical Guitarist because he will never sell personal data of the site's users to third parties.

If a data subject wishes to avail himself or herself of this right of access, he or she may, at any time, contact Stephan Kane | Classical Guitarist.

c) Right to rectification

- Each data subject shall have the right granted by the European legislator to obtain from the controller without undue delay the rectification of inaccurate personal data concerning him or her. Taking into account the purposes of the processing, the data subject shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

If a data subject wishes to exercise this right to rectification, he or she may, at any time, contact Stephan Kane | Classical Guitarist.

d) Right to erasure (Right to be forgotten)

- Each data subject shall have the right granted by the European legislator to obtain from the controller the erasure of personal data concerning him or her without undue delay, and the controller shall have the obligation to erase personal data without undue delay where one of the following grounds applies, as long as the processing is not necessary:
 - The personal data is no longer necessary in relation to the purposes for which it has been collected or otherwise processed.
 - The data subject withdraws consent to which the processing is based according to point (a) of Article 6(1) of the GDPR, or point (a) of Article 9(2) of the GDPR, and where there is no other legal ground for the processing.
 - The data subject objects to the processing pursuant to Article 21(1) of the GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Article 21(2) of the GDPR.
 - The personal data has been unlawfully processed.
 - The personal data must be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject.
 - The personal data has been collected in relation to the offer of information society services referred to in Article 8(1) of the GDPR.

If one of the aforementioned reasons applies, and a data subject wishes to request the erasure of personal data stored by Stephan Kane | Classical Guitarist, he or she may, at any time, contact Stephan Kane | Classical Guitarist.

e) Right of restriction of processing

- Each data subject shall have the right granted by the European legislator to obtain from the controller restriction of processing where one of the following applies:
 - The accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data.
 - The processing is unlawful and the data subject opposes the erasure of the personal data and requests instead the restriction of their use instead.
 - The controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defense of legal claims.
 - The data subject has objected to processing pursuant to Article 21(1) of the GDPR pending the verification whether the legitimate grounds of the controller override those of the data subject.

If one of the aforementioned conditions is met, and a data subject wishes to request the restriction of the processing of personal data stored by Stephan Kane | Classical Guitarist, he or she may at any time contact Stephan Kane | Classical Guitarist. Stephan Kane | Classical Guitarist will arrange the restriction of the processing.

f) Right to data portability

- Each data subject shall have the right granted by the European legislator, to receive the personal data concerning him or her, which was provided to a controller, in a structured, commonly used and machine-readable format. He or she shall have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, as long as the processing is based on consent pursuant to point (a) of Article 6(1) of the GDPR or point (a) of Article 9(2) of the GDPR, or on a contract pursuant to point (b) of Article 6(1) of the GDPR, and the processing is carried out by automated means, as long as the processing is not necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, in exercising his or her right to data portability pursuant to Article 20(1) of the GDPR, the data subject shall have the right to have personal data transmitted directly from one controller to another, where technically feasible and when doing so does not adversely affect the rights and freedoms of others.

In order to assert the right to data portability, the data subject may at any time contact Stephan Kane | Classical Guitarist.

g) Right to object

- Each data subject shall have the right granted by the European legislator to object, on grounds relating to his or her particular situation, at any time, to processing of personal data concerning him or her, which is based on point (e) or (f) of Article 6(1) of the GDPR.

Stephan Kane | Classical Guitarist shall no longer process the personal data in the event of the objection, unless he can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the establishment, exercise or defense of legal claims.

Stephan Kane | Classical Guitarist will never use a data subjects information for direct marketing purposes. However, for legal purposes, Stephan Kane | Classical Guitarist must state the following: if Stephan Kane | Classical Guitarist processes personal data for direct marketing purposes, the data subject shall have the right to object at any time to processing of personal data concerning him or her for such marketing. If the data subject objects to Stephan Kane | Classical Guitarist to the processing for direct marketing purposes, Stephan Kane | Classical Guitarist will no longer process the personal data for these purposes. Once again, Stephan Kane | Classical Guitarist will never use a data subject's information for direct marketing purposes.

In addition, the data subject has the right, on grounds relating to his or her particular situation, to object to processing of personal data concerning him or her by Stephan Kane | Classical Guitarist for scientific or historical research purposes, or for statistical purposes pursuant to Article 89(1) of the GDPR, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

In order to exercise the right to object, the data subject may contact Stephan Kane | Classical Guitarist. In addition, the data subject is free in the context of the use of information society services, and notwithstanding Directive 2002/58/EC, to use his or her right to object by automated means using technical specifications.

h) Automated individual decision-making, including profiling

- Each data subject shall have the right granted by the European legislator not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her, or similarly significantly affects him or her, as long as the decision (1) is not necessary for entering into, or the performance of, a contract between the data subject and a data controller, or (2) is not authorized by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, or (3) is not based on the data subject's explicit consent. Stephan Kane | Classical Guitarist will never profile its data subjects.

If the decision (1) is necessary for entering into, or the performance of, a contract between the data subject and a data controller, or (2) it is based on the data subject's explicit consent, Stephan Kane | Classical Guitarist shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express his or her point of view and contest the decision.

If the data subject wishes to exercise the rights concerning automated individual decision-making, he or she may, at any time, contact Stephan Kane | Classical Guitarist.

i) Right to withdraw data protection consent

- Each data subject shall have the right granted by the European legislator to withdraw his or her consent to processing of his or her personal data at any time.

If the data subject wishes to exercise the right to withdraw the consent, he or she may, at any time, contact Stephan Kane | Classical Guitarist.

9. Data protection provisions about the application and use of Meta Platforms, Inc. (formerly known as "Facebook")

On this website, the controller has integrated components of the company Facebook (Meta Platforms, Inc.). Facebook is a social network.

A social network is a place for social meetings on the Internet, an online community, which usually allows users to communicate with each other and interact in a virtual space. A social network may serve as a platform for the exchange of opinions and experiences, or enable the Internet community to provide personal or business-related information. Facebook allows social network users to include the creation of private profiles, upload photos, and network through friend requests.

The operating company of Facebook is Meta Platforms, Inc., 1601 Willow Rd, Menlo Park, CA, 94025, United States. If a person lives outside of the United States or Canada, the controller is the Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbhis, Dublin 2, Ireland.

With each call-up to one of the individual pages of this Internet website, which is operated by the controller and into which a Facebook component (Facebook plug-ins) was integrated, the browser on the information technology system of the data subject is automatically prompted to download display of the corresponding Facebook component from Facebook through the Facebook component. An overview of all the Facebook Plug-ins may be accessed under <https://developers.facebook.com/docs/plugins/>. During the case of this technical procedure, Facebook is made aware of what specific sub-site of Stephan Kane | Classical Guitarist was visited by the data subject.

If the data subject is logged in at the same time on Facebook, Facebook detects with every call-up to the Stephan Kane | Classical Guitarist website by the data subject—and for the entire duration of their stay on the Internet site—which specific sub-site of his Internet page was visited by the data subject. This information is collected through the Facebook component and associated with the respective Facebook account of the data subject. If the data subject clicks on one of the Facebook buttons integrated into his website, e.g. the "Like" button, or if the data subject submits a comment, then Facebook matches this information with the personal Facebook user account of the data subject and stores the personal data.

Facebook always receives, through the Facebook component, information about a visit to the Stephan Kane | Classical Guitarist website by the data subject, whenever the data subject is logged in at the same time on Facebook during the time of the call-up to his website. This occurs regardless of whether the data subject clicks on the Facebook component or not. If such a transmission of information to Facebook is not desirable for the data subject, then he or she may prevent this by logging off from their Facebook account before a call-up to the Stephan Kane | Classical Guitarist website is made.

The data protection guideline published by Facebook, which is available at <https://facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. In addition, it is explained there what setting options Facebook offers to protect the privacy of the data subject. In addition, different configuration options are made available to allow the elimination of data transmission to Facebook. These applications may be used by the data subject to eliminate a data transmission to Facebook.

10. Data protection provisions about the application and use of Google Analytics (with anonymization function)

On this website, the controller has integrated the component of Google Analytics (with the anonymizer function). Google Analytics is an analytics service. Analytics is the collection, gathering, and analysis of data about the behavior of visitors to websites. An analysis service collects, inter alia, data about the website from which a person has come (the so-called referrer), which sub-pages here visited, or how often and for what duration a sub-page was visited. Analytics are mainly used for the optimization of a website and in order to carry out a cost-benefit analysis of Internet advertising.

The operator of the Google Analytics component is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

For the analytics through Google Analytics, the controller uses the application "_gat. _anonymizeIp". By means of this application the IP address of the Internet connection of the data subject is abridged by Google and anonymized when accessing the Stephan Kane | Classical Guitarist website from a Member State of the European Union or another Contracting State to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyze the traffic on the Stephan Kane | Classical Guitarist website. Google uses the collected data and information, inter alia, to evaluate the use of the Stephan Kane | Classical Guitarist website and to provide online reports, which show the activities on the Stephan Kane | Classical guitarist website, and to provide other services concerning the use of the Stephan Kane | Classical Guitarist website for us.

Google Analytics places a cookie on the information technology system of the data subject. The definition of cookies is explained above. With the setting of the cookie, Google is enabled to analyze the use of the Stephan Kane website. With each call-up to one of the individual pages of this Internet site, which is operated by the controller and into which a Google Analytics component was integrated, the Internet browser on the information technology system of the data subject will

automatically submit data through the Google Analytics component for the purpose of online advertising and the settlement of commissions to Google. During the course of this technical procedure, the company Google gains knowledge of personal information, such as the IP address of the data subject, which serves Google, inter alia, to understand the origin of visitors and clicks, and subsequently create commission settlements.

The cookie is used to store personal information, such as the access time, the location from which the access was made, and the frequency of visits to the Stephan Kane | Classical Guitarist website by the data subject. With each visit to the Stephan Kane | Classical Guitarist internet site, such personal data, including the IP address of the Internet access used by the data subject, will be transmitted to Google in the United States of America. These personal data are stored by Google in the United States of America. Google may pass these personal data collected through the technical procedure to third parties.

The data subject may, as stated above, prevent the setting of cookies through the Stephan Kane | Classical Guitarist website at any time by means of a corresponding adjustment of the browser used and thus permanently deny the setting of cookies. Such an adjustment to the Internet browser used would also prevent Google Analytics from setting a cookie on the information technology system of the data subject. In addition, cookies already in use by Google Analytics may be deleted at any time via a browser or other software programs.

In addition, the data subject has the possibility of objecting to a collection of data that are generated by Google Analytics, which is related to the use of this website, as well as the processing of this data by Google and the chance to preclude any such. For this purpose, the data subject must download a browser add-on under the link <https://tools.google.com/dlpage/gaoptout> and install it. This browser add-on tells Google Analytics through a JavaScript, that any data and information about the visits of internet pages may not be transmitted to Google Analytics. The installation of the browser add-ons is considered an objection by Google. If the information technology system of the data subject is later deleted, formatted, or newly installed, then the data subject must reinstall the browser add-ons to disable Google Analytics. If the browser add-on was uninstalled by the data subject or any other person who is attributable to their sphere of competence, or is disabled, it is possible to execute the reinstallation or reactivation of the browser add-ons.

Further information and the applicable data protection provisions of Google may be retrieved under <https://www.google.com/intl/en/policies/privacy/> and under <http://www.google.com/analytics/terms/us.html>. Google Analytics is further explained under the following link <https://www.google.com/analytics/>.

11. Data protection provisions about the application and use of Google-AdWords

On this website, the controller has integrated Google AdWords. Google AdWords is a service for Internet advertising that allows the advertiser to place ads in Google search engine results and the Google advertising network. Google AdWords allows an advertiser to pre-define specific keywords with the help of which an ad on Google's search results only then displayed, when the user utilizes the search engine to retrieve a keyword-relevant search result. In the Google Advertising Network,

the ads are distributed on relevant pages using an automatic algorithm, taking into account the previously defined keywords.

The operating company of Google AdWords is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

The purpose of Google AdWords is the promotion of the Stephan Kane | Classical Guitarist website by the inclusion of relevant advertising on the websites of third parties and in the search engine results of the search engine Google and an insertion of third-party advertising on the Stephan Kane | Classical Guitarist website.

If a data subject reaches the Stephan Kane | Classical Guitarist website via a Google ad, a conversion cookie is filed on the information technology system of the data subject through Google. The definition of cookies is explained above. A conversion cookie loses its validity after 30 days and is not used to identify the data subject. If the cookie has not expired, the conversion cookie is used to check whether certain sub-pages, e.g. the shopping cart from an online shop system, here called up on the Stephan Kane | Classical Guitarist website. Through the conversion cookie, both Google and the controller can understand whether a person who reached an AdWords ad on the Stephan Kane | Classical Guitarist website generated sales, that is, executed or canceled a sale of goods.

The data and information collected through the use of the conversion cookie is used by Google to create visit statistics for the Stephan Kane | Classical Guitarist website. These visit statistics are used in order to determine the total number of users who have been served through AdWords ads to ascertain the success or failure of each AdWords ad and to optimize the Stephan Kane | Classical Guitarist AdWords ads in the future. Neither Stephan Kane | Classical Guitarist nor other Google AdWords advertisers receive information from Google that could identify the data subject.

The conversion cookie stores personal information, e.g. the Internet pages visited by the data subject. Each time he visit his Internet pages, personal data, including the IP address of the Internet access used by the data subject, is transmitted to Google in the United States of America. These personal data are stored by Google in the United States of America. Google may pass these personal data collected through the technical procedure to third parties.

The data subject may, at any time, prevent the setting of cookies by the Stephan Kane | Classical Guitarist website, as stated above, by means of a corresponding setting of the internet browser used and thus permanently deny the setting of cookies. Such a setting of the Internet browser used would also prevent Google from placing a conversion cookie on the information technology system of the data subject. In addition, a cookie set by Google AdWords may be deleted at any time via the Internet browser or other software programs.

The data subject has a possibility of objecting to the interest based advertisement of Google. Therefore, the data subject must access from each of the browsers in use the link www.google.de/settings/ads and set the desired settings.

Further information and the applicable data protection provisions of Google may be retrieved under <https://www.google.com/intl/en/policies/privacy/>.

12. Data protection provisions about the application and use of Instagram

On this website, the controller has integrated components of the service Instagram. Instagram is a service that may be qualified as an audiovisual platform, which allows users to share photos and videos, as well as disseminate such data in other social networks.

The operating company of the services offered by Instagram is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbhis, Dublin 2 Ireland.

With each call-up to one of the individual pages of this internet site, which is operated by the controller and on which an Instagram component (Insta button) was integrated, the internet browser on the information technology system of the data subject is automatically prompted to the download of a display of the corresponding Instagram component of Instagram. During the case of this technical procedure, Instagram becomes aware of what specific sub-page of the Stephan Kane | Classical Guitarist website was visited by the data subject.

If the data subject is logged in at the same time on Instagram, Instagram detects with every call-up to the Stephan Kane | Classical Guitarist website by the data subject—and for the entire duration of their stay on the Stephan Kane | Classical Guitarist internet site—which specific sub-page of the Stephan Kane | Classical Guitarist internet page was visited by the data subject. This information is collected through the Instagram component and is associated with the respective Instagram account of the data subject. If the data subject clicks on one of the Instagram buttons integrated on the Stephan Kane | Classical Guitarist website, then Instagram matches this information with the personal Instagram user account of the data subject and stores the personal data.

Instagram receives information via the Instagram component that the data subject has visited the Stephan Kane | Classical Guitarist website provided that the data subject is logged in at Instagram at the time of the call to the Stephan Kane | Classical Guitarist website. This occurs regardless of whether the person clicks on the Instagram button or not. If such a transmission of information to Instagram is not desirable for the data subject, then he or she can prevent this by logging off from their Instagram account before a call-up to his website is made.

Further information and the applicable data protection provisions of Instagram may be retrieved under <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>.

13. Data protection provisions about the application and use of YouTube

On this website, the controller has integrated components of YouTube. YouTube is an Internet video portal that enables video publishers to set video clips and other users free of charge, which also provides free viewing, review and commenting on them. YouTube allows you to publish all kinds of videos, so you can access both full movies and TV broadcasts, as well as music videos, trailers, and videos made by users via the internet portal.

The operating company of YouTube is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

With each call-up to one of the individual pages of this internet site, which is operated by the controller and on which a YouTube component (YouTube video) was integrated, the internet browser on the information technology system of the data subject is automatically prompted to download a display of the corresponding YouTube component. Further information about YouTube may be obtained under <https://www.youtube.com/yt/about/en/>. During the case of this technical procedure, YouTube and Google gain knowledge of what specific sub-page of the Stephan Kane | Classical Guitarist website was visited by the data subject.

If the data subject is logged in on YouTube, YouTube recognizes with each call-up to a sub-page that contains a YouTube video, which specific sub-page of the Stephan Kane | Classical Guitarist internet site was visited by the data subject. This information is collected by YouTube and Google and assigned to the respective YouTube account of the data subject.

YouTube and Google will receive information through the YouTube component that the data subject has visited the Stephan Kane | Classical Guitarist website, if the data subject at the time of the call to the Stephan Kane | Classical Guitarist website is logged in on YouTube; this occurs regardless of whether the person clicks on a YouTube video or not. If such a transmission of this information to YouTube and Google is not desirable for the data subject, the delivery may be prevented if the data subject logs off from their own YouTube account before a call-up to the Stephan Kane | Classical Guitarist website is made.

YouTube's data protection provisions, available at <https://www.google.com/intl/en/policies/privacy/>, provide information about the collection, processing and use of personal data by YouTube and Google.