

Privacy Policy

Statista, Inc.

Statista, Inc.

55 Broad Street 30th floor
New York, NY 10004
United States

Tax ID: 99-0367549

Managing Directors: Dr. Friedrich Schwandt, Tim Kröger

Data Protection Officer: Maximilian Conrad (Lawyer), dataprotection@statista.com

Phone: +1 (212) 433 2270

support@statista.com

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1.2 Statista or a designated service provider collects personal information that you voluntarily provide on this Web site. This information is used to provide you your requested service or product and to communicate with you. We use any credit card or payment information we acquire from you to fulfill your order. Consistent with the choice you make when providing personal information, Statista may use your personal information to provide you with information, special offers, and promotions via various means including e-mail. You may instruct Statista at any time not to use your personal information covered by this Section 7 to provide you with information, special offers, and promotions. Please note that if you exercise choice in this manner, you will continue to receive communications concerning your account and products and services you requested, and in response to any requests for information by you. Please also note that this opt-out process may take some time to complete, consistent with applicable law.

1.3 Statista and the parties with whom we work (e.g., service providers, business partners) may place, view, and/or use "cookies", Web server logs, Web beacons, or other electronic tools to collect statistical and other information about your use of this Web site and other websites. This information may include information about the IP address of your computer, browser type, language, operating system, your mobile device, geo-location data, the state or country from which you accessed this Web site, the Web pages visited, the date and the time of a visit, and the websites you visited immediately before and after visiting this Web site. Statista and the parties with whom we work may use the information collected for various reasons, either on behalf of Statista or for the other parties' own purposes, including research, analysis, to better serve visitors to this Web site (such as by enabling log-in, providing access to certain sections of this Web site, providing customized content, or presenting online advertising on this Web site or other websites tailored to your interests as described further below), to compile aggregate and anonymous information about usage of this Web site and other websites, other statistics, etc. However, if you have deleted and disabled cookies, these uses will not be possible to the extent they are based on cookie information.

To assist us with the uses described herein, information collected about your use of this Web site or other websites may be combined with personal or other information about you from other online or offline sources. If you prefer that we not combine non-personal information that has been collected, through cookies, about your use of this Web site or other websites with personal or other information

about you, then please delete and disable cookies for each browser, on each computer you use to surf the Web.

Most browsers are set to accept cookies by default. If you prefer, you can usually set your browser to disable cookies, or to alert you when cookies are being sent. Likewise, most mobile devices allow you to disable the ability for geo-location information to be collected from your mobile device. The help function on most browsers and mobile devices contains instructions on how to set your browser to notify you before accepting cookies, disable cookies entirely, or disable the collection of geo-location data. You need to set each browser, on each device you use to surf the Web. Thus, if you use multiple browsers (e.g. AOL, Safari, Internet Explorer, Firefox, etc.), you should repeat this procedure with each one. Similarly, if you connect to the Web from multiple devices (e.g., work and home), you need to set each browser on each device. However, if you disable cookies or refuse to accept a request to place a cookie, it is possible that some parts of this Web site, such as the polls, surveys, contests, and product sales, and certain areas of the Web site for which you need to log in, will not function properly, and the advertising you receive when you visit this Web site may not be advertisements tailored to your interests.

Statista websites utilize Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics also uses cookies stored on the user's computer, which provides an analysis of the user's website usage. The cookie information generated through the website by the user (including IP addresses) is sent to a Google server in the United States and stored there. Statista uses this information to evaluate its website, create reports on website activity for administrators, and to assist Statista in making useful features and services available to the user. Google may distribute this information to third parties, unless prohibited by law.

By using this website, the user agrees to the processing of data collected by both Statista and Google as previously described for all above-mentioned purposes.

1.4 Statista, its designated service providers, or third-party advertisers or their advertising servers may also place or recognize unique cookies on your computer or use other electronic tools in order to help display advertisements that you see on this Web site or on other websites. Information about your visits to, and activity on, this Web site and other websites, an IP address, the number of times you have viewed an advertisement, and other such usage information is used, alone or in combination with other information, to display on your device screen advertisements that may be of particular interest to you. We may use Web beacons, provided by third-party advertising companies, to help manage and optimize our online advertising and product performance. Web beacons enable us to recognize a browser's cookie when a browser visits this Web site, and to learn which banner ads bring users to this Web site. The use and collection of your information by these third-party service providers, and third-party advertisers and their advertising servers is not covered by these General Terms and Conditions.

1.5 Statista may share your personal and other information with our affiliates (including affiliated websites under common ownership or control) and designated service providers. Statista may share with other third parties information about our Web site users, such as your use of this Web site or other websites, and the services provided on this Web site or other websites, but only on an anonymous and aggregate basis. Consistent with the choice you make when providing personal information, Statista may also share your personal information with a sponsor or other third party („Third-Party Provider“) that provides you with special offers or promotions that may be of interest to you. You may instruct Statista at any time not to share your personal information covered by this Section 7 with such Third-Party Providers. Please note that (i) this opt-out process may take some time to complete,

consistent with applicable law; and (ii) even after such opt-out process is completed, your personal and other information may continue to be shared with our affiliates (including affiliated websites under common ownership or control) and designated service providers.

Statista may also disclose your personal and other information to unaffiliated third parties if we believe in good faith that such disclosure is necessary: (a) to comply with the law or in response to a subpoena, court order, government request, or other legal process; (b) to produce relevant documents or information in connection with litigation, arbitration, mediation, adjudication, government or internal investigations, or other legal or administrative proceedings; (c) to protect the interests, rights, safety, or property of Statista or others; (d) to enforce any terms of service on this Web site; (e) to provide you and other users of this Web site with the services or products requested by you and/or the other users (including allowing a purchaser of Statista or a Statista division to continue to serve you), and to perform other activities related to such services and products, including billing and collection; (f) to provide you with special offers or promotions from Statista that may be of interest to you; or (g) to operate Statista's systems properly.

The collection, further use, and/or disclosure of your information by Third-Party Providers or by other third parties is not the responsibility of Statista. Rather, such collection, use, and/or disclosure is governed by the third parties' privacy policies.

1.6 In order to protect sensitive user information during purchases and registration, any exchanged data is transferred to an encrypted log. Statista uses an SSL 3.0 protocol with a key exchange of 1024 bit RSA, encrypted using a 112/168 bit Triple-DES protocol.

Any personal information you provide to Statista is kept on secure servers. Statista uses reasonable administrative, technical, personnel, and physical measures (a) to safeguard personal information against loss, theft, unauthorized use, disclosure, or modification; and (b) to ensure the integrity of the personal information. To help us protect your privacy, you should maintain the secrecy of the logon ID and password you may have set up in connection with your participation in this Web site's service.

1.7 To access, review, rectify, or delete your personal information, please contact us. All requests must include the following information: first name, last name, and e-mail address and "Privacy" in the Subject line. While Statista will make reasonable efforts to accommodate your request, we also reserve the right to impose certain restrictions and requirements on such access requests, if allowed or required by applicable laws.

1.8 Some of the uses and disclosures mentioned in this Privacy Policy may involve the transfer of your personal information to various countries around the world that may have different levels of privacy protection than your country. By submitting your personal information, you consent to such transfers.

1.9 Statista may provide links to third-party websites, including social networking websites. Since we do not control third-party sites and are not responsible for any information you may provide while on such sites, we encourage you to read the privacy policies on those websites before providing any of your information on such sites.

1.10 Statista reserves the right to change this Section 7 at any time by posting such revisions on the Web page. Such changes will appear on the home page and are effective upon posting.