

Audience measurement

Our platforms use the “Skalierbare Zentrale Messverfahren” (SZM) [scalable central measurement process] of the company INFOnline (www.infonline.de) to calculate statistical values on the use of our online platforms. This measures how often different pages are requested at different times. The process is anonymous, which means it cannot be determined that you were the person who visited a particular VZ page at a particular time. To be able to identify a computer system, the SZM audience measurement uses either a cookie (“ivwbox.de”) or a signature, which is created using various automatically transmitted data from your computer. IP addresses are not saved, and are only processed anonymously, so that it is not possible to link anything to your computer.

The audience measurement was developed with data protection in mind. The reason for such a measurement is to find out how many users visit a website and how intensively it is used. As outlined above: At no point is it determined who the individual user actually is. Your identity will always remain protected. You will also not be shown advertising through the system.

All companies who are members of the “Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.” (IVW – www.ivw.eu) [Association for the Measurement of Media Circulation], or who took part in the “internet facts” study conducted by the “Arbeitsgemeinschaft Online-Forschung e.V.” (AGOF – www.agof.de) [Working Group for Online Media Research], will have access to the usage statistics that result from this audience measurement on a monthly basis. These will be published by AGOF and the “Arbeitsgemeinschaft Media-Analyse e.V.” (ag.ma - www.agma-mmc.de) [Media Analysis Working Committee], as well as by the IVW. This will be accessible at www.agof.de, www.agma-mmc.de und www.ivw.eu.

In addition, the IVW examines the measurement process regularly to ensure it conforms to data protection rules.

Further information about audience measurement can be found on the website of INFOnline GmbH (www.infonline.de), which conducts the measurement, on the data protection webpage of (www.agof.de/datenschutz) and on the data protection webpage of the IVW (www.ivw.eu).

You can choose to opt-out of the data processing done by the audience measurement here: optout.ivwbox.de
Simply click on “opt-out cookie” and your visits will no longer be measured.

Please note: If you delete your cookies – and therefore this opt-out cookie, you will need to visit the link again and re-activate the opt-out function. Otherwise, your page requests will be measured.

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