

TKS Newsletter

1. Newsletter subscription

There is the possibility to subscribe for free TKS newsletters. When registering for the newsletter, data such as surname, first name, email address are transmitted to us.

TKS newsletter can only be received if (1) the person concerned has a valid email address and (2) the person concerned is registered for the newsletter.

The personal data collected while registering for the newsletter is used for:

- sending our newsletter
- informing the newsletter subscribers about changes to the newsletter offer or
- technical changes to the newsletter service

Personal data collected as part of the newsletter service will not be passed on to third parties. The users of the newsletter service have the option of canceling their subscription at any time. The consent to the storage of personal data necessary for sending the newsletter can also be revoked at any time. There is a corresponding link in every newsletter for the purpose of withdrawing consent.

2. Newsletter tracking

To better match the content of newsletters to the information needs of the recipients, our newsletters can contain so-called tracking pixels. These tracking pixels are miniature graphics that are embedded in an email sent in HTML format. They allow an assessment of whether and when a corresponding email was opened, and which links it contained were accessed.

The personal data collected by means of tracking pixels are stored by us and statistically evaluated to optimize the dispatch of the newsletter as described above. The user has the option of revoking his declaration of consent to newsletter tracking at any time. If the user unsubscribes from the newsletter, we automatically interpret it as a revocation. After the revocation, the collected personal data will be deleted unless they were collected for other purposes (e.g. to use services that require registration). For more information about your privacy, please visit <https://www.tkscable.com/privacy/online/>

3. Data protection provisions on the application and use of ClickDimensions

For the purposes of newsletter tracking as described in No. 2 we use the marketing and analysis software ClickDimensions.

The operator of ClickDimensions is ClickDimensions LLC., 5901 Peachtree Dunwoody Road, NE Suite B500 Atlanta, GA 30328 United States. ClickDimensions collects data about the behavior of our newsletter subscribers when accessing our e-mails through opening the newsletter. This data includes access to the newsletter and their subpages and the e-mail activities of the newsletter recipient. The purpose of using ClickDimensions is to provide users with relevant information based on our internal internet information.

ClickDimensions uses cookies (see section "Cookies", esp. for more information about changing your cookie settings), which are stored in the cookie and which enable an analysis of the use of our mailings by the user. The data stored in the cookie is usually transferred to a ClickDimensions server and deleted automatically after seven days.

The data transferred to ClickDimensions is used on our behalf to evaluate the use of our email, to compile reports on email activities and to provide other services related to email and internet usage.

ClickDimensions recognized data protection guidelines can be found at <http://clickdimensions.com/about/privacy-policy/>