

Privacy Policy

General data protection information for the use of the website www.elite-performance-therapy.com as per 01-11-2016

The Elite Performance Therapy and Isy Fergusson is responsible, as operator of the website and the responsibility party as per data protection laws, for the protection of users' personal data during their visit to the website elite-performance-therapy.com.

The recording, processing (saving, altering, transmitting, blocking and deleting) and usage of personal data through elite-performance-therapy.com shall take place solely taking valid data protection regulations into consideration. Personal data shall be taken to mean specific details about personal and material circumstances relating to a particular and identifiable natural person. All data that the user transmits to elite-performance-therapy.com shall of course be treated confidentially. The data shall, as a general principle, not be made available to third parties for use, unless the user has provided their express consent or elite-performance-therapy.com is obliged to disclose this data, e.g. if required by a court order.

Which data does elite-performance-therapy.com save when users register?

During the registration process (e.g. contact requests and newsletter mailing), the e-mail address, first name and last name of the user are saved by Elite Performance Therapy. The user also has the option to enter their title, address, telephone number, and information about the property they wish to sell or buy, as well as being able to send messages to elite-performance-therapy.com in the free text field.

The data entered by users during the registration process are processed to be able to avail of the services of elite-performance-therapy.com, particularly with regard to the contact function. The use of personal data can be opted out of at any time with effect from that moment onwards (cf. the end of this Privacy Policy).

Which data does elite-performance-therapy.com save during use of the website?

- Usage data is transmitted by the respective Internet browser every time the website elite-performance-therapy.com is accessed, and saved in protocol files known as server log files. This data includes:
- IP address (Internet protocol address) of the accessing computer
- Name of the page accessed
- Date and time of access
- Referrer URL, from which the user access the page
- Data amount transferred
- Status message as to whether access was successful
- Session ID number

The main purpose of recording this personal data on the website is to enable a secure, smooth and efficient usage of the website.

Use of Cookies

elite-performance-therapy.com uses so-called cookies, in order to enable identification of the user at a later point in time to enable the actions detailed in the following. Cookies are small text files that are saved by the user's web browser on their PC and contain pseudonymised data.

Cookies are used by the pages under elite-performance-therapy.com in order to increase the user-friendliness of the pages under elite-performance-therapy.com and to make each visit by users as customised to their individual needs as possible. Such cookies are not only set by elite-performance-therapy.com itself. They are also set on its behalf by third-party providers, for example, by Google (cf. also stipulations under use of analysis programs and tracking tools), Adroll (<https://www.adroll.com/en-GB/about/privacy>) and Rocketfuel (www.rocketfuel.com/privacy). Cookies are also set when accessing the pages under elite-performance-therapy.com that remain saved on the websites for longer than the duration of your current visit (referred to as a session).

Opt-out option: If the user does not wish to use cookies or would like to delete existing cookies, they can deactivate this function or remove cookies in their web browser. You can find more detailed information about deleting or deactivating cookies in the Help texts of the respective

browser, or online, e.g. by entering the search terms “Deactivate cookies” or “Delete cookies”. Instructions for deleting cookies in Microsoft Internet Explorer ((<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>)). Instructions for deleting cookies in Mozilla Firefox (<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>). Instructions for deleting cookies in Safari (https://support.apple.com/kb/PH19214?viewlocale=en_US&locale=de_DE)).

Use of analysis programs and tracking tools

An analysis of user behaviour is required in order to be able to offer the services of elite-performance-therapy.com in the best way possible. To this end, elite-performance-therapy.com uses web analytics whereby visits to elite-performance-therapy.com can be analysed.

The purpose of this data processing, besides troubleshooting, is above all the optimisation of elite-performance-therapy.com with regard to the needs of users. elite-performance-therapy.com also receives KPIs through web analytics about the number of visits and their temporal distribution, about popular contents and the length of user sessions.

Google Analytics

elite-performance-therapy.com uses the web analytics service Google Analytics, a web analytics service offered by Google Inc. (“Google”), to analyse usage of the pages under elite-performance-therapy.com. Cookies are used for this purpose. The information generated from cookies about usage of the pages under Elite Performance Therapy users is usually transmitted to a Google server located in the USA and saved therefore Elite Performance Therapy .com utilises Google Analytics exclusively with the extension “ga(‘set’, ‘anonymizeIp’, true)” ensuring that IP addresses are only processed as a shortened version, in order to exclude any direct reference to individual people. The IP anonymisation at elite-performance-therapy.com means that the IP address is shortened beforehand by Google within the member states of the EU or in other treaty states across the European economic area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google will use the information generated on behalf of elite-performance-therapy.com to analyse usage of the pages under elite-performance-therapy.com, in order to make reports available about the activities of users on the pages under elite-performance-therapy.com and provide further services relating to usage of the websites and the web as a whole. Google may also pass this information on to third parties, in cases where this is legally required or provided third parties process this information on behalf of Google. Google will not disclose the IP address in association with any other Google data.

Opt-out option: The recording and saving of data by Google Analytics can be opted out of at any time, with effect from that moment onwards. The user has the option here to install a browser plugin released by Google. This is available for various browser versions and can be downloaded under <https://tools.google.com/dlpage/gaoptout?hl=en>.

Universal Analytics

elite-performance-therapy.com also utilises the Universal-Analytics functions provided by Google. With these functions, elite-performance-therapy.com has the option of recording and analysing socio-demographic data about users with the help of a Google ID (if available) and cookies generated by Google from advertising content (DoubleClick). If a Google ID is available, elite-performance-therapy.com will also record this data across all devices (e.g. if users use a smartphone and a PC), in order to analyse visitor streams across all devices.

Opt-out option: The recording and saving of data by Google Analytics can be opted out of at any time, with effect from that moment onwards. The user has the option here to install a browser plugin released by Google. This is available for various browser versions and can be downloaded under <https://tools.google.com/dlpage/gaoptout?hl=en>.

Google Analytics advertising functions (Remarketing and Retargeting)

elite-performance-therapy.com also uses the Google Analytics advertising functions within the scope of Google Analytics and/or Google Universal Analytics. This technology allows for users who have already visited elite-performance-therapy.com and shown an interest in particular offers, to be communicated to once again through targeted advertising on the pages of Google partner

networks. Advertising is displayed through the use of cookies, which are used to analyse the user behaviour during a visit to the website and can then be utilised for targeted product recommendations and advertising based on users' areas of interest.

Opt-out option: If a user does not wish to receive any interest-based advertising via the Google remarketing technology, they can deactivate the use of cookies by Google for these purposes by accessing the deactivation page for DoubleClick. Alternatively, users can deactivate the use of cookies by third parties by accessing the deactivation page of the Network Advertising Initiative.

Google also offers users the option of managing their own cookies for advertising parameters: <http://www.google.de/intl/en/policies/technologies/ads/>

Facebook Remarketing and Retargeting

elite-performance-therapy.com makes use of the remarketing technology for the display of advertising on Facebook. With this technology, users who have already visited elite-performance-therapy.com and shown an interest in an offer will be communicated to once again by means of targeted advertising on Facebook in the form of displayed adverts. The display of advertising is realised by the use of cookies by the service provider AdRoll (AdRoll EMEA, Level 6; 1, Burlington Plaza Burlington Road; Dublin 4, Ireland), with whose help user behaviour is analysed during a visit to the website and can then be used for targeted product recommendations and interest-based advertising.

Opt-out option: If the user does not wish to receive any interest-based advertising via the Facebook remarketing technology, they can deactivate the use of cookies by third parties, by going to the deactivation page of the Network Advertising Initiative (Interest Based Advertising Policies, NAI opt out tool or opt out via the DAA). Facebook offers its users an opt-out for the display of adverts that have been placed on the basis of the remarketing of website visits.

Integration of Social Media Plugins

So-called Social Bookmarks (e.g. on Facebook and Twitter) are integrated on elite-performance-therapy.com. Social Bookmarks are online bookmarks that the user of such a service can utilise to collate links and news announcements. These are only integrated as a link to the respective services on elite-performance-therapy.com. Once the integrated graphic has been clicked on, the user is forwarded to the respective provider, i.e. only then will user information be transferred to the respective provider. Information about the use of personal data when using these websites can be found in the respective Privacy Policy of the provider.

Facebook (Share, Like, etc.)

elite-performance-therapy.com uses Social Plugins on its website of the social network facebook.com, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The plugins are labelled with a Facebook logo. If the user accesses the pages under elite-performance-therapy.com that contain such a plugin, the user's browser will establish a direct link with the servers of Facebook. The contents of the plugin will be transmitted from Facebook directly to the user's browser and integrated from here into the website.

Integration of the plugin means that Facebook receives the information that the user has accessed the respective page under elite-performance-therapy.com. If the user is logged in to Facebook, Facebook can attribute the visit by the user to their Facebook account. If the user interacts with the plugins, e.g. by clicking on the "Like" button or posting a comment, the respective information is transmitted directly from the user's browser to Facebook and saved there. The purpose and scope of this data collection and the processing and usage of data by Facebook, in addition to the respective user rights and setting options for the protection of their privacy, can be found in the Facebook Privacy Policy (<https://www.facebook.com/about/privacy/>).

Google "+"

elite-performance-therapy.com uses the "+" interface of the social network Google Plus, which is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google"). The button is recognisable by the figure "+" on a white or coloured background. If the user presses the "+" button, the user's browser will establish a direct link with the servers of Google. The content of the "+" interface will be transmitted directly from Google to the user's browser

and integrated from here into the website. elite-performance-therapy.com does not have any influence over the scope of data that Google collects via this interface.

The purpose and scope of this data collection and the processing and usage of data by Google, in addition to the respective user rights and setting options for the protection of their privacy, can be found in the "+1" Privacy Policy:

<https://developers.google.com/+/web/buttons-policy>

If the user is a Google Plus member and would like to prevent their data from being tracked, they must log out of Google Plus before accessing the pages under elite-performance-therapy.com.

Twitter

Furthermore, elite-performance-therapy.com uses the functions of the short messaging service Twitter, which is offered by Twitter Inc., 795 Folsom Street, Suite 600, San Francisco, CA 94107, USA. By making use of the Twitter functions, the websites visited by the user will be linked to their Twitter account and made known to other users. During this process, data is also transferred to Twitter.

As the provider of the sites, elite-performance-therapy.com does not have any knowledge about the type, content and scope of the data transferred. The user themselves can alter their data protection settings on Twitter in their account settings. For further information please refer to Twitter's privacy policy.

Opt-out option: In order to avoid the operator of the respective Social Media Plugin from collating information about the user during the user's visit to the pages of elite-performance-therapy.com, they can log out from the Social Media operators at the beginning of their visit to elite-performance-therapy.com and delete any cookie that might exist from their browser. Instructions for deleting cookies in Microsoft Internet Explorer ((<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>)). Instructions for deleting cookies in Mozilla Firefox (<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>). Instructions for deleting cookies in Safari (https://support.apple.com/kb/PH19214?viewlocale=en_US&locale=de_DE)).

Information about saved data

The user has the right to obtain information at any time about the data saved on elite-performance-therapy.com relating to their person, as well as its origin, the purpose of it being saved and the recipient to which the data is transmitted.

This information is free of charge and will be provided in text form.

An e-mail shall suffice as a means of requesting this information.

The e-mail should be sent to isyfitness@gmail.com.

Opting out of consents to, deletion of and correction of data

elite-performance-therapy.com shall, as a matter of principle, only record, process and use personal data if and provided this is permitted within the framework of legal stipulations, or the user has provided their consent to this data being used. A protocol shall be kept of all consents made to elite-performance-therapy.com. The provision of such approvals remains voluntary at all times.

Approvals given by users can be revoked at any time with effect from that moment onwards. This revocation should be made by sending a message to this effect by e-mail to isyfitness@gmail.com. The user has the right, within the framework of the legal parameters, to request correction and/or deletion of the data saved about them at elite-performance-therapy.com.

An e-mail shall suffice here.

The e-mail should be sent to isyfitness@gmail.com.