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???? ??????: 2 ????? 2026

??? ????? ?? ??????????? ???? ???????? ????. ???? ??????? ??????? ???? ????? ??? ????. ???? ????? ??? ???? ????? ?? ???, ???? ????? ????? ??????? ??????? ???? ???? ??????? ??, ??? ?? ????????? ??? ????? ?????? ????? ?????? (GDPR) ???? ???? ??????? ??????? ????????? ?????????? ?????? (TDDDG).

????? ??????

????? ?????? ????? ?-GDPR ???:

FUCHS Enprotec GmbH
Stocktal 2
56727 Mayen
??????

????? ?? ??? ????"??? ?"? ???????? ????? (Dr. Christian Henrich) ??'???? ?????? (James Horton).

?????: +49 2651 8004-0
???"?: info@fuchswater.com

????? ???? ???????

????? ???? ??????? ?? ????? ?????? ???:

Dipl.-Jur. Georg A. Edeler
icertificate GmbH
Werner-von-Siemens-Straße 15
Industriepark Kottenforst
53340 Meckenheim
???"?: kontakt@icertificate.de

??? ???? ?????? ????? ?????? ??????? ?????????, ????? ????? ??? ?? ?????? ?????? ???? ??????? ????, ??????? ???? ???? ??"? ?? ????"? ?????? info@fuchswater.com.

???? ????? ?????? ??????

??? ?????? ?????? ?????? ?? ???????? ????????? ???? ?? ????? ?????? ????? ????? ??? ??????? ???? ??? ?????? ????????? ????, ?? ????? ????? ?? ??????? ???.

????? ?????? ??????, ????? ?????, ???:

- ??????? (???? 6(1)(?) ?-GDPR; ???? ???? ?????? ????? ??????? ?????? ??????? ???????? – ????? ?? ???? 25(1) ?-TDDDG),
- ???? ???? ?? ?????? ????-?????? (???? 6(1)(?) ?-GDPR),
- ???? ???? ?????? (???? 6(1)(?) ?-GDPR),
- ???? ?? ????????? ?????????? ???? (???? 6(1)(?) ?-GDPR).

??????? ??????? ?????? ???? ????? ?????? ???? ????????, ????? ???? ????? ????? ?????? ??????? ???. ??? ??????? ????? ?? ???????, ????? ???? ???? ??? ?? ?? ???? ?????. ????? ?????? ????? ?? ????? ?????? ???? ????? ???.

??? ???? ?????? ???????? ????? ????, ????? ??????????, ??? ???? 22 ?-GDPR. ????? ??????? ????? ??? ?????? ??????; ?? ???, ??? ?????? ???????? ????? ???? ??????, ?? ???? ???? ???????? ?? ??????????.

????? ?????? ??????

??? ???????? ???? ????? ??? ??? ????? ?????? (Laravel Cloud). ??????, ??? ??????? ?????? ????? ????? ??????? ????? ???????? ?? ???? (?????? ???????). ??????, ?????? ?????? ???? ?????? ??????? ??????? ????? ?????????? ?? ???? ???; ??? ???? ????? ?????, ????? ?-IP ???? ?????? ?????? ?????? ????? ????, ??? ????? ?? ????? ????? ?????? ????.

????? ????? ????? ?????? ???????, ??? ??????? ????? ???? ????? ???????? ?? ???? ??? (Laravel Nightwatch). ??? ?? ???? ???? ???? ????? ??????, ?????? ????? ???? ?? ?????? ????. ?????? ?????? ?????? ?????? ?? ????? ?????, ???? ????? ?-IP. ?????? ???? ?? ??? ?????? ????? ??????.

??????, ????? ??????? ????? ??????? ?? ??? ??????? ????. ??? ??? ?????? ??????? ???????? ???? Google Fonts ?? ????? ????????; ??? ????? ???? ????? ?? ????? ???????? ??? ??? ?????? ????.

????? ?????? ??? ??????? ???????? ???? ?????? ?????, ????? ?????? ?? ?????? ?????? ???? (???? 6(1)(?) ?-GDPR). ???? ?? ???? ???? ????? ?????? ??? ???? 28 ?-GDPR.

????? ???? ????? ???? ???

??? ????? ???? ???????? ???? ??????? ????? ????? ??????? ?????? ?????, ??? ?????? ???? ????? ????? ????? ???. ?????, ?????? ????? ???????????, ??? ?????? ?????? ?????? ??? ????? (??? ?????), ???? ????? ??????, ?? ?????? (Referrer) ?????? ?????? (User-Agent). ????? ?-IP ???? ???? ????? ????? ??.

????? ?????? ??? ??????? ???????? ???? ???????, ????? ?????? ?? ??? ???????? ???? (???? 6(1)(?) ?-GDPR).

?????? ??????

??? ??????? ??????? (Cookies) ???????????? ?????. ?????? ??????? ?????? ????? (???? ?????? ?????, ????? ???? ?????? ??????? ??????? ???? ??????) ?????? ?????? ???? ??????? ???? ??????? ???????? ???? ??? ???? 25(2) ?-TDDDG, ??? ???? ??????.

??? ???????? ????? ??????? ??? ????? ????? ?? ???? ???? ??????? ???????. ??????? ???? ?????? ???? ????? ?????? ????? ????? ????????? ?????:

- **?????:** ???? ?????? ????, ???? ????.
- **?????????:** ????? ???? ???? ??????? Google Analytics ??? ????? ?????? ??????? ????? ??'?? ????, ??? ????? ?????? ????.
- **???? ???????:** ????? ????? ???????? ???? ?????? ????? (YouTube/Vimeo) ???? ?????? (OpenStreetMap).

?? ??? ?? ???? ?? ???????, ?? ????? ?????? ?????????? ??"? ??? ?????? ???????? ????????? ???????. ???????? "??? ????" ?"???" ??????? ????? ???? ???.

???? ????? ??????? ??????????? ?????? ?????? ???? ??? ???????:

- **fuchs_consent** (?????): ???? ?? ?????? ???? ????? ??????, ???? 180 ???.
- **?????? ????? (Sitzungs-Cookie)** (?????): ????? ?? ?????? ???? ?????? ??????, ???? ??? ????? ?????; ???? ??? ?????? ???? 120 ???? ?? ???? ??????.
- **XSRF-TOKEN** (?????): ??? ?? ????? ???? ???? ????? ????-?????, ???? ???? ??????.
- **_ga ?-_ga_<????>** (?????????, ?? ????? ????????): ?????? ?? Google Analytics ?????? ??? ???????, ???? ?? ??????.

????? ????? ?? ???? ?? ??????? ??? ?? ??? ?????? "?????? ??????" ?????? ????. ????? ?????? ???????? ???????? ?? ????? ??? ???? 6(1)(?) ?-GDPR ?????? ?? ???? 25(1) ?-TDDDG.

???? ????? ??? ??????? ????"?

???? ??? ????? ????? ??????? ???? ????? ???? ?? ????"?, ??? ?????? ?? ??????? ?????? (???? ??, ????? ???"?, ???? ?????, ???? ??????, ???/??? ???? ?????/?, ????? ????? ??????) ????? ????? ????????. ?????? ?????? ?????? ?????? ???? ???????? ????? ????? ??????? ????? ????; ????? ????? ????. ????? ???? ?????? ???? ?????????, ????? ???? ??? ???? ????? ???? ???, ??? ????? ?? ?? ??? ??????; ?? ?????? ???????? ?????? ?????? ??????.

????? ????? ?????? ????"? ???? ??? ??????? ???? ???? ?? ??? ????? ?????, ???? ???? ???? ????? ?????? ??? ???? 28 ?-GDPR.

????? ?????? ??? ???? 6(1)(?) ?-GDPR, ??? ???????? ????? ?????? ?? ????? ?? ????, ???? ??? ?????? – ??????? ???????? ???? ????? ???????? (???? 6(1)(?) ?-GDPR). ??????? ?????? ???? ????? ?????? ??? ????? ?????, ????? ???? ????? ????? ??????? ???.

????????? ?????

????????? ????? ??????? ?????? ???????? ???? ????, ?? ????? ??????? ????????. ??? ?????? ?? ??????? ??????? (???? ??, ???? ???, ???? ????? ????? ????? ?????, ?????? ???, ???? ?????? ???? ??? ?????? ?????? ???? ????? ???? ???????) ?? ??? ????? ????? ???? ?????.

????? ??????? ?????? ?????? ?????? ?????? ????? ???? ??????, ????? ???? ????? ?? ?????? ??????. ????? ?????? ??? ???? 26(1) ???? ???? ??????? ?????? ?????? (BDSG) ?????? ?? ???? 88 ?-GDPR (???? ?????? ????? ???? ?????), ???, ??? ????? ????? (???? ?????? ????? ???????), ???? 6(1)(?) ?-GDPR. ?? ?? ?????? ???? ?????, ????? ???????? ???? ?????? ???? ?? ????? ????? ?????? ???? ???? ?????, ??? ?? ?????? ?????? ????? ????? ????, ????? ???? ????? ????? ??????.

?'????? ????? ???? ???????? "??????? ?????"

???? ???????? ???? ??? ?????? ???? ?'?? ????? ???? ????????, ????? ?? ????? ????? ???????, ???????? ???????? ????. ??????? ?????? ??? ????? ????? ????? ????? ??????? ????? ???? ???????? ?????? ????? ????? ?????, ???????? ????. ?????? ??????? ????? ?? Anthropic (Anthropic PBC, ???"?) ???? ??????, ???, ????? ?? ???? ?? ???? ???, OpenAI (OpenAI, L.L.C., ???"?). ????? ????? ???? ?????, ??????? ????? ????? ?????? ????? (Embedding), ???? ?? ?????? ?-OpenAI. ????? ????? ?????? ?? ??????, ????? ???????? ??? ???? ?????? (API) ???? ???? ?????? ?????? ???????; ??? OpenAI ?????? ????? ?? ????? ??????.

?? ?????? ????? ?????? ?????? ?????? ??'??. ?????? ????? ????, ??? ??????? ?? ???? ?????? ?????? ???, ?????? ?? ??? ?????? ?? ????? ?-IP ???? ????? ???? ????, ??? ????? ?????. ???? ????? ????? ????? ??'?? ???? ????? ???? ???? ?????? ????, ??????? ?? ????? ???. ??? ???? ????? ???? ????? ????? ?????? ????, ????? ?? ?????? ????? ?????? ?? ???, ????? ????? ??????? ??????.

??? ????? ???? ????? ????? ???? ???? ????? ????? ????? ????, ??? ?????? ?? ?????? ??'??. ??? ??????? ??? ??? ?????:

- **??? ???????** ??? ?????? ?? ??? ????? ????? ?????? ????????? ??? ?????: ????, ?????, ???? ?????? ????? ??????, ???? ?????? ?????? ?????? ?? ?????. ????? ??, ???? ????? ??????? ???? ????. ??? ????? ??? ??????? ??????? ?? ??? ?????.
- **???????? ???????? "?????????"** ??? ?????? ????? ?? ???? ????? ???????. ???? ??????, ?????? ???"? ?????? ????? ????? ????? ???????. ?????? ?????? ??? ?????? ????? ????? ?????? ?????? ???? ??? ????? ????.

????? ???? ?????? ?????? ???????? ???? 90 ???. ????? ?????? ????? ?? ???????? ??????? ?????? ????????? ??? ??????? ???????? ???? ?????? ???? ?????? ?????? ???????? ??????? ?????? ???? (???? 6(1)(?) ?-GDPR); ????? ?????? ?????? ???? ????? ??? ??????? (???? 6(1)(?) ?-GDPR). ???? ????? ????????? ??????? ?? ????? ?????? ?????? ?????? (???"?). ?????? ??????? ??????? ??????? ??????? ??? ???? 46 ?-GDPR, ????? ????? ?????? ????????? ?? ?????? ?????? ???????.

???? ??? (OpenStreetMap)

????? ???????? ?? ????? ???? ????, ??? ??????? ????? ???? ?? OpenStreetMap, ?????? ?? ??? OpenStreetMap Foundation (?????? ???????). ???? ????? ?? ???? ????? ??????? ????????? "???? ???????". ??? ????? ????? ????, ????? ?-IP ???? ?????? ????, ??? ????? ?????? ????? ????? ????? ???? ?????? ????. ?????? ???? ?????? ?????? ??????? ?????? ?? ??? ???? ??????? ???????. ????? ?????? ??? ??????? (???? 6(1)(?) ?-GDPR, ???? 25(1) ?-TDDDG).

?????? ????? ??????? (YouTube ?-Vimeo)

??????? ??????? ??? ?????? ?????? ????? ?? ?????? YouTube (Google Ireland Limited, ??????, ?? Google LLC, ???"?) ?-Vimeo (Vimeo.com, Inc., ???"?). ????? ??? ?????? ?? ???? ????? ??????? ????????? "???? ???????" ?????? ????? ?? ?????? ??????? ?????????. ?? ?? ????? ????? ????? ????, ???????? ???? ????? ?-IP ???? ???, ????? ?????, ?????? ??????. ?????? YouTube ??? ??????? ???? ???? ??????? ?????? (youtube-nocookie).

????? ?????? ??? ??????? (???? 6(1)(?) ?-GDPR, ???? 25(1) ?-TDDDG). ??? ??????? ?? ??????? ?????? ????"?, ???? ????? ?? ???? ??????? ??????? ??? ???? 46 ?-GDPR, ??, ???? ?????? ???????, ?? ???? ????? ??????? ?????? ?????? ??????? ??? ?????? ??????? ????"? (EU-US Data Privacy Framework). ????? ?????? ????? ?????? ??????? ????? ????? ???????? ??????? ?? ?????? ??????????.

????? ??? ??????? Google Analytics

????? ????? ??????? ?? ?????? ???? ???????? ???? ??????? ?????? ????, ??? ??????? ?-Google Analytics 4, ????? ????? ????? ?? Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, ?????? .

Google Analytics ???? ?? ??? ???? ????? ??????? ???? ????????? "?????????". ??? ??????? ?? ???? ?????? ????? ?????, ?? ?????? ?????? ????? ??? ????? ????? ????? ?-Google.

??????? ??????? ?????? ????: ????? ????? ???? ?????? ???, ???? ???? ??????, ??? ????? ????? (Referrer), ????? ?? ??????, ????? ??????, ?????? ?????????? ????, ???? ???????? ????? ?? ??? ????? IP ??????, ??? ???? ?????????? ????? ????? ?????? ???? ?? ?????? ???? ???????? ??????. ???????????? ?-IP ??????, ?????? ?-IP ???? ?????? ???? ?? ????? ????.

???? ?????? ???? ????, ??? ?????? ???? ????? ?? ??????? ??? ????? ???? ????? ???????: ????? ????? ????? ???, ????? ???????, ????? ????, ????? ????? ??'??, ??? ?????? ?? ????? ????? ??????? ???"?. ?-Google ?????? ?? ?????? ??????? ????????? ??????, ??? ?????; ????, ?????? ???"?, ???? ?????? ?? ????? ??????? ???? ??????? ?-Google.

??? ??????? ?-Google Analytics ??? ????? ??????? ?????: ??? ????? ?-Google Ads, ??? ???????? ????????? ?? ?????, ???? ????? ????????? "Google Signals". ????? ?????? ?? ????? ??????? ???????? ?-Google Analytics ?????? ?? ????? ?-14 ??????.

???? ???? ????? ??? Google Ireland Limited. ?? ???? ????? ????? ?????? ?-Google LLC ????"?. Google LLC ?????? ?????? EU-US Data Privacy Framework, ?????? ????? ????? ?????? ?? ?????? ?????? ???????; ?????, Google ???? ?? ????? ?????? ????????? ??? ???? 46 ?-GDPR. ?? Google ???? ???? ????? ?????? ??? ???? 28 ?-GDPR.

????? ?????? ??? ?? ??? ??????? (???? 6(1)(?) ?-GDPR, ???? 25(1) ?-TDDDG). ????? ???? ?? ??????? ??? ?? ?? ???? ????? ??? ?????? "?????? ??????" ?????? ????. ???????, ????? ????? ????? ?????? ?? ??? Google Analytics ??????? ???? ?????? ????? ?? ??? Google: tools.google.com/dlpage/gaoptout. ???? ???? ?? ???? ?????? ?????? ??????? ??? Google ????? ???????? ??????? ?? Google ?????? policies.google.com/privacy.

?????? ???????? ?????? ???????

???? ?????? ??????? ??????, ?????? ??????? ?????? ??? ???? ?????? ???? ????? ?????? ??????. ??? ?????? ???? ?????? ?????? ???? ????? ?????? ????? ????.

???? ???????? ???? ????? ??????? ????????? ???? ?-LinkedIn ??-Instagram. ????? ???????? ?????? ??? ????? ??????? ?? ??????; ????? ?????? ?????? ?????? ?? ?? ????? ?? ?????? ??????? ????????? ?????????. ??-?? ????? ???? ???? ??????? ?? ???? ????????.

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????? ?????? ????, ??? ??????? ???? ????? ????? ?????? ????? ???? ??????. ????? ?? ??????? ?? ??? ??????? ?? ????? ??????? ?? ????? (??, ????? ???"?, ?????) ??? ???? ?? ?????? ????? ??????. ????? ?????? ??? ??????? ???????? ???? ??????? ?????? ?????? ????? ?????? ?? ???? (???? 6(1)(?) ?-GDPR), ????? ?????? – ?????? ?? ???? 26(1) ?-BDSG. ?????? ??????? ???? ???? ??????? ???.

????? ??????? ????

??????? ?????? ?? ????? ?????? ????? ?????? ?????? ????. ??????? ??:

- ??? ?????? ??????? ????, ???? ????? ???? ?????? ??????? (????? ?????? ???????),
- ??? ??? ????? ???? (??????),

- ???? ????? ????????? Anthropic ?-OpenAI, ????? ?? ????? ?'?? (???"?),
- Google Analytics, ?? ??? ????? ?????? ????????? ????????? (??????/???"?),
- ???? ???? ??????? (OpenStreetMap, YouTube, Vimeo), ?? ??? ????? ?????? ????? ???????,
- ?????? ??????, ?????? ???? ????, ??? ???? ??????? ??? ?? ?? ???.

?? ?? ????? ??????? ?????? ????? ??? ???? 28 ?-GDPR. ????? ??????? ??????? ?????? ?? ?? ???? ????? ?????? ?? ??????? ??????? ??? ???? 46 ?-GDPR, ????? ????? ?????? ????????? ?? ?????? ?????? ???????. ???? ???? ???? ?? ???????? ???? ??? ???? ???? ?????? ????.

????? ?????? ?????

- **???? ?????? ?? ?????? ?????? ??? ?????:** ?? ??????, ??? ????? ?????? ??????; ??? ????? IP.
- **????? ????? ???:** ?? ?????? ????? ????????, ????? ??? ?? ?????? ????? ????? ??????.
- **?????????:** ????, ?? ???? ?????? ???? ???? ?????.
- **????? ?'??:** ????? ???????? ???? 90 ???.
- **?????? ?????:** 180 ???.
- **????? Google Analytics:** 14 ??????.

????????? ?????? ????

???? ??????? ??????? ??????? ???, ?????? ??????? ??????? ?????:

- ???? ???? (???? 15 ?-GDPR),
- ???? ????? (???? 16 ?-GDPR),
- ???? ????? (???? 17 ?-GDPR),
- ???? ?????? ?????? (???? 18 ?-GDPR),
- ???? ??????? ?????? (???? 20 ?-GDPR),
- ???? ?????? ????? ??????, ?? ???? ????? (???? 7(3) ?-GDPR).

?????? ????????? ?? ?????? ???? ??????? ????? ?????? ????? ???? ?? ?????? ???? ??????? ????.

???? ???????

??? ???? ?????? ?????? ?????? ?? ???? ???????? ????????? (???? 6(1)(?) ?-GDPR), ????? ??? ????? ?????? ??? ?? ?????? ??, ?????? ??????? ?????? ?????? (???? 21 ?-GDPR). ????? ???, ?? ????? ???? ?? ??????? ??????? ????, ??? ?? ???? ?????? ??????? ???? ???? ??????? ?????, ??????? ?? ?????????, ??????? ????????? ????, ?? ??????? ???? ??????, ????? ?? ???? ?? ?????? ???????.

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???? ????? ??? ??? ???, ????? ??? ????? ????? ????? ????? ????? ?? ???? ??????, ?? ??? ?????? ?? ????? ??????? ??????? ???? ??? ?? ?-GDPR. ???? ?????? ??????? ?????? ???:

Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Rheinland-Pfalz
Hintere Bleiche 34
55116 Mainz

????? SSL ?? TLS

??? ??????? ?? ?????, ????? ????? ?????? ?? ????? ????? ??????, ?????? SSL ?? TLS. ????? ????? ???? ????? ??? ????? ?????? ?????? ?????? ?-"https://".

??????? ?????? ??????? ?????? ??

??????? ?????? ?? ?????? ????? ???? 2026 ???? ????? ????. ?? ??????? ??? ???????? ????????? ????, ??? ?????? ?????? ????? ?? ?????? ??????????, ????? ????? ???? ????? ??????? ??. ????? ??????? ????? ????? ???? ????? ??.