Form "Collection of Facts for Data Protection Notices"

The form is used to collect information on relevant website functions and content for the draft of privacy notices. Fields marked with (\*) are mandatory.

[1 server mode 2](#_Toc7693696)

Terms of use

You may edit and use this document free of charge if you keep the logo and author information.

You may change the logo and author information against payment of a one-time license fee (White Label). To purchase a license, please visit [www.thomashelbing.com/en/buy](http://www.thomashelbing.com/en/buy)

The full license terms are available at: [www.thomashelbing.com/en/license](http://www.thomashelbing.com/en/license)

To edit the document (and delete this box), you must unlock the document in Microsoft Word. [See manual here](https://support.office.com/en-ie/article/allow-changes-to-parts-of-a-protected-document-187ed01c-8795-43e1-9fd0-c9fca419dadf#bm216)

You get the required password with the confirmation e-mail when you subscribe to my newsletter: <https://www.thomashelbing.com/en/newsletter-subscription>

Translated with www.DeepL.com/Translator

[1.1 Web Server Logs 2](#_Toc7693697)

[1.2 Content Delivery Networks (CDN) etc. 2](#_Toc7693698)

[2 Standard Functionalities 2](#_Toc7693699)

[2.1 Contact form 3](#_Toc7693700)

[2.2 Newsletter 3](#_Toc7693701)

[2.3 Comments 3](#_Toc7693702)

[2.4 Registration 3](#_Toc7693703)

[2.5 Other input forms 4](#_Toc7693704)

[3 Analysis of Website Visits (tracking) 4](#_Toc7693705)

[3.1 Tracking tools 4](#_Toc7693706)

[3.2 Other tracking technologies 4](#_Toc7693707)

[4 Online Marketing 5](#_Toc7693708)

[4.1 Online Marketing Tags 5](#_Toc7693709)

[5 Social Media Plugins 5](#_Toc7693710)

[5.1 Social Media Plugins 5](#_Toc7693711)

[5.2 Social Logins / Single Sign-On 6](#_Toc7693712)

[6 Other Third-Party Plugins/Tools 6](#_Toc7693713)

[6.1 More Plugins 6](#_Toc7693714)

[7 Further Information 6](#_Toc7693715)

[7.1 Payment services provider 6](#_Toc7693716)

[7.2 Third-party involvement 6](#_Toc7693717)

[7.3 Controller 6](#_Toc7693718)

[7.4 Data Protection Officer 6](#_Toc7693719)

[8 Existing Data Protection Provisions 7](#_Toc7693720)

[8.1 Encryption 7](#_Toc7693721)

[8.2 Cookie Banner 7](#_Toc7693722)

[8.3 Consent 7](#_Toc7693723)

[8.4 Data Protection Notices/Policies 7](#_Toc7693724)

[8.5 Activation of Plugins 7](#_Toc7693725)

[8.6 Opt-Outs 7](#_Toc7693726)

[8.7 Self-services 7](#_Toc7693727)

[9 Other 7](#_Toc7693728)

[10 Cookie Directory 9](#_Toc7693729)

[10.1 9](#_Toc7693730)

[10.2 9](#_Toc7693731)

[10.3 9](#_Toc7693732)

|  |  |  |  |
| --- | --- | --- | --- |
| **Version** | **Date** | **Author** | **Change** |
| 1.0 | Click here to enter text. | Click here to enter text. | first creation |
| Click here to enter text. | Click here to enter text. | Click here to enter text. | first creation |
| Click here to enter text. | Click here to enter text. | Click here to enter text. | first creation |

|  |  |
| --- | --- |
| Affected domain, if applicable with subdomain/subdirectory\*. e.g. company.com, company.com/job-application | Click here to enter text. |
| Reason for reporting (please describe)\* e.g. "entire website created for the first time", "newly introduced online job application platform at URL...", "new tracking service", "introduction remarketing". | Click here to enter text. |
| Responsible department\* | Click here to enter text. |
| Name of reporting employee\* | Click here to enter text. |
| Date of notification\* | Click here to enter text. |

Please check/mark relevant lines with a cross   
and answer questions in the "Explanation" column.

|  |  |  |  |
| --- | --- | --- | --- |
| **Subject** | | **Description/Examples** | **Explanation** |
| server mode | | | |
|  | Web Server Logs | Information that the web server collects by default each time a page is viewed | Which data is recorded in the server log (IP address, time and date of the URL)?  Click here to enter text.  Is the IP address stored completely or shortened?  Click here to enter text.  How long are the server logs stored with IP address?  Click here to enter text. |
|  | Content Delivery Networks (CDN) etc. | Content Delivery Networks, Monitoring Tools (e.g. CloudFlare, New Relic) | Please describe functionality and specify external service provider.  Click here to enter text. |
| Standard Functionalities | | | |
|  | Contact form | Standard contact forms | Specify URL or add Screenshot/Mockup.  Click here to enter text.  Which fields are queried? Which fields are mandatory? What is the purpose of the information in the individual fields?  Click here to enter text. |
|  | Newsletter | Forms to order newsletters | Specify URL or add Screenshot/Mockup.  Click here to enter text.  Which fields are queried? Which fields are mandatory? What is the purpose of the information in the individual fields?  Click here to enter text.  Which external newsletter service providers (e.g. MailChimp, CleverReach, Newsletter2Go) are used?  Click here to enter text.  Is the double opt-in procedure used (click of an individual activation link sent by mail required)?  Click here to enter text.  Are the opening rates/hours or link clicks recorded in the newsletter? If yes, please explain, in particular, whether it is possible to follow up these activities on an individual recipient/email address basis.  Click here to enter text. |
|  | Comments | Form for commenting on content | Specify URL or add Screenshot/Mockup.  Click here to enter text.  Which fields are queried? Which fields are mandatory? What is the purpose of the information in the individual fields?  Click here to enter text. |
|  | Registration | Functionality to create a user account and log in. | Specify URL or add Screenshot/Mockup.  Click here to enter text.  Which fields are queried? Which fields are mandatory? What is the purpose of the information in the individual fields?  Click here to enter text.  If the user creates a password-protected user account, please specify:  Minimum length of password: Click here to enter text.  Complexity requirement of password: Click here to enter text.  Display the complexity of the chosen password? Click here to enter text.  Two factor authentication possible (e.g. SMS/Google Authenticator)?: Click here to enter text.  Password reset procedure: Click here to enter text.  Consequences of incorrect logins (e.g. e-mail, blocking, etc.): Click here to enter text. |
|  | Other input forms | Other forms with input fields (e.g. online job application, online shop, callback request, branch finder, survey) | Specify URL or add Screenshot/Mockup.  Click here to enter text.  Which fields are queried? Which fields are mandatory? What is the purpose of the information in the individual fields?  Click here to enter text. |
| Analysis of Website Visits (tracking) | | | |
|  | Tracking tools | Tracking tools (e.g. Google Analytics) | Which tracking tools are used (e.g. Google Analytics, Matamo/Piwik, Adobe Analytics, HotJar)?  Click here to enter text.  Are cookies set during tracking? If yes, please explain in the cookie directory (see below).  Click here to enter text.  Have mechanisms been implemented with which the user can object to tracking? If yes, please explain.  Click here to enter text.  In case of Google Analytics: Is the following used: a) Universal Analytics (tracking across devices and sessions) b) Google Analytics for use with advertising functions?  Click here to enter text. |
|  | Other tracking technologies | Other tracking technologies | ***Tracking regarding online marketing (e.g. remarketing) or social media plug-ins (Facebook Like Buttons) should not be explained here, but below in sections 4 and 5***  Are other tracking technologies used to record visitor behaviour (e.g. own developments), e.g. cookies, browser fingerprints, web beacons, 1-pixel images, etc.?  Click here to enter text.  If tracking technologies are used, please explain, in particular: Which provider? What data is collected? What is the data used for? How long is the data stored?  Click here to enter text.  Are cookies set during tracking? If yes, please explain in the cookie directory (see below).  Click here to enter text.  Have mechanisms been implemented with which the user can object to tracking? If yes, please explain. Is the "Do Not Track" (DNT) signal of a browser observed?  Click here to enter text. |
| Online Marketing | | | |
|  | Online Marketing Tags | Tracking for Online-Marketing (Google/Facebook Remarketing, Facebook Custom Audiences) | If technologies are used to track user behavior for the purpose of online marketing (e.g. Google Adwords with remarketing, Facebook remarketing, Facebook/Google conversion tracking, Facebook custom audiences)? "Technologies" means cookies, program code (e.g. Javascript), one-pixel images or similar technologies (sometimes also referred to as "tags").  Click here to enter text.  Are cookies set for tracking? If yes, please explain in the cookie directory (see below).  Click here to enter text.  Have mechanisms been implemented with which the user can object to tracking? If yes, please explain. Is the "Do Not Track" (DNT) signal of a browser observed?  Click here to enter text. |
| Social Media Plugins | | | |
|  | Social Media Plugins | Integration of social media functions (e.g. share/like buttons) | Are plugins (program code, iFrames) used to integrate social media functionalities into the website, e.g. Like or Share buttons from Facebook or Google or plugins from Instagram, Pinterest, Xing, LinkedIn, AddThis? If yes, please explain.  Click here to enter text.  Does the user have to perform a confirming user action, i.e. activate the plugin (e.g. heise's Shariff solution), before the plugin is integrated/displayed?  Click here to enter text. |
|  | Social Logins / Single Sign-On | Login with access data from third party sites (e.g. Facebook Connect) | Do you use technologies (e.g. program code) that allow a user to log on to the website with his user credentials from another service (e.g. login with Facebook, Google+ account)? If yes, please explain.  Click here to enter text.  Does the user have to activate the plugin (e.g. heise's Shariff solution) before the login function is integrated/displayed?  Click here to enter text. |
| Other Third-Party Plugins/Tools | | | |
|  | More Plugins | Integration of videos, images, maps, fonts and other third-party functions | Are techniques (e.g. program code, iFrames) used to integrate content (e.g. videos, images, maps, fonts) or functionalities (spam control) of third parties (e.g. YouTube, Vimeo, Google Maps, Google Fonts, Adobe Fonts, Google ReCaptcha)? If yes, please describe (especially provider, functionality, URL/screenshot of integration).  Click here to enter text. |
| Further Information | | | |
|  | Payment services provider | Use of payment service providers such as PayPal | Are payment processing service providers involved (e.g. PayPal, Karna, Sofortüberweisung)? If yes, please describe (especially provider, functionality, link/screenshot of integration).  Click here to enter text. |
|  | Third-party involvement | Hosting, Agencies | Are third parties involved in the operation or maintenance of the website who may have access to personal data (e.g. hosters, web/marketing agencies, software developers)? Please enter your name and address.  Click here to enter text. |
|  | Controller | Data Controller | Which company (name, address, e-mail and telephone) is responsible for data processing, i.e. determines how and for what purpose data is used and which tools are used (site operator)?  Click here to enter text. |
|  | Data Protection Officer | Contact details data protection officer | Has the Controller (see point **Fehler! Verweisquelle konnte nicht gefunden werden.**) appointed a data protection officer? If yes, what are the contact details (e-mail is sufficient).  Click here to enter text. |
| Existing Data Protection Provisions | | | |
|  | Encryption | SSL encryption, end-to-end encrypted forms | Is the data transfer between the server and browser fully SSL-encrypted (https)? Are other encryption mechanisms used (e.g. end-to-end encryption for forms)?  Click here to enter text. |
|  | Cookie Banner | Display of cookie banners | Is a banner with information on data protection, in particular on cookies, displayed to visitors when they visit the site? If yes, please attach links or screenshot and describe functionality. In particular: Is it necessary for the user to be active (button-click, tick checkbox) in order for cookies to be set? Are cookies already set when the banner is displayed for the first time?  Click here to enter text. |
|  | Consent | Declarations of consent | Does the user have to agree to a data processing or use at certain points on the website, e.g. by clicking on a checkbox, or are there similar mechanisms (e.g. "by submitting the form you agree that...")? If yes, please attach link or screenshot.  Click here to enter text. |
|  | Data Protection Notices/Policies | Existing Information on Data Handling | Does a page already exist with data protection notices/policie? Is there information about data use at other points on the website (e.g. in the contact form, newsletter subscription)? If yes, please attach link or screenshot.  Click here to enter text. |
|  | Activation of Plugins | Third party content activation requirement | Do you use techniques to integrate or display content / plugins / cods from third parties only after the user has carried out a consenting action (e.g. heise's Shariff solution)?  Click here to enter text. |
|  | Opt-Outs | Prevention of tracking, unsubscription of advertisements/newsletters | Are functions integrated with which the user can object to the collection and use of his data (e.g. "Opt-Out" button for tracking, newsletter unsubscription, observance of the "Do Not Track" signal from browsers)?  Click here to enter text. |
|  | Self-services | Functions for users to view, modify or delete their data | Are there integrated functions with which a visitor/user can view, change or delete the data stored about him (e.g. in the user account section)?  Click here to enter text. |
| Other | | | |
|  | e.g. browser requests access to location, or permissions for push notifications  Click here to enter text. | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Cookie Directory | | | | | | | | |
|  | Please indicate for all reported website contents which cookies are set (or comparable technologies such as Shared Objects, Local Storage) - please use a separate sheet if necessary. | | | | | | | |
|  | Name/Description[[1]](#footnote-1) | Purpose of Use[[2]](#footnote-2) | content[[3]](#footnote-3) | Type[[4]](#footnote-4) | Lifetime[[5]](#footnote-5) | First/Third Party Cookie[[6]](#footnote-6) | Internal/external access[[7]](#footnote-7) | Note[[8]](#footnote-8) |
|  | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
|  | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
|  | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |

1. Technical identification of the cookie (e.g. "session\_id") [↑](#footnote-ref-1)
2. Brief explanation of the purpose of use (e.g. "session management", "login/authentication in use acccount", "data security", "load balancing", "storage of the chosen font size") [↑](#footnote-ref-2)
3. Description of the content stored in the cookie (e.g. "selected language", "session ID", "name, e-mail and address of the user") [↑](#footnote-ref-3)
4. Type of cookie according to the following classification:

   **"Necessary cookie**": A cookie that is technically necessary for the basic functions of the website to be usable (e.g. page navigation, login, shopping cart management).

   **"Settings cookie**" Cookie that stores information about users' settings or preferences and affects how the website looks or behaves (e.g. preferred language, region, sorting in a table).

   **"Statistics cookie**" Cookie used to analyse how visitors interact with the website by collecting information anonymously or pseudonymously (without linking to name, e-mail, address) (e.g. Matomo cookies).

   **"Marketing cookie**" Cookies to analyse visitor behaviour in order to adapt the website offering, marketing measures or advertising to individual interests or behaviour (e.g. Google/Facebook remarketing cookies). [↑](#footnote-ref-4)
5. Lifetime of the cookie, e.g. "session/closing of browser-window", "90 days", "infinite” [↑](#footnote-ref-5)
6. Specifies if the cookie is set by the domain displayed in the URL line of the browser (first party cookie) or by another domain (third party cookie). For third party cookies, specify the domain that sets the cookie. [↑](#footnote-ref-6)
7. Specifies if only the server that set the cookie has access to the content (internal), or also third parties (external). [↑](#footnote-ref-7)
8. Explanations and special features, e.g. "no browser cookie, but storage in HTML5 Local Storage". [↑](#footnote-ref-8)