

PRIVACY POLICY

In accordance with the EU General Data Protection Regulation (GDPR) and the TDDDG

1. General Information and Data Controller

Data Controller pursuant to Art. 4 No. 7 GDPR:

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Hatrix Web & Grafikdesign
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Data Protection Officer

There is no statutory obligation for our company to appoint a data protection officer.

Recipients of Personal Data

Within the scope of our business activities, only those entities receive access to personal data that require it to fulfill their tasks.

Data is shared exclusively with:

- Hosting Provider (1blu GmbH)
- Cloudflare
- E-Mail-Dienst
- Tax Advisor (if required)
- Authorities in case of legal obligation

Storage Retention Period

Personal data is only stored as long as necessary to fulfill the respective purpose.

Requests from contact forms are deleted after the request is resolved, unless they lead to a contract or are subject to statutory retention periods as business correspondence (e.g., pursuant to § 257 HGB or § 147 AO with terms of 6 to 10 years). In these cases, data is deleted after the expiration of statutory retention periods. For the Hatrix AI Plugin, the FIFO security limit described below of a maximum of 50 local entries additionally applies.

Business documents are stored in accordance with statutory retention periods.

2. Rights of the Data Subjects (Data Subject Rights)

Under statutory provisions, you have the right to free information about your stored personal data at any time. In particular, you have the following rights:

- **Information:** Recht auf Information über Ihre von uns verarbeiteten Daten nach Art. 15 DSGVO.
- **Rectification:** Right to immediate correction of incorrect data pursuant to Art. 16 GDPR.
- **Erasure:** Recht auf Erasure der Daten nach Maßgabe des Art. 17 DSGVO.
- **Restriction:** Recht auf Restriction der Verarbeitung nach Art. 18 DSGVO.
- **Data Portability:** Right to receive data in a structured format pursuant to Art. 20 GDPR.
- **Revocation:** Recht auf jederzeitigen Revocation erteilter Einwilligungen nach Art. 7 Abs. 3 DSGVO.
- **Complaint:** Recht auf Complaint bei einer Aufsichtsbehörde nach Art. 77 DSGVO.
- **Objection:** Recht auf Objection gegen die Verarbeitung nach Art. 21 DSGVO.

IF DATA PROCESSING IS BASED ON ART. 6 ABS. 1 LIT. E OR F GDPR, YOU HAVE THE RIGHT TO OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA AT ANY TIME FOR REASONS ARISING FROM YOUR PARTICULAR SITUATION. IF YOUR PERSONAL DATA IS PROCESSED FOR DIRECT MARKETING, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF PERSONAL DATA CONCERNING YOU FOR THE PURPOSE OF SUCH MARKETING.

Complaintbehörde

You have the right to lodge a complaint with a data protection supervisory authority. Responsible for Baden-Württemberg is:

The State Commissioner for Data Protection and Freedom of Information Baden-Württemberg (LfDI Baden-Württemberg).

3. Data Collection by the Hatrix AI Plugin (Chat & Calculators)

We have integrated our self-developed WordPress plugin **Hatrix AI** into our website. This plugin provides interactive features such as a Chat AI widget and web calculators. When you use these features, personal data is collected and processed.

A. Categories of Processed Personal Data

Type of Data	Specific Data Elements	Affected Functions
Personal Contact Details & Address	First and last name, company name, e-mail address, telephone number, postal address (street, house number, zip code, city).	Chat AI Widget, Web Calculator, Design Calculator (depending on user input)
	Selected service (e.g., web design, graphic design, hosting, maintenance), desired page scope (onepager, 3-5 pages etc.),	

Type of Data	Specific Data Elements	Affected Functions
Configuration & Project Data	package details for graphics/print, additional options (SEO Premium, speed optimization, copywriting).	Web-Kalkulator, Design-Kalkulator
Calculation & Payment Details	Free-text project description, chosen payment method, calculated estimated total amount (in EUR), discount coupon codes.	Web-Kalkulator, Design-Kalkulator
Technical Metadata	Interface language of the visitor (HR, EN, DE), timestamp of the request.	All plugin components

B. Purpose, Legal Basis, and AI Notices

- **Einwilligung (Art. 6 Abs. 1 lit. a DSGVO):** Before submitting, you must declare your express consent via a checkbox. Without this, submission is technically blocked via JavaScript.
- **Vorvertragliche Maßnahmen (Art. 6 Abs. 1 lit. b DSGVO):** Collection is required to calculate a sound estimation and transmit a commercial offer.
- **KI-Hinweis & Automatisierte Entscheidungsfindung:** Our AI serves exclusively to support communication and quotation. Automated decision-making pursuant to Art. 22 GDPR does not take place. Final processing and contractual decisions are carried out exclusively by a human employee.
- **Web-Kalkulator Richtwert-Hinweis:** The prices calculated by the calculator represent non-binding indicative values. A legally binding offer only arises after individual verification by Hatrix.

C. Data Transfer and Storage (FIFO Principle)

- **E-Mail-Benachrichtigung:** All form data is converted into a structured HTML format immediately after submission and forwarded to the administrator via `wp_mail()`.
- **Besondere Sicherheitsmaßnahme (Retention Limit):** Lead data is secured locally in the WordPress database within the `wp_options` table under the option key `hac_submissions`. The plugin stores a **maximum of the last 50 requests**. As soon as a new (the 51st) request comes in, the oldest entry is fully automatically and irrevocably deleted from the database (First In, First Out).

D. Complete Removal of External Google Fonts Services

All direct references and calls to external Google Fonts servers have been completely removed from the program code. The plugin exclusively uses system fonts available locally on the web server or local stylesheets provided by the administrator. No forwarding of the IP address to Google takes place.

4. Data Collection by the Standard Contact Form

When you send us inquiries via the standard contact form provided on the website, the data you enter is processed by us for the purpose of handling the inquiry and in case of follow-up questions.

Specifically, the following data categories are collected here:

- **Name** (mandatory field)
- **E-Mail-Adresse** (mandatory field)
- **Unternehmensname / Website-URL** (optional information)
- **Desired service / What you are looking for** (What are you looking for?)
- **Estimated budget range** (Estimated Budget Range)
- **Project details / Message** (mandatory field)

Purpose and Legal Basis

The processing of these structured details is carried out for the purpose of establishing contact, providing a targeted response to your concern, and calculating commercial offers aligned with requirements. The legal basis for this processing is:

- **Vertragserfüllung und vorvertragliche Maßnahmen (Art. 6 Abs. 1 lit. b DSGVO):** For project and quotation inquiries, processing is based on Art. 6 Abs. 1 lit. b GDPR.
- **Berechtigtes Interesse (Art. 6 Abs. 1 lit. f DSGVO):** For general contact inquiries, processing is based on our legitimate interest pursuant to Art. 6 Abs. 1 lit. f GDPR.

5. Hosting and Technical Infrastructure

Server Log Files

Der Hosting Provider erhebt und speichert automatisch Informationen in sogenannten Server-Log-Dateien, die Ihr Browser automatisch an uns übermittelt. Hierzu gehören insbesondere:

- IP-Adresse
- Browser type and browser version
- Operating system used
- Referrer URL
- Hostname of the accessing computer
- Date and time of the server request
- Accessed pages and files
- HTTP-Statuscodes

Processing is based on Art. 6 Abs. 1 lit. f GDPR (legitimate interest in the technically error-free provision, stability control, and security of our website).

External Hosting (1blu GmbH)

This website is hosted by 1blu GmbH, Riedemannweg 60, 13627 Berlin. The servers are located in certified data centers within Germany. To protect processing, we have concluded a Data Processing Agreement (DPA) pursuant to Art. 28 GDPR.

Cloudflare

We use the service of Cloudflare Inc., 101 Townsend St., San Francisco, CA 94107, USA. Cloudflare provides a globally distributed Content Delivery Network with security features (Web Application Firewall - WAF). The processing of data and the deployment of security-relevant cookies/identifiers by Cloudflare is performed to protect our website from attacks (DDoS, bots) and to ensure the stability of our digital services. The use of these technically mandatory security features is based on § 25 Abs. 2 No. 2 TDDDG; subsequent data processing is based on our legitimate interest pursuant to Art. 6 Abs. 1 lit. f GDPR. Cloudflare is certified under the EU-US Data Privacy Framework.

6. Web Design and Cookies

Yabe Webfont (Local Hosting)

We host fonts locally on our own server using the tool Yabe Webfont (Art. 6 Abs. 1 lit. f GDPR). This ensures that no connection to Google servers is established when the page is called.

Types of Cookies & Consent Management (Complianz)

The deployment of the consent management tool Complianz and the storage of your consent settings on your terminal device are based on § 25 Abs. 2 No. 2 TDDDG, as this storage is mandatory to provide the legally required proof of given consents. Subsequent processing to fulfill our legal documentation obligations is based on Art. 6 Abs. 1 lit. c GDPR. Non-mandatory cookies are explicitly deployed only after your consent. Our website uses the following categories:

- Technically mandatory cookies (required for running the site)
- Functional cookies (to store specific user settings)
- Statistics cookies (for anonymous reach analysis)
- Marketing cookies (for personalized advertising)

7. Analytics Tools and Plugins

Google Analytics

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Data transmission to Google LLC in the USA may occur. Google is certified under the EU-US Data Privacy Framework. Processing is based exclusively on your consent pursuant to Art. 6 Abs. 1 lit. a GDPR. You can revoke your consent at any time via the cookie settings.

Meta (Facebook Pixel / Instagram)

Provider: Meta Platforms Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland. The integration of Facebook Pixel and Instagram features serves analytical and marketing purposes. Processing of personal data occurs exclusively after your explicit consent pursuant to Art. 6 Abs. 1 lit. a GDPR.

8. Summary of Legal Bases

Processing / Tool	Legal Basis (GDPR)
Kontaktformular	Art. 6 Abs. 1 lit. b / lit. f DSGVO
Chat AI (Hatrix AI)	Art. 6 Abs. 1 lit. a DSGVO
Kalkulator (Hatrix AI)	Art. 6 Abs. 1 lit. b DSGVO
Hosting & Server-Logfiles	Art. 6 Abs. 1 lit. f DSGVO
Cloudflare	Art. 6 Abs. 1 lit. f DSGVO / § 25 TDDDG
Google Analytics	Art. 6 Abs. 1 lit. a DSGVO
Meta (Facebook / Instagram)	Art. 6 Abs. 1 lit. a DSGVO

Stand der Datenschutzerklärung: Juli 2026

Wir behalten os vor, diese Datenschutzerklärung anzupassen, damit sie stets den aktuellen gesetzlichen Anforderungen entspricht.