

OUR OFFER IS EXCLUSIVELY DIRECTED TO COMPANIES, TRADESMEN, ASSOCIATIONS, CRAFTSMEN, AUTHORITIES OR SELF-EMPLOYED FREELANCERS IN THE SENSE OF § 14 BGB (GERMAN CIVIL CODE).

Who we are

Our website address is: <https://wordgenie.de>

Comments

When visitors leave comments on the website, we collect the data displayed in the comment form, as well as the visitor's IP address and browser user agent string to help spam detection.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The privacy policy of the Gravatar service can be found here: <https://automattic.com/privacy/>. After your comment is approved, your profile picture will be publicly visible in connection with your comment.

Media

When uploading images to the Site, you should avoid uploading images that contain embedded location data (EXIF GPS). Website visitors may download and extract any location data from images on the Website.

Cookies

When you leave a comment on our website, you can agree to have your name, email address and website stored in cookies. This is for your convenience so that you do not have to re-enter your information when you leave another comment. These cookies will be stored for one year.

When you visit our login page, we set a temporary cookie to determine if your browser allows cookies. This cookie does not contain any personal data and is deleted when you close your browser.

When you log in, we also set several cookies to store your login information and the screen display you choose. The login cookies are stored for two days, and the screen options cookies are stored for one year. If you select "Remember Me", your login will be retained for two weeks. When you log out of your account, the login cookies are removed.

When you edit or publish an article, another cookie is stored in your browser. This cookie does not contain any personal data and only shows the post ID of the article you just edited. It expires after 1 day.

Embedded content from other websites

Articles on this website may contain embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves exactly as if the visitor had visited the other website.

These websites may collect information about you, use cookies, embed additional third-party tracking, and monitor your interaction with this embedded content, including tracking your interaction with the embedded content if you have an account and are logged into this website.

With whom we share your information

If you request a new password, your IP address will be included in the password reset email.

How long we keep your data

When you leave a comment, the comment and its metadata are stored indefinitely. This allows us to automatically detect and approve follow-up comments instead of holding them in a moderation queue.

For users who register on our website (if any), we also store the personal data they provide in their user profile. All users can view, edit or delete their personal information at any time (but they cannot change their username). Site administrators can also view and edit this data.

What rights you have over your data

If you have an account on this website or have left comments, you may request an exported file of the personal data we hold about you, including any data you have provided to us. You may also request that we delete any personal data we hold about you. This does not include data that we need to keep for administrative, legal or security reasons.

Where your data is sent

Visitor comments may be screened by an automated spam detection service.

Newsletter and broad communication

We send newsletters, e-mails and other electronic notifications (hereinafter referred to as "newsletters") only with the consent of the recipients or a legal permission. If the contents of a newsletter are specifically described in the course of registration, they are decisive for the consent of the users. Otherwise, our newsletters contain information about our services and us.

In order to subscribe to our newsletters, it is generally sufficient to provide your e-mail address. However, we may ask you to provide a name, for the purpose of personal address in the newsletter, or further information, if this is necessary for the purposes of the newsletter.

Double opt-in procedure: The registration for our newsletter is always carried out in a so-called double opt-in process. This means that after registration you will receive an e-mail in which you are asked to confirm your registration. This confirmation is necessary so that no one can register with other e-mail addresses. The registrations for the newsletter are logged in order to be able to prove the registration process according to the legal requirements. This includes the storage of the registration and confirmation time as well as the IP address. Likewise, changes to your data stored with the dispatch service provider are logged.

Deletion and restriction of processing: We may store unsubscribed e-mail addresses for up to three years on the basis of our legitimate interests before deleting them in order to be able to prove consent previously given. The processing of this data will be limited to the purpose of a possible defense against claims. An individual request for deletion is possible at any time, provided that the former existence of consent is confirmed at the same time. In the event of obligations to permanently observe objections, we reserve the right to store the e-mail address in a blacklist for this purpose alone.

The logging of the registration process takes place on the basis of our legitimate interests for the purposes of proving its proper course. If we commission a service provider to send e-mails, this is done on the basis of our legitimate interests in an efficient and secure sending system.

Notes on legal basis: The newsletter is sent on the basis of the recipients' consent or, if consent is not required, on the basis of our legitimate interests in direct marketing, if and to the extent that this is permitted by law, e.g. in the case of existing customer advertising. Insofar as we commission a service provider to send e-mails, this is done on the basis of our legitimate interests. The registration process is recorded on the basis of our legitimate interests to prove that it was carried out in accordance with the law.

Content: Information about us, our services, promotions and offers.

Performance measurement: The newsletters contain a so-called "web beacon", i.e., a pixel-sized file that is retrieved from our server when the newsletter is opened, or, if we use a shipping service provider, from their server. In the course of this retrieval, technical information, such as information about the browser and your system, as well as your IP address and the time of the retrieval, are initially collected.

This information is used for the technical improvement of our newsletter based on the technical data or the target groups and their reading behavior based on their retrieval locations (which can be determined with the help of the IP address) or the access times. This analysis also includes determining whether the newsletters are opened, when they are opened and which links are clicked. For technical reasons, this information can indeed be assigned to individual newsletter recipients. However, it is neither our intention nor, if used, that of the dispatch service provider to observe individual users. Rather, the evaluations serve us to recognize the reading habits of our users and to adapt our content to them or to send different content according to the interests of our users.

The evaluation of the newsletter and the measurement of success are carried out, subject to the express consent of the users, on the basis of our legitimate interests for the purpose of using a user-friendly as well as secure newsletter system, which serves both our business interests and meets the expectations of the users.

Unfortunately, a separate revocation of the performance measurement is not possible, in which case the entire newsletter subscription must be cancelled, or it must be contradicted.

WordGenie App

Purpose of data collection: personalized app.

Type of data collected: Email address, the user's first name and last name. If necessary, WordPress data and API key from OpenAI.

Storage of data: own database, data will be completely deleted upon request.

Sharing of data: Data will not be shared. You should not provide personal data to generate the texts, because it could be forwarded to OpenAI and other services.

Contact details: info@wordgenie.de

Regarding the use of the OpenAI API to generate text, we would like to emphasize that no personal data such as username, email, first name or last name is transmitted to OpenAI. The data submitted is limited exclusively to text used to generate content.

We would also like to point out that our users' WordPress credentials are stored in our database. We ensure that this data is protected by appropriate authentication measures and is not accessible.

Your personal OpenAI API Key is additionally encrypted on our database by the AES algorithm.

We take great care to protect the personal data of our users and strictly adhere to all applicable privacy laws and regulations. If you have any questions or concerns about privacy, please do not hesitate to contact us. We will be happy to assist you.

Use of the WordGenie App

The use of our app is free to use with our own OpenAI API key (as of May 2023).

Generating texts incurs costs according to the OpenAI API prices, as the app uses them.