



Privacy Policy - Website

General

At Genow, we place the highest value on protecting the confidentiality, integrity, and availability of data that we collect, process, or store through our website and in connection with the Genow platform. This privacy policy explains the types of personal data we process, the scope of our data processing activities, and the purposes for which we process personal data when you visit our website (<https://genow.ai/>) – insofar as we act as the data controller for this data processing. It also contains information about your rights as a data subject.

Notice for customers: We have created separate privacy notices for our customers and users of the Genow platform, which provide information about the specific data processing involved in using our platform. You can view these at the following link: <https://www.genow.ai/de/privacy-notes>

Personal data includes information that relates directly or indirectly to you as an individual and allows conclusions to be drawn about your identity, such as your name, gender, address or your browsing behavior on a website.

By using our website, you consent to this privacy policy and agree to its terms. If you have any further questions about data protection or how we handle your personal data, you can contact us at any time using the contact details provided below.

Data Controller

The controller within the meaning of the GDPR is:

Genow GmbH, Grafenstraße 19, 64283 Darmstadt, Germany, Tel.: +49 (0) 6151 3942692, E-mail: hey@genow.ai

Genow GmbH is registered in the commercial register under HRB 105742 (Darmstadt District Court). The management consists of Dr. Timo Koppe, Adrian Glauben, and Dr. Sara Jourdan.

Contact for data protection inquiries:

E-mail: privacy@genow.ai

External Data Protection Officer:

DataCo GmbH, Sandstr. 33, 80335 Munich, Germany, Tel.: +49 (0) 89 452459 900, E-mail: datenschutz@dataguard.de

Data Processing for Website Visitors – Cloudflare

Hosting by Cloudflare

We host our website with the provider Cloudflare, Inc., 101 Townsend Street, San Francisco, CA 94107, USA (hereinafter: Cloudflare). Cloudflare delivers our website and provides a Content Delivery Network (CDN) and security features for this purpose.

Type and Scope of Processing

When you visit our website, Cloudflare collects various log files, including your IP address. Cloudflare also uses technologies (such as cookies or device fingerprinting) that are technically necessary to ensure the website is secure, functional, and performs well.

Legal Basis

The use of Cloudflare is based on Art. 6 (1) (f) GDPR. We have a legitimate interest in the technically flawless and reliable provision of our website.

If consent has been requested (e.g., via a cookie banner), processing is carried out exclusively on the basis of Art. 6 (1) (a) GDPR and Sec. 25 (1) TDDDG, insofar as the consent includes access to information on the user's device. This consent can be revoked at any time with effect for the future.

Data Transfer to Third Countries

Cloudflare is certified under the EU-US Data Privacy Framework. To ensure a consistently high level of protection, data processing is further secured through the conclusion of EU Standard Contractual Clauses. Details can be found in Cloudflare's privacy policy at:

<https://www.cloudflare.com/privacypolicy/>

Order Data Processing

We have concluded a data processing agreement (DPA) with Cloudflare in accordance with Art. 28 GDPR. This agreement ensures that Cloudflare processes the personal data of our website visitors exclusively according to our instructions and in compliance with the European level of data protection.

Contact Form and Email Inquiries

When you contact us by email or via the contact form on our website, we collect and store the personal data contained in your email or entered into the form (in particular your contact and communication details) along with your inquiry. Genow uses this data exclusively to process your request. Our employees have been trained in the confidential and secure handling of customer data and are contractually bound to secrecy.

The legal basis for this processing is Art. 6 (1) (f) GDPR or Art. 6 (1) (b) GDPR if the inquiry aims at concluding a contract. The data will be deleted when the purpose of the processing no longer applies, e.g., when the inquiry has been fully answered. Due to statutory retention obligations, we may be required to store this data for a longer period, for example, if your contact request is related to a contract or a warranty claim. In this case, we will delete your data no later than the expiry of the statutory retention period (Sec. 147 (3) AO), i.e., after 10 years from the conclusion of the contract, without you having to request deletion from us.

Direct Marketing Purposes

If you enter into a contract with us for the use of our services and provide an email address, Genow may use this address to send you direct marketing communications about similar goods or services. You have the right to object to this use of your email address at any time, free of charge. You can unsubscribe at any time by sending an email to support@genow.ai.

The legal basis for this data processing is Art. 6 (1) (f) GDPR. You can object to the processing of your data for direct marketing purposes at any time without giving reasons.

Storage Duration

We generally retain personal data only (i) for as long as it is necessary to provide our services to you and/or (ii) for as long as it is necessary in connection with our contractual relationship with you. After that, the data is stored only to the extent that we are legally obligated to do so. If the personal data in question is no longer required for the aforementioned purposes, it will only be stored for the duration of the applicable statutory retention periods and will not be processed for any other purpose.

Cookies and Similar Technologies

We use cookies and similar technologies (e.g., pixels) on our website. Cookies are text files that your browser automatically creates and stores on your device. These cookies store various types of information. Some cookies are deleted when you close your browser session ("session cookies").

In some cases, cookies remain stored on your device to, for example, recognize you as a returning user on your next visit to our website.

You can disable or restrict the use of cookies by adjusting your browser settings. Further details on managing cookies in different browsers can be found at the following links:

- **Chrome:** support.google.com
- **Edge:** support.microsoft.com
- **Firefox:** support.mozilla.org
- **Internet Explorer:** windows.microsoft.com
- **Opera:** help.opera.com
- **Safari:** support.apple.com

Please note that disabling cookies may significantly restrict the functionality of our website. You can use our cookie management tool to manage your preferences and grant or withdraw your consent at any time. We use the following types of cookies:

Necessary cookies are essential for the core functionality and operation of our website. The legal basis for accessing or storing information on your device is Sec. 25 (2) no. 2 TDDDg. The corresponding data processing is based on our legitimate interest pursuant to Art. 6 (1) (f) GDPR in providing a user-friendly website.

We also use certain cookies to statistically evaluate and improve the use of our website and platform. The legal basis for this is your consent pursuant to Sec. 25 (1) TDDDg; the legal basis for the associated data processing is your consent pursuant to Art. 6 (1) (a) GDPR.

Consent Management – Usercentrics

To obtain, manage, and document your consent to cookies and similar technologies, we use the consent management platform of Usercentrics GmbH, Sendlinger Straße 7, 80331 Munich, Germany (hereinafter: Usercentrics). Via the cookie banner you can grant or decline your consent and adjust or revoke it at any time with effect for the future (e.g., via the "Cookie settings" link in the footer).

Type and Scope of Processing

When you access our website, your consent decisions and the information required for this purpose (e.g., a randomly generated identifier, the date and time of consent, information about your browser, and your consent preferences) are collected and stored so that we can demonstrate your consent to third parties. This information is stored on your device so that we can take your selection into account on a subsequent visit.

Legal Basis

The use of a consent management tool serves to fulfil our legal obligation to obtain and demonstrate consent. The legal basis is Art. 6 (1) (c) GDPR as well as our legitimate interest in legally compliant consent management pursuant to Art. 6 (1) (f) GDPR. The storage of the information required for this purpose on your device is carried out pursuant to Sec. 25 (2) no. 2 TDDDg, as it is strictly necessary to provide this explicitly requested service. Details can be found in Usercentrics' privacy policy at:

<https://usercentrics.com/privacy-policy/>

Google Analytics

We use Google Analytics to analyze website usage. The operators are Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland in the EU/EEA and Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA in the USA (hereinafter: Google). The information stored by cookies (including your truncated IP address) may be transmitted to a Google server in the USA.

Type and Scope of Processing

We use the "anonymize IP" function. This means that your IP address is shortened by Google within member states of the EU or the EEA before being transferred to the USA. This makes it impossible for us to associate your IP address with a specific individual. Google is certified under the EU-US Data Privacy Framework.

We use Google Analytics 4 (GA4), the current version of the service. We have concluded a data processing agreement with Google in accordance with Art. 28 GDPR.

Legal Basis

The legal basis for the use of Google Analytics and the setting of the cookies required for this is your consent pursuant to Art. 6 (1) (a) GDPR and Sec. 25 (1) TDDDG. This consent can be revoked at any time with effect for the future.

Details can be found in Google's privacy policy at: <https://policies.google.com/privacy>

Google Tag Manager

We use Google Tag Manager, a service provided by Google. This service itself does not collect any data or set any cookies but serves to integrate and control other tools that may in turn process data.

HubSpot

On our website we use services of HubSpot, Inc., 2 Canal Park, Cambridge, MA 02141, USA (hereinafter: HubSpot). HubSpot is a platform for marketing, sales, and customer service.

Type and Scope of Processing

We use HubSpot to receive and process inquiries submitted via our forms (e.g., the demo request form) and to analyze the use of our website. For this purpose, HubSpot may set cookies and similar technologies that collect information about your usage behavior (e.g., pages visited, IP address, device and browser information) and associate it with a pseudonymous profile. When you fill out a form, we process the data you provide in order to handle your request and to contact you.

Legal Basis

Insofar as HubSpot sets cookies or similar technologies or your usage behavior is analyzed, this is based on your consent pursuant to Art. 6 (1) (a) GDPR and Sec. 25 (1) TDDDG. This consent can be revoked at any time with effect for the future. The processing of data submitted via a form is carried out on the basis of Art. 6 (1) (b) or (f) GDPR.

Data Transfer to Third Countries

HubSpot, Inc. is certified under the EU-US Data Privacy Framework. In addition, the processing is secured by EU Standard Contractual Clauses. Details can be found in HubSpot's privacy policy at: <https://legal.hubspot.com/privacy-policy>

digistats (Web Analytics)

We use the privacy-friendly web analytics service digistats provided by digistats Analytics Ltd., Täferstrasse 2A, CH-5405 Dättwil AG, Switzerland (hereinafter: digistats) to statistically evaluate the use of our website.

Type and Scope of Processing

digistats works without cookies and does not store IP addresses. No cross-device profiles are created; the analysis is carried out in anonymized form (e.g., pages visited, approximate region of origin, browser and device type used).

Legal Basis

Insofar as consent is obtained for this via our cookie banner, the legal basis is Art. 6 (1) (a) GDPR. As digistats works without cookies and without storing the IP address, the processing is otherwise based on our legitimate interest in privacy-friendly reach measurement pursuant to Art. 6 (1) (f) GDPR.

Data Transfer to Third Countries

The server location of digistats is in Switzerland. An adequacy decision of the European Commission exists for Switzerland, ensuring an adequate level of data protection. Further information can be found at: <https://digistats.de/pages/datenschutz>

Microsoft Clarity (Web Analytics and Session Recording)

We use Microsoft Clarity, a web analytics service provided by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. For users in the EU and the EEA, Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland is responsible (hereinafter: Microsoft).

Type and Scope of Processing

Microsoft Clarity records your interactions with our website in order to generate session recordings and heatmaps. The data collected includes mouse movements, clicks, scrolling behavior, pages visited, time spent on the site, screen resolution, device, browser and operating system information, as well as your IP address. From this data, the course of your visit can be reconstructed as a replay. We use these evaluations solely to improve the usability and the structure of our website.

Text entered into form fields is suppressed by Clarity's masking function by default and is not recorded. Microsoft sets cookies and similar technologies for Clarity. Some of these identifiers may also be used by Microsoft across individual Microsoft services and for its own advertising purposes. The data collected via Clarity is stored for a period of 13 months.

We have concluded a data processing agreement with Microsoft in accordance with Art. 28 GDPR (Microsoft Products and Services Data Protection Addendum).

Legal Basis

The legal basis for the use of Microsoft Clarity and the setting of the cookies required for this is your consent pursuant to Art. 6 (1) (a) GDPR and Sec. 25 (1) TDDDG. Without your consent, Microsoft Clarity is not loaded. This consent can be revoked at any time with effect for the future, for example via the "Cookie settings" link in the footer.

Data Transfer to Third Countries

The data collected may be transferred to Microsoft servers in the USA. Microsoft Corporation is certified under the EU-US Data Privacy Framework. In addition, the processing is secured by EU Standard Contractual Clauses. Details can be found in Microsoft's privacy statement at:

<https://privacy.microsoft.com/en-us/privacystatement>

Rights of Those Affected

As a data subject, you have the following rights under the GDPR:

- Information, rectification, erasure (Art. 15, 16, 17)
- Restriction of processing (Art. 18) and data portability (Art. 20)
- Right to object to processing (Art. 21)
- Withdrawal of consent (Art. 7 (3))

Right to Object to Direct Marketing

If you object to the processing of your data for direct marketing purposes, we will no longer use your data for these purposes. You can submit your objection at any time by email to support@genow.ai or to the postal address mentioned above.

Changes to this Privacy Policy

We reserve the right to amend this privacy policy at any time. Changes will be announced on this page. In the case of significant changes that affect your consent, we will request it again.

Governing Language

In the event of any discrepancies between the German version of this privacy policy - website and any translation thereof, the German version shall prevail.