

Cookie Policy
Version: July 2021

This Cookie Policy describes the type of cookies that are used by Forum Event Management GmbH, Kemperplatz 1, 10785 Berlin (“**we**”) on this website and explains how we deal with the information collected through the use of cookies. It also explains how cookies enable our website to function properly and why you may not be able to experience the full functionality of the website if you disable the use of cookies. Our Cookie Policy should be read alongside, and in addition to, our Privacy Notice.

1. Cookies used on Website

This website uses cookies to provide a better user experience when a user visits the website and in order to improve the functionalities of the website.

What are cookies?

Cookies are text files that contain small amounts of information which are stored on the user’s computer or mobile device when the user visits a website. Cookies can be recognized by the website from which the cookies were downloaded or other websites that use the same cookies. This helps websites know if your browsing device has visited them before.

Cookies are mainly used to ensure the proper or efficient functioning of the website and to provide the operator of the website with information. Cookies provide a number of functions. For example, they allow users to move better among different pages, save the user’s settings and generally improve the user’s user experience.

What types of cookies are used on this website?

The type of cookies that are used in connection with this website can be divided into three categories: “**strictly necessary cookies**”, “**functionality cookies**”, “**analytics and performance cookies**”, “**marketing cookies**”.

The overview below provides further information for each category and also contains information on the purpose of each cookie placed on this website.

Type of cookie	What the cookies do
Strictly necessary cookies	These cookies are required to provide users with the website content.
Functionality cookies	Functionality cookies record settings which users have made on the website and allow tailoring the website for each user. This means that if a user remains on or returns to the website, the user can be offered services exactly as the user wishes. Functionality cookies allow us, for example, to remember the user’s settings, e.g. language, layout, text size, preference and colors.

Analytics and Performance cookies	Performance cookies measure your use of this website and help us to optimize the website.
Marketing Cookies	Marketing cookies collect information about user behavior to show you relevant ads on third-party websites and apps.

2. **What data is collected through cookies?**

The following data may be collected through the use of cookies:

- IP address
- Date, timestamp
- Time zone difference to Greenwich Mean Time (GMT)
- Specific content (webpage) of the query
- Access status/HTTP status code
- Quantity of data transferred in each case
- Website that is the source of the query
- Browser
- Operating system and its interface
- Language and version of the browser software.

3. **Google services**

We use the services of Google LLC, 1600 Amphitheatre Pkwy Mountain View, California 94043, USA ("Google") described below. There is no EU Commission adequacy decision for the USA. We have therefore concluded the standard contractual clauses approved by the EU Commission with Google in accordance with Art. 46 para. 2 lit. c GDPR.

Basic information on the processing of your personal data by Google can be found here: <https://policies.google.com/privacy?hl=en>.

You also have the following setting options with Google:

- You can deactivate personalised advertising from Google: https://adssettings.google.com/anonymous?hl=en&sig=ACi0TCie_PP0WXzD2NDiHGJny9ca0PSQV_yMysgnxws0C7Hxy7edd8F9O3gyme7JNE3bplGpLmt8pU3iFPJYnpIHIEL7FSn5hXWg8EhEQAbCywX-v9nEW3M
- You can disable personalised advertising on a device-by-device basis: (<https://support.google.com/ads/answer/1660762?hl=en-GB#mob>)
- You can disable personalised advertising by browser: (<http://optout.networkadvertising.org/?c=1>)

3.1. **Google Analytics 360**

If you have consented, we use Google Analytics 360, a web analytics service. Google Analytics 360 collects pseudonymous data from you about the use of our website, including your shortened IP ad-

dress, and uses cookies. This data is transmitted to a Google server in the USA and stored there. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity, and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

Your data will be stored by Google Analytics for a period of 14 months. After this period, the data is deleted and only aggregated statistics are kept.

You can revoke your consent at any time and deactivate Google Analytics using a browser add-on. You can download this here: <http://tools.google.com/dlpage/gaoptout>. Alternatively, you can revoke your consent as described here:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/user-opt-out>. You can also revoke your consent via our Change preferences This does not affect the lawfulness of the processing carried out until your revocation.

3.2. Google Remarketing & Advertising Personalization on the Google Network

If you have consented, we use remarketing services from Google. Google uses cookies to record your usage behavior on our website in order to display interest-based advertising for our products on other pages within the Google advertising network across devices. This includes Google search and other sites operated by Google and its subsidiaries, as well as sites operated by Google's advertising partners. The information is transmitted accordingly to Google and Google's partners. Additional data processing will only take place if you have consented to Google linking your browsing history to your Google Account and using information from your Google Account to personalise the ads you see on the web. In this case, Google will use your data together with Google Analytics data to create and define target group lists for remarketing. To do this, your personal data will be temporarily linked by Google with Google Analytics data to form target groups.

The use of these services is based on your consent.

You can revoke your consent via our Change preferences This does not affect the lawfulness of the processing carried out until your revocation. Furthermore, the remarketing cookie is automatically deleted as soon as it is no longer necessary for the purposes for which we collected or used it in accordance with the above paragraphs.

3.3. Google Enhanced Conversions

This technology is based neither on cookies nor on pixels. When you use our website and are redirected by a Google ad, we send a hashed identifier and information about possible purchases to Google. Google will use this information only to understand which ad you clicked, to measure the success of certain ads and to provide us with this information in aggregate form. In particular, Google will not use the data to serve targeted ads to you or to other users, or store or use the data for any other purpose. We transmit this data on the basis of our legitimate interest in controlling our marketing activities.

4. How to delete or control cookies

Users have the right to accept or reject the storage of cookies on their device. Users can exercise this right at any time by changing the settings in their browser according to their wishes. However, after disabling cookies, the user may not be able to use all interactive features of the website.

Most browsers provide instructions for adjusting cookie settings. The cookie settings can usually be found under the "Settings" menu item of the browser.

5. Legal Basis

The legal basis for the use of these cookies is Section 15 (1) of the German Telemedia Act (TMG) and Article 6 (1) lit. b) of the General Data Protection Regulation (GDPR), insofar as they are necessary for the use of our website and the functions you have accessed. Otherwise, we use cookies on the basis of your consent. You can revoke your consent at any time via our Change settings.

6. Contact

If you have any questions or comments regarding this Cookie Policy, please send an e-mail to Privacy.Germany@oxfordproperties.com.