

Remarketing data protection directive

We use Remarketing with Google Analytics to advertise online and make ads more relevant (“Remarketing”). Remarketing cookies will be used by third parties (including Google) to show our ads on websites other than our own. Both us and third parties (including Google) will also use Remarketing cookies to serve more relevant ads to users based on such users’ past visits to our website, whether those users are on our Website or on other websites.

Google Analytics

Some of our websites use Google Analytics, a web analytics service based in the United States and Ireland. Google Analytics evaluates the use of websites and is used for market research as well as needs-based design.

You can find out how to prevent your data from being processed by going to [Google Analytics Opt-Out](#)

The following data will be processed:

- Usage data (related to the setting of cookies)
- Anonymised IP address

Place of data processing: EU, USA

Further information

According to Google, your anonymised IP address will not be merged with other data from Google. The full IP address will only be transmitted to one of Google’s servers in the US and anonymised there in exceptional cases. In such cases, we provide contractual warranties to ensure that Google maintains an adequate level of privacy.

[More about Privacy at Google](#)