

Cookie Policy

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1 About this Cookie Policy

In this Cookie Policy, KPT (hereinafter KPT or we) sets out the basis on which the KPT Group (Genossenschaft KPT, KPT Holding AG, KPT Krankenkasse AG and KPT Versicherungen AG) collects and processes data on this website and other websites operated by KPT (hereinafter the website). This data is used to differentiate users, but does not permit user identification and is not personal in this sense, unless you register with us, which would allow us to associate the data collected with you. KPT uses first-party and third-party cookies on its websites to improve the user experience and for statistical, market research and advertising purposes.

Use of the KPT app is governed by the privacy policy and terms of use for the app, which you will find on the app. Use of KPTnet (protected login area) via the web portal or KPT app is governed by the General Terms and Conditions for Online Access.

2 What are cookies?

Cookies are small text files that are placed on your device when you visit a website, such as kpt.ch. Each text file contains a unique ID. Cookies use this ID to remember your computer and browser the next time you visit the website to avoid you, for example, having to log back in to the premium calculator each time you visit a subpage of kpt.ch. This information does not usually identify you specifically, but it can provide you with a personalised web experience.

In addition to cookies, we may also use other technologies, such as tracking pixels, fingerprinting, local storage, service workers, etc. to track your activity on our website. These technologies are also used to differentiate users. We use the term 'cookies' below to also refer to these technologies.

2.1 Difference between session and persistent cookies

Session cookies are temporary data files that websites place on a device while it is actively being used. They are deleted automatically when the browser is closed. Persistent cookies have a longer lifespan and persist across multiple browsing sessions. They remain on the user's device until they expire or are manually deleted. When you return to a website, they send information to the web server, so it can recognise you as a returning visitor. This enables you to make the best use of our website and receive personalised offers. Some persistent cookies remain stored on your computer or mobile device for up to two years and are disabled automatically after the set time has elapsed.

2.2 Difference between first-party and third-party cookies

Both session and persistent cookies placed on a website can be from first-party and third-party providers. First-party cookies are text files that KPT stores in your device's browser to ensure the functionality, security and stability of the kpt.ch website and enable site improvement.

Third-party cookies are placed on your device by other websites, not KPT. For example, if the website has embedded content from another site, such as a YouTube video, then the third party, YouTube, will

set a cookie on your device. These cookies allow advertisers to track your visits to all websites where their ad is displayed.

3 Why do we use cookies?

We use cookies to offer a wide range of functions on our websites. For example, cookies help us remember your language preferences across different pages on the site, improving your user experience. We also use cookies to record and analyse how users interact with our site. This allows us to continually improve our websites and optimise site usability to ensure that your visit is as enjoyable as possible.

Cookies also help us to provide you with a personalised web experience. We use remarketing cookies to target advertisements on other websites and social media platforms specifically to your interests, based on the pages you visited on our website. Some cookies on our website allow us to offer social features which support content sharing on platforms such as Facebook or Pinterest, etc.

4 Which cookies do we use?

4.1 Essential cookies

Some cookies ensure the security of the site and protect our website and its users from unauthorised access and requests by unauthorised persons. Others are used to support site functionality. Without these cookies, we would not be able to guarantee the function of the premium calculator or shopping cart, for example. You cannot disable them in your systems. These cookies are usually set only in response to actions taken by you, such as logging in, filling out forms or setting privacy preferences. These cookies do not store any personal data.

4.2 Analytics cookies

These cookies allow us to count visits and traffic sources, enabling us to measure the site's performance and improve the user experience. They help us discover which pages are the most popular, which are the least used, and how visitors use the website. All information collected by these cookies is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our site.

4.3 Marketing and advertising cookies

We use our own and third-party cookies to run analyses that continuously improve our website and to help us serve online advertising to you that is relevant to your interests. These cookies can be set by our advertising partners through our website. They may be used by these companies to create a profile of your interests and to display ads tailored to your interests and behaviour, including on other sites. They work by uniquely identifying your browser and device but do not store personal data. If you do not allow these cookies, you will experience less targeted advertising.

5 How do you change your cookie settings?

In the Preference Centre, you can opt in or out of the various cookies used on our website at any time. You can, at any time, configure your browser not to accept or store cookies.

It is also possible to configure your browser to only allow cookies from certain websites. You can also manually delete stored cookies at any time. Tracking settings can also be configured for the KPT app.

Please note that by blocking cookies, some parts of our website may not function properly. To enjoy the optimum user experience when navigating our website, we recommend allowing all cookies and not deleting them. If you block cookies, you may not be able to use all interactive features of this website.

5.1 Chrome (e.g. version 104)

1. Select the **Settings** menu (three vertical dots) in the top right corner.
2. Go to **Privacy and security**.
3. Go to **Cookies and other site data**.
4. Select either **Block third-party cookies** or **Block all cookies (not recommended)**.

5.2 Edge (e.g. version 104)

1. Select the **Settings** menu (three vertical dots) in the top right corner.
2. Go to **Cookies and site permissions**.
3. Select **Manage and delete cookies and site data**.
4. Disable the toggle **Allow sites to save and read cookie data (recommended)**.

5.3 Safari (e.g. version 15.3)

1. Select the **Preferences** option from the Safari menu in the top left.
2. Select **Privacy**.
3. Select the **Always block** radio button next to **Cookies and website data**.

5.4 Firefox (e.g. version 103)

1. Select the three bars in the top right and select **Settings**.
2. Select **Privacy & Security** on the left.
3. In the **Browser Privacy** area, select the **Custom** option and check whether the **Cookies** checkbox is selected.

5.5 iOS app

1. Go to your iPhone Settings.
2. Select **Privacy & Security**.
3. Under **Tracking**, choose to disallow all tracking requests or manage permission for individual apps.

This will, in particular, curtail use of the Advertising ID (IDFA) for marketing purposes.

5.6 Android app

1. Go to your Android phone Settings.
2. Select Privacy.
3. Under Ads, delete or reset the Advertising ID.

6 How do we use the data we collect through cookies?

The cookies we use do not permit user identification. Instead, the device and browser used to visit the website are recognised by an assigned ID. This means that, when you log in to our website, we can link the data previously associated with your computer and browser to you. We process and use this data in accordance with our [Privacy Statement](#).

Links to the following providers are used to transfer content to social media channels:

- Facebook
- YouTube
- LinkedIn
- Xing
- Pinterest
- TikTok

If you do not follow the links, no data will be transferred to the providers. When you click on a third-party link, a connection can be made to the third-party servers with the result that data about your visit to our website can be transmitted to the third-party server.

If you click on or use a link, service or content from a third party, you leave the KPT site. KPT has no responsibility for, or control over, the links, services or content of third-party websites and cannot be responsible for the protection and privacy of any information which you may provide to these websites. Please refer to the privacy policies of the third-party providers for more information about how they process your data. Details on how the third-party providers such as Facebook, Instagram, LinkedIn, Pinterest and Google handle your personal data can be found in their privacy policies. KPT's Privacy Statement does not apply to the processing of data by these external providers. Please note that, as the provider of the website, we have no knowledge of the content of the data transferred or its usage by these external providers.

7 Tracking on KPT websites

Google Analytics (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) and fusedeck (Capture Media AG, Löwenstrasse 3, 8001 Zurich, Switzerland) are used for web analytics (statistical analysis of user behaviour) and automated marketing purposes.

KPT only uses Google Analytics with IP anonymisation enabled by default, meaning that Google truncates your IP address within the EU or other states party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. You can prevent Google from collecting and processing the data generated by cookies

during your online activities by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

More information about Google's use of data, settings and opt-out options can be found on the Google websites: <https://policies.google.com/technologies/partner-sites?hl=en> ("How Google uses information from sites or apps that use our services"), <http://www.google.com/policies/technologies/ads> ("How Google uses cookies in advertising"), <https://myadcenter.google.de/home?hl=en> ("Your ads, your choice").

We use fusedeck for engagement and event tracking on this site. This tracking is anonymous (including IP address anonymisation), meaning that it is impossible to identify specific or identifiable persons.

For more information about data protection and the rights of data subjects in connection with fusedeck, including the possibility of opting out, please refer to the Privacy Policy and Information on the Right to Object from Capture Media AG: <https://privacy.fusedeck.net/en/4GeuidNuTg>.

Crashlytics provides KPT with real-time crash reporting, including detailed reports of KPT app errors. The possibility that additional information could be transferred along with this data cannot be ruled out, for example information entered or calls made while using the app, including the data generated in connection with this as well as any user login information. Please refer to the terms of the manufacturer: <https://firebase.google.com/terms/crashlytics>.

Google stores the tracking data generated by its tools (Analytics and Crashlytics / Firebase) for 14 months.

KPT uses the multi-posting tool JobBooster to advertise current vacancies, and analytics tool ProAnalytics, provided by Prospective Media Services PMS AG (hereinafter PMS), to analyse the performance of these ads. In connection with this, PMS and the job platforms selected for advertising the vacancies are authorised to include tags in job ads. PMS integrates the tags only for the anonymous analysis of ad performance; no specific or identifiable persons can be identified during this process. For more information about data protection and the rights of data subjects in connection with PMS, see: <https://prospective.ch/datenschutzerklaerung/> (only available in German).

The selected job platforms set their own cookies and tags to measure engagement with the job advertisements and ad performance across different channels. These cookies are set by these platforms and are subject to their respective privacy policies.

8 How do we use remarketing for advertising purposes?

KPT uses remarketing on Google, Meta (Facebook, Instagram), Pinterest, LinkedIn and TikTok. This means that we show you targeted KPT advertising based on your previous usage and browsing behaviour. This personalised advertising appears, for example, when you visit online news pages or use apps, the Google search engine and social media. KPT advertising is also enabled on the above platforms as well as via the publishers and advertising networks listed below. Clicks on the ads are tracked and reimbursed by the KPT.

8.1 Remarketing on Facebook and Instagram

The Meta Pixel of the Facebook/Instagram social network (Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) is implemented on our website. When you visit this website, the Meta Pixel establishes a direct connection between your browser and the Meta server. Meta receives the information that your IP address visited this website. This allows the social media platforms

Facebook & Instagram to link your visit to this website to your user account. We can use the information obtained in this way for advertising or tracking purposes. Please note that, as the provider of the website, we have no knowledge of the content of the data transferred or its usage by Meta. For more information, see the Meta Privacy Policy at: <https://www.facebook.com/privacy/policy/> or <https://privacycenter.instagram.com/policy/>. If you do not want your data to be collected via custom audiences, you can disable the use of custom audiences on the Facebook or Instagram website.

8.2 Pinterest

The Pinterest tag of the social network Pinterest (Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland) is also implemented on our website. When you visit this website, the Pinterest tag establishes a direct connection between your browser and the Pinterest server. Pinterest receives the information that your IP address visited this website. This means that Pinterest can connect your visit to this website with your user account. We can use the information obtained in this way for displaying Pinterest ads or tracking purposes. Please note that, as the provider of the website, we have no knowledge of the content of the data transferred or its usage by Pinterest. For more information, see the Pinterest Privacy Policy at: <https://policy.pinterest.com/en-gb/privacy-policy>. If you do not want your data to be collected via custom audiences, you can disable the use of custom audiences on the Pinterest website.

8.3 LinkedIn remarketing

The LinkedIn Insight tag of the LinkedIn business network (LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland) is also installed on this website. When you visit this website, the LinkedIn Insight tag establishes a direct connection between your browser and the LinkedIn server. LinkedIn receives the information that your IP address visited this website. This means that LinkedIn can connect your visit to this website with your user account. We can use the information obtained in this way for displaying LinkedIn ads or tracking purposes. Please note that, as the provider of the website, we have no knowledge of the content of the data transferred or its usage by LinkedIn. For more information, see the LinkedIn Privacy Policy at: <https://www.linkedin.com/legal/privacy-policy>. If you do not want your data to be collected via custom audiences, you can disable the use of custom audiences on the LinkedIn website.

8.4 Google remarketing and Google Ads

KPT uses Google's paid search service Google Ads. This means that KPT is charged when someone clicks on an ad and is redirected to the KPT site. With your consent, Google (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) links your Google account with your browser history, meaning that all your devices can display the same ads. You can stop this remarketing by opting out of personalised advertising in your Google account.

You will find more information about Google's use of remarketing data at: <https://support.google.com/google-ads/answer/7664943>.

8.5 DV360

KPT uses other products of the Google Marketing Platform (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) on its website and for advertising purposes. This includes various marketing tools such as Campaign Manager 360, Display & Video 360 or Search Ads 360. The data collected includes IP addresses, device information, browser details, click behaviour and information about visited websites. This is done using cookies, tracking pixels and similar technologies.

The collected data is used to improve advertising campaigns, analyse user behaviour and provide personalised advertising. This data can be shared with partners such as Google Ads or Analytics for campaign optimisation. It is processed in accordance with the privacy policies and, where applicable, on the basis of standard EU contractual clauses. You can manage cookies and personalised advertising in your browser settings or directly in your Google account.

8.6 Teads

The Teads pixel provided by Teads (Teads S.A.S., 18 rue de Tournon, 75006 Paris, France) is implemented on this website. When you visit this website, the Teads pixel establishes a direct connection between your browser and the Teads server. Teads receives the information that your IP address visited this website. This means that Teads can connect your visit to this website with your user account. We can use the information obtained in this way for displaying personalised ads or tracking purposes. Please note that, as the provider of the website, we have no knowledge of the content of the data transferred or its usage by Teads. For more information, see the Teads Privacy Notice [https://privacy-policy-teads.com/privacy-policy/european-privacy-notice/](https://privacy-policy.teads.com/privacy-policy/european-privacy-notice/)

8.7 Converto

The Converto pixel provided by Converto (Converto GmbH, Musterstraße 1, 12345 Musterstadt, Germany) is implemented on our website. When you visit this website, the Converto pixel establishes a direct connection between your browser and the Converto server. Converto receives the information that your IP address visited this website. This means that Converto can connect your visit to this website with your user account. We can use the information obtained in this way for displaying personalised ads or tracking purposes. Please note that, as the provider of the website, we have no knowledge of the content of the data transferred or its usage by Converto. For more information, see Converto's data protection declaration. <https://www.converto.com/datenschutz-avv?lang=en>

8.8 Capture

The fusedeck tracking solution developed by Capture Media AG (hereinafter Capture Media) is implemented on this website. Capture Media is a Swiss company based in Zurich that tracks user engagement and event data on this site on our behalf. Tracking is anonymous, meaning that it is impossible to identify specific or identifiable persons.

For more information about data protection and the rights of data subjects in connection with fusedeck, including the possibility of opting out, please refer to the Privacy Policy and Information on the Right to Object. <https://privacy.fusedeck.net/de/aXsliZ6NzV>

8.9 Adform

The AdForm pixel provided by AdForm (AdForm A/S, Holger Danskes Vej 14, 2000 Frederiksberg, Denmark) is implemented on our website. When you visit this website, the AdForm pixel establishes a direct connection between your browser and the Adform server. AdForm receives the information that your IP address visited this website. This means that Adform can connect your visit to this website with your user account. We can use the information obtained in this way for displaying personalised ads or tracking purposes. Please note that, as the provider of the website, we have no knowledge of the content of the data transferred or its usage by AdForm. For more information, please visit the Adform Privacy Center. <https://site.adform.com/privacy-center/overview/>

8.10 Microsoft Advertising

Universal Event Tracking from Microsoft Ireland Operations Ltd. (One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland) is implemented on this site. Microsoft Advertising stores a cookie on your device if you reach our website via a Microsoft ad. This service enables us to measure campaign performance and ad conversion rates for our website. It only measures the total number of ad clicks and conversions and creates pseudonymous user profiles. Microsoft uses the information collected to deliver personalised advertising that may be particularly relevant to users. It does not collect any personal information about the user's identity.

You can reject Microsoft's storage of cookies and processing of data collected using cookies either by opting out of the automatic setting of cookies in your browser settings or by turning off the toggle at the following link to stop Microsoft from collecting, processing and using cookies for personalised ads and offers: <https://account.microsoft.com/privacy/ad-settings/signedout>. For more information on Microsoft's privacy and cookies, visit <https://www.microsoft.com/en-gb/privacy/privacystatement>.

8.11 TikTok

The TikTok tag of the social network TikTok (TikTok Technology Limited, an Irish company (TikTok Ireland) and TikTok Information Technologies UK Limited (TikTok UK), a UK company) is implemented on this site. When you visit this website, the TikTok tag establishes a direct connection between your browser and the TikTok server. TikTok receives the information that your IP address visited this website. This means that TikTok can connect your visit to this website with your user account. We can use the information obtained in this way for displaying TikTok ads or tracking purposes. Please note that, as the provider of the website, we have no knowledge of the content of the data transferred or its usage by TikTok. For more information, see TikTok's Privacy Policy: <https://www.tiktok.com/legal/page/eea/privacy-policy/en>. If you do not want your data to be collected via custom audiences, you can disable the use of custom audiences on the TikTok website.

8.12 Supermetrics and Funnel.io

KPT uses data connectors from Supermetrics (Supermetrics Group, Kaivokatu 10 A, 00100 Helsinki, Finland) to consolidate marketing data from sources such as Google Analytics and Facebook Ad in order to visualise it in Google Looker Studio.

For more information about Supermetrics' security and data privacy policy, visit: <https://supermetrics.com/security>.

We use the data platform Funnel.io (Funnel AB, Klarabergsgatan 29 111 21 Stockholm, Sweden) to aggregate, analyse and optimise marketing data from various sources such as Google Ads, Facebook Ads, etc. Only anonymous, aggregated marketing and performance data is used for this with no relation to identifiable individuals.

For the Funnel.io information security overview, visit: <https://funnel.io/funnel-information-security-overview>

8.13 Looker Studio and Google Big Query

Looker Studio is a business intelligence and data analysis tool provided by Google Cloud (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland). Looker Studio enables KPT to aggregate, process and visualise data from multiple sources.

We use the Google BigQuery data warehouse to store data from Google Analytics or the Google Search Console for visualisation in Looker Studio.

The Google Cloud Privacy Notice applies to the use of Looker Studio and Google BigQuery: <https://cloud.google.com/terms/cloud-privacy-notice>.

8.14 Microsoft Clarity

This site uses Clarity from Microsoft to analyse user behaviour (interactions, such as mouse movements, clicks and scrolling) anonymously. When you visit the website, a cookie is installed on your device to help Microsoft provide a visual representation of user behaviour ('heatmaps'). The collected data can be viewed for a maximum of 30 days in the tool, after which time it is deleted.

You can reject Microsoft's storage of cookies and processing of data collected using cookies by opting out of the automatic setting of cookies in your browser settings (see: [How do you change your cookie settings?](#)). For more information about the data that Clarity collects, see: [Clarity Data Collection | Microsoft Learn](#).

8.15 ABlyft

This website uses ABlyft for enterprise A/B testing to compare different versions of webpages (with varying content: text, colour and layout etc.) to determine which perform better with site visitors. The platform is primarily used to analyse anonymised user experience indicators. Cookies are stored in your browser to access this data.

You can reject ABlyft's storage of cookies and processing of data collected using cookies by opting out of the automatic setting of cookies in your browser settings (see: [How do you change your cookie settings?](#)). For more information about data & cookies, see: [ABlyft – Data Protection & Privacy Compliance](#).

9 What is the cookie policy for our social media presence?

9.1 Meta (Facebook and Instagram)

KPT has a Facebook and Instagram page (Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland). When you visit these pages, Meta collects your IP address and other information using cookies installed on your device. As the operator of the Facebook and Instagram pages, we use this statistical, non-personal information to better understand user engagement and boost the attractiveness of the posts and activities on these pages for users. In accordance with the Meta terms of use that each user has to consent to when setting up a Facebook and/or Instagram profile, we can identify subscribers and fans of the page and, provided they have chosen in their settings to share their information publicly, view their profiles and other shared information. We share responsibility with Meta for the exchange of data collected or received by Meta as well as for displaying personalised advertising information, improving ad delivery and personalising features and content (but not for the further processing of this data). We have therefore agreed a Controller Addendum with Facebook (https://www.facebook.com/legal/controller_addendum). In connection with this shared responsibility, you can thus send requests for information and other data subject requests directly to Facebook.

Details of the data that Meta collects about you and how Meta uses this data can be found in Meta's privacy policy (available at <https://de-de.facebook.com/privacy/policy/> or <https://privacycenter.instagram.com/policy/>).

KPT uses the internet-based social media management tool SocialHub, developed by maloon GmbH in Ingolstadt, Germany, to process and analyse audience engagement on Facebook and Instagram. Your interactions with KPT on social media (Facebook, Instagram, LinkedIn and YouTube) will therefore be stored on the servers of the subcontractor Faber Network GmbH, Lohenstrasse 14, 82166 Gräfelfingen for the intended purpose. Once the data is no longer required for this purpose, it will be deleted immediately. Both maloon GmbH and its subcontractors are subject to the provisions of the EU General Data Protection Regulation (EU GDPR) in Germany.

If you are logged in to Facebook and/or Instagram, a cookie with your Facebook and/or Instagram ID will be placed on your device. This enables Meta to understand which Meta pages you visited and how you used them.

KPT uses the data supplied by Meta to serve personalised ads on Facebook and Instagram. You can block Meta from using your data for advertising purposes in your Facebook or Instagram ad preferences.

For more information on how to manage or delete the information Meta has about you, please refer to the relevant Meta Support pages.

9.2 Pinterest

KPT also has a Pinterest page. When you visit this page, Pinterest (Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street, Dublin 2 Ireland) collects your IP address and other information using cookies installed on your PC. As the operator of the Pinterest page, we use this statistical, non-personal information to better understand user engagement and boost the attractiveness of the posts and activities on our Pinterest page for users.

In accordance with the Pinterest terms of use that each user has to consent to when setting up a Pinterest profile, we can identify subscribers of the page and view their profile information.

Details of the data that Pinterest collects about you and its use by Pinterest can be found in Pinterest's [Privacy Policy](#)

9.3 YouTube

KPT also operates its own YouTube channel. When you visit this channel, YouTube (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) collects your IP address and other information using cookies installed on your device. As the operator of the YouTube account, we use this statistical, non-personal information to better understand user engagement with our YouTube content and boost the attractiveness of the posts and activities on our YouTube channel for users.

The YouTube platform is owned by Google. If you have an account, YouTube will save your activities in your Google account. In accordance with the YouTube terms of use that each user has to consent to when setting up a YouTube profile, we can identify subscribers to the channel and view their profile information.

Details of the data that YouTube collects about you and its use by Google can be found in the Google Privacy Policy at: <https://policies.google.com/privacy>.

9.4 LinkedIn

KPT also has a LinkedIn page. When you visit this channel, LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland) collects your IP address and other information using cookies installed on your PC. As the operator of the LinkedIn page, we use this statistical, non-personal information to better understand user engagement and boost the attractiveness of the posts and activities on our LinkedIn page for users.

In accordance with the LinkedIn Terms of Use, which each user has to consent to when setting up a LinkedIn profile, we can identify subscribers to the page and view their profile information.

For details about the data that LinkedIn collects about you and how it uses this data, please refer to the LinkedIn Privacy Policy at: <https://www.linkedin.com/legal/privacy-policy>.

9.5 Xing

KPT also has a Xing page. When you visit this page, Xing (New Work SE, Am Strandkai 1, 20457 Hamburg, Germany) collects your IP address and other information using cookies installed on your device. As the operator of the Xing page, we use this statistical, non-personal information to better understand user engagement and boost the attractiveness of the posts and activities on our Xing page for users.

In accordance with the Xing Terms of Use, which each user has to consent to when setting up a Xing profile, we can identify subscribers to the page and view their profile information.

For details about the data that Xing collects about you and how it uses this data, please refer to the Xing Privacy Policy at: <https://privacy.xing.com/en/privacy-policy>.

9.6 TikTok

KPT also has a TikTok page. When you visit this page, TikTok (TikTok Technology Limited, an Irish company (TikTok Ireland), and TikTok Information Technologies UK Limited (TikTok UK), a UK company), collects your IP address and other information using cookies installed on your PC. As the operator of the TikTok page, we use this statistical, non-personal information to better understand user engagement and boost the attractiveness of the posts and activities on our TikTok page for users.

In accordance with the Tiktok Terms of Service, which each user has to consent to when setting up a Tiktok account, we can identify the subscribers to the site and view their profile information.

For details about the data that TikTok collects about you and how it uses this data, please refer to the TikTok Privacy Policy at: <https://www.tiktok.com/legal/page/eea/privacy-policy/en>

10 Updates to the Cookie Policy

We reserve the right to amend this Cookie Policy and adapt it to new data processing procedures at any time. The version published on this website is the current version.