

PRIVACY POLICY

waveimpact.de

As of: February 10, 2026

1. Name and contact details of the controller

The controller within the meaning of the General Data Protection Regulation (GDPR) and other national data protection laws and other data protection regulations is:

waveImpact GmbH

Fitgerstr. 7

D-28209 Bremen

Represented by: Dr. Valentin J. Mayr (Managing Director)

Phone: 0177/7120314

Email info@waveimpact.de

Register court: Bremen Local Court, HRB 42134HB

A data protection officer has not been appointed, as the requirements of Section 38 of the German Federal Data Protection Act (BDSG) are not met.

2. General information on data processing

We only process the personal data of our users to the extent necessary to provide a functional website and our content and services. The processing of personal data is carried out regularly only with the consent of the user. An exception applies in cases where prior consent cannot be obtained for practical reasons and the processing of the data is permitted by law.

3. Hosting

Our website is hosted by Strato AG, Otto-Ostrowski-Str. 7, 10249 Berlin, Germany. The servers are located exclusively in Germany. When you visit our website, the hosting provider automatically collects information in so-called server log files, which your browser automatically transmits. This includes:

- IP address of the requesting computer (anonymized by Strato after 7 days at the latest)
- Date and time of access
- Name and URL of the file accessed
- Amount of data transferred
- Notification of whether the retrieval was successful
- Identification data of the browser and operating system used
- Website from which access is made (referrer URL)

Legal basis: Art. 6 (1) (f) GDPR. Our legitimate interest lies in ensuring the smooth operation of our website and improving our offering. The evaluation does not serve to identify individual users.

Order processing: We have an order processing agreement with Strato AG in accordance with Art. 28 GDPR.

4. SSL/TLS encryption

This website uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line. If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

5. Web analysis with SimpleAnalytics

We use the privacy-friendly analysis service SimpleAnalytics (Simple Analytics B.V., Netherlands) for statistical evaluation of the use of our website.

SimpleAnalytics expressly does not collect any personal data. The service works completely without cookies, without fingerprinting, and without storing IP addresses. Only aggregated usage data is collected, in particular page views, referrer URLs, device types, and approximate location data based on time zones (not based on IP geolocation). It is not possible to assign this data to individual persons at any time.

Since SimpleAnalytics does not process any personal data and does not store or access any information on your device, we believe that consent is not required under Art. 6 (1) (a) GDPR or § 25 (1) TDDDG. Use is based on our legitimate interest in the statistical analysis of usage behavior to improve our website (Art. 6 (1) (f) GDPR; Section 25 (2) No. 2 TDDDG).

Further information on data protection at SimpleAnalytics can be found at: <https://simpleanalytics.com/privacy-policy>

6. Contacting us (contact form and email)

If you contact us via our contact form or by email, we will store the data you provide (e.g., name, email address, message content) in order to process your request and keep it on file in case of follow-up questions. This data is processed in our CRM system CentralStationCRM (42he GmbH, Baierbrunner Str. 3, 81379 Munich, Germany). The servers are located in Germany.

Legal basis: Art. 6 (1) lit. b GDPR (contract initiation), insofar as your inquiry is related to the fulfillment of a contract or is necessary for the implementation of pre-contractual measures; otherwise Art. 6 (1) lit. f GDPR (legitimate interest in responding to inquiries).

Deletion: The data collected in connection with the contact request will be deleted as soon as it is no longer necessary for the purpose for which it was collected. For personal data from contact forms and emails, this is the case when the respective conversation with the user has ended and the matter has been conclusively clarified, provided that there are no legal retention obligations.

7. Online appointment booking

On our website, we offer the option of booking a free initial consultation (30 minutes) directly online. We use the WordPress plugin "Simply Schedule Appointments" for this purpose. The plugin is operated directly on our web server (self-hosted); your data is not transmitted to the plugin manufacturer or other third parties.

The following data is collected when booking an appointment: – First and last name

- Email
- Desired appointment (date and time)
- Phone number and message (if voluntarily provided by you)

This data is stored in the WordPress database on our server at Strato AG (server location: Germany). For appointment coordination, the booking data is transferred to our calendar (Google Workspace, Google Ireland Ltd., Ireland). Google processes the data exclusively within the EU/EEA. A data processing agreement has been concluded with Google Ireland Ltd. in accordance with Art. 28 GDPR (Google Workspace Data Processing Amendment).

Legal basis: Art. 6 (1) (b) GDPR (implementation of pre-contractual measures at the request of the data subject). The appointment is booked on your initiative and serves to prepare for a possible consulting assignment.

Deletion: The booking data will be deleted as soon as the appointment has taken place and any follow-up work has been completed, provided that no further business relationship is established. If a consulting assignment is agreed, the data will be stored as part of the customer file in accordance with the statutory retention periods (§§ 147 AO, 257 HGB). If there is no follow-up contact, the data will be deleted after 6 months at the latest.

8. White paper downloads and specialist publications

We offer specialist publications (white papers, checklists, guidelines) for download on our website. Your email address is required for the download. You can optionally provide further information such as your name, company, and position. The data is collected via a form that is delivered and processed directly by our CRM provider CentralStationCRM (42he GmbH, Munich).

Primary purpose: Provision of the requested document.

Legal basis: Art. 6 (1) (b) GDPR (contract initiation – provision of the requested document in exchange for your contact details).

Within the download form, you can optionally give separate consent to:

- a sales follow-up on the topic of the white paper (legal basis: Art. 6 (1) (a) GDPR)
- inclusion in our newsletter distribution list (legal basis: Art. 6 (1) (a) GDPR)

These consents are obtained via separate, non-preselected checkboxes. The white paper can also be downloaded without these additional consents (no prohibition of coupling).

Deletion: If you have only requested the white paper and have not given any further consent, your data will be deleted as soon as delivery is complete and no further queries are expected, but no later than after 6 months. If consent has been given for follow-up, the deadlines in accordance with our retention policy apply (review after 12 months without interaction).

9. Newsletter

9.1 Description and scope of data processing

You can subscribe to a free newsletter on our website. The newsletter provides regular updates on topics related to responsible AI, the EU AI Act, and AI governance.

All you need to do to subscribe to the newsletter is provide your email address. You can also optionally provide your first and last name, your company, and your position so that we can address you personally.

We use the RapidMail service (RapidMail GmbH, Augustinerplatz 2, 79098 Freiburg, Germany) to send our newsletter. RapidMail is a German provider whose servers are located exclusively in Germany. A data processing agreement in accordance with Art. 28 GDPR has been concluded.

9.2 Double opt-in procedure

Registration for our newsletter is done using a double opt-in procedure. This means that after you register, you will receive an email asking you to confirm your registration. This confirmation is necessary to prevent anyone from registering with someone else's email address. Newsletter registrations are logged in order to be able to prove the registration process in accordance with legal requirements. This includes storing the time of registration and confirmation as well as the IP address.

9.3 Legal basis

Legal basis: Art. 6 (1) (a) GDPR (consent) in conjunction with § 7 (2) No. 3 UWG (German Unfair Competition Act).

9.4 Performance measurement

Our newsletter may contain tracking pixels for statistical evaluation. These allow us to determine whether a newsletter message has been opened and which links have been clicked on. This data is evaluated exclusively in aggregated form and serves to optimize our newsletter offering. It is only assigned to your person to the extent necessary for delivery and fulfillment of your consent.

Legal basis: Art. 6 (1) (f) GDPR (legitimate interest in optimizing the newsletter). You can object to the performance measurement by unsubscribing from the newsletter.

9.5 Unsubscribe

You can revoke your consent at any time and unsubscribe from the newsletter. You can revoke your consent by clicking on the unsubscribe link provided in every newsletter email, by sending an email to tinfo@waveimpact.de, or by notifying us using the contact details above.

Deletion: After unsubscribing, your email address will be deleted from the distribution list immediately. The proof of consent (time of registration, time of confirmation, IP address) will be retained for documentation purposes for a period of 3 years after unsubscribing (legitimate interest in the verifiability of the consent previously given in accordance with Art. 6 (1) lit. f GDPR in conjunction with the limitation periods of § 7 UWG)..

10. Cookies

Our website only uses technically necessary cookies that are required for the operation of the website (e.g., session cookies from the WordPress content management system). These cookies are automatically deleted at the end of your browser session.

We do not use any analysis, tracking, or marketing cookies. In particular, we do not use Google Analytics, Google Fonts, embedded content from video platforms, or any other external services that would set tracking cookies.

Legal basis: Section 25 (2) No. 2 TDDDG (technically necessary cookies are permitted without consent); Art. 6 (1) lit. f GDPR (legitimate interest in the functional operation of the website).

11. Transfer of data to third parties and third country transfers

Your personal data will not be transferred to third parties for purposes other than those listed below.

We only pass on your personal data to third parties if:

- you have given your express consent (Art. 6 (1) (a) GDPR),
- the transfer is necessary for the establishment, exercise, or defense of legal claims (Art. 6(1)(f) GDPR),
- there is a legal obligation (Art. 6 (1) (c) GDPR), or
- this is necessary for the performance of a contract (Art. 6 (1) (b) GDPR).

We use the following processors to provide our services, with each of whom we have a data processing agreement in accordance with Art. 28 GDPR:

Processor	Function	Headquarters	Server location
Strato AG, Berlin	Web hosting	Germany	Germany
42he GmbH (CentralStationCRM), Munich	CRM system, contact forms	Germany	Germany
RapidMail GmbH, Freiburg	Newsletter distribution	Germany	Germany
sevDesk GmbH, Offenburg	Accounting, invoicing	Germany	Germany
Simple Analytics B.V.	Web analytics (cookie-free)	Netherlands (EU)	EU
Google Ireland Ltd. (Google Workspace)	Calendar, email, document management.	Ireland (EU)	EU

Personal data is not transferred to third countries (countries outside the European Economic Area).

12. Your rights as a data subject

As a data subject, you have the following rights. You can contact us at any time to exercise your rights (see above for contact details):

12.1 Right of access (Art. 15 GDPR)

You have the right to request confirmation from us as to whether we are processing personal data concerning you. If this is the case, you have the right to access this personal data and to the information specified in Art. 15 GDPR.

12.2 Right to rectification (Art. 16 GDPR)

You have the right to request the immediate rectification of inaccurate personal data concerning you and, where applicable, the completion of incomplete data.

12.3 Right to erasure (Art. 17 GDPR)

You have the right to request the erasure of personal data concerning you if one of the reasons specified in Art. 17 GDPR applies, e.g. if the data is no longer required for the purposes pursued or if you have revoked your consent.

12.4 Right to restriction of processing (Article 18 GDPR)

You have the right to request the restriction of processing if one of the conditions specified in Art. 18 GDPR applies, e.g. if you dispute the accuracy of the data.

12.5 Right to data portability (Art. 20 GDPR)

You have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used, and machine-readable format and to transmit this data to another controller, provided that the processing is based on consent or a contract and is carried out using automated means.

12.6 Right to object (Art. 21 GDPR)

Insofar as we process personal data on the basis of our legitimate interest (Art. 6 (1) (f) GDPR), you have the right to object to the processing at any time for reasons arising from your particular situation. If you exercise your right to object, we will cease processing unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms.

If we process your personal data for direct marketing purposes, you have the right to object to the processing at any time without giving reasons. We will then immediately stop processing your data for direct marketing purposes.

12.7 Right to withdraw consent (Art. 7 (3) GDPR)

If the processing of your personal data is based on consent, you have the right to withdraw this consent at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

12.8 Right to lodge a complaint with a supervisory authority (Art. 77 GDPR)

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, your place of work or the place of the alleged infringement. The supervisory authority responsible for us is:

The State Commissioner for Data Protection and Freedom of Information of the Free Hanseatic City of Bremen

Arndtstraße 1

27570 Bremerhaven

Phone: 0421/361-2010

Email office@datenschutz.bremen.de

13. Updates and changes to this privacy policy

This privacy policy is current as of February 10, 2026. Due to the further development of our website or changes in legal or regulatory requirements, it may be necessary to adapt this privacy policy. The current privacy policy can be accessed at any time on our website under the heading "Privacy Policy."