

Media Data 2021

**#360° SPECIALIST EXPERTISE**



OUR JOURNAL



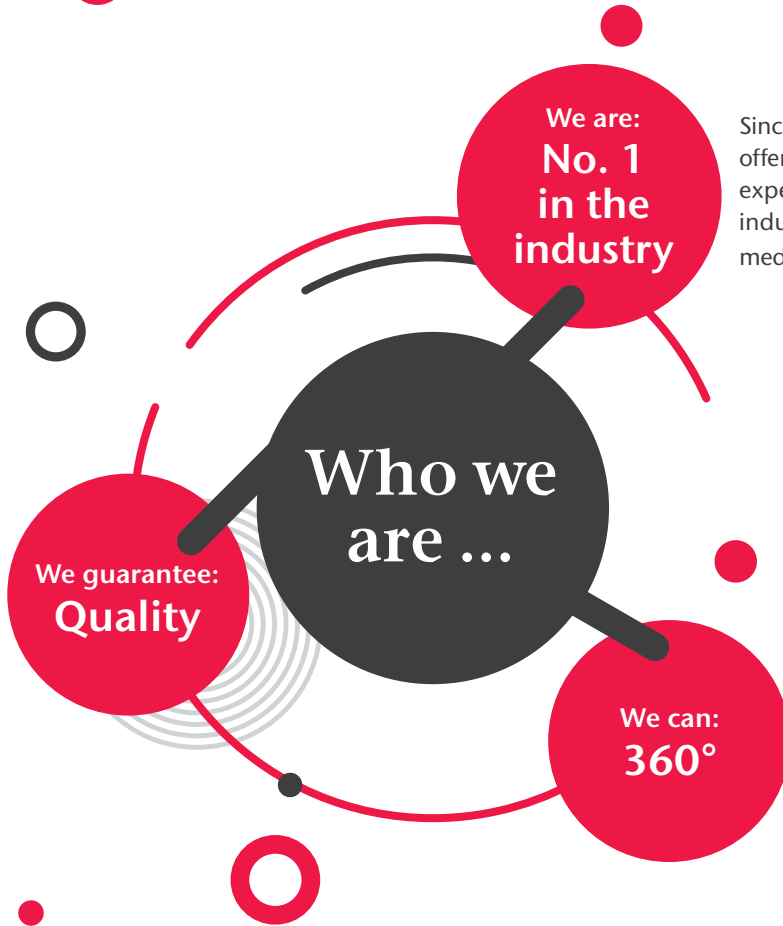
OUR PORTAL

Exclusive media  
partner of

 OTWORLD



Peer review of all research papers and quality journalism ensure independence and the value of the information.



We are:  
**No. 1  
in the  
industry**

Since 1949, we have been offering first-hand, specialist expertise and reach our industry like no other medium.

**Who we  
are ...**

We guarantee:  
**Quality**

We can:  
**360°**

Print magazine, online portal, video, web seminar, seminar, event or congress. We offer the complete overview of the trade.



# What do we mean by **#360°SPECIALIST EXPERTISE?**

The perfect interplay of various media components to engage interested readers as well as all involved in the industry in order to reach them everywhere with the quality they expect.



## **THE JOURNAL – OUR CLASSIC**

- Advertisements
- Inserts
- Special advertising formats
- Job ads
- Advertorials



## **THE PORTAL – OUR NEW THING**

- Online job ads
- Banner ads
- Appointment/seminar bookings
- Newsletter/job newsletter
- Advertorials





## What do others say about us?



*Being in print had little to do with the success of the OT, just as having its content available digitally in the future will have little to do with it as well. We ensure our own success by creating the content of OT jointly, being involved in it and always striving to improve OT. It is the voice of the trade, where we share our experience and visions.*

**Klaus-Jürgen Lotz**, Honorary President of the German Association of Orthopaedic Technology (BIV-OT)



*For me personally, OT has been a reliable source of information for almost 30 years for the latest in trade policies, law, trade techniques and training. Again and again, I literally have an "aha moment" when I come across competent ideas that I can ultimately use in my daily work.*

**Ingo Pfefferkorn**, President of the Association of Advanced Training in Orthopaedic Technology (FOT)



*The wide variety of topics in the journal, ranging from articles on scientific and technical advances relevant to the industry to sociopolitical articles, make it especially interesting for a broad audience – patients, technicians and manufacturers.*

**Friedbert Kohler**, former President of the International Society of Prosthetics and Orthotics (ISPO)



*OT has been part of my professional routine since my training days. Every BUFA student receives a copy each month and can keep up with the latest trends in the field. Of course, the layout has changed over the years; the OT look is always up-to-date. The content reflects the development of technology.*

**Stefan Bieringer**, Director of the Federal Technical School for Orthopaedic Technology (BUFA)

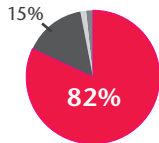


# We help you reach your market...

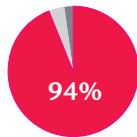
A study by the Allensbach Institute, 2019\*\* confirms:

The first contact for acquiring medical devices is a medical supply company or an orthopaedic technology or orthopaedic footwear business.

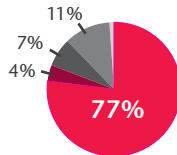
## Compression stockings



## Orthopaedic insoles



## Supports/ orthoses



- Medical supply company / orthopaedics business
- Pharmacy
- Doctor's office
- Hospital
- Other / no response

## Access to orthopaedic devices affects everyone!

**72.5 million** persons insured with statutory health insurance



\*One out of **four** is provided with an **orthopaedic device**.

Source: \*National Association of Statutory Health Insurance Funds (GKV-Spitzenverband) 2018;

\*\*Allensbach Institute 2019, Nutzen und Wirksamkeit medizinischer Hilfsmittel (Engl. translation of title: Benefits and Effectiveness of Medical Devices)

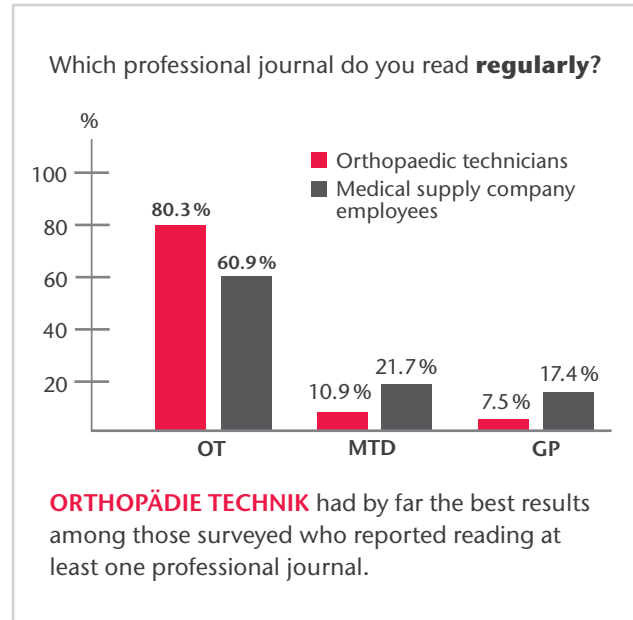


## We help you reach your market ...



### THE JOURNAL – OUR CLASSIC

- has more than **3,000** subscribers for every issue who have OT in circulation
- reaches more than **80%** of orthopaedic technicians
- reaches more than **60%** of medical supply company employees



Source: survey of visitors to OTWorld by IMK market research institute (2018)



# We are more than orthopaedic technology ...



## Regular TOP topics for **footwear technicians!**

- Renowned orthopaedic footwear authors from the business
- Unique: orthopaedic footwear committee guarantees peer review!
- Lower limb prosthetics, foot and shoe, insoles, diabetic foot, materials and fabrication, devices for athletes, biomechanics/measurement technology

(The vast majority of OT companies provide footwear technology.)



## First-hand information for **medical supply companies!**

### For treatment of:

- Compression
- Insoles
- Scars
- Lymphology
- Osteoarthritis
- Athlete care

### Specialist sales:

- Time to act
- Digitalisation
- Social media for medical supply companies



## Always up to date with individualised **rehabilitation technology!**

### Treatment concepts:

- Wheelchair fitting
- Sports orthopaedics
- Walking aids
- Sitting and positioning
- Paediatric rehabilitation
- Technical developments such as exoskeletons or brain-computer interfaces for controlling environment and wheelchair

Every year features main topics on neuro-orthopaedic diseases such as SCI, ICP, spina bifida, stroke or ALS.

Always from an interdisciplinary and inter-professional viewpoint!



## Our schedule of topics and deadlines for the research papers

Peer review:  
Trust is good – control is better.

Issue	Main topics of research papers	Advertising deadline	Artwork deadline	Publication date
January	Trunk orthotics // Digitalisation and 3D	04/12/2020	11/12/2020	04/01/2021
February	Upper limb prosthetics // Orthopaedic insoles	13/01/2021	20/01/2021	04/02/2021
March	Neuro-orthopaedics // Paediatric orthopaedics	11/02/2021	18/02/2021	05/03/2021
April	Upper limb orthotics // Osteoarthritis	10/03/2021	17/03/2021	01/04/2021
May	Lower limb prosthetics // Medical supply company: focus on breast care	14/04/2021	21/04/2021	06/05/2021
June	Compression therapy // Burns, burn wounds and scars	12/05/2021	19/05/2021	04/06/2021
July	New technologies // Geriatric homecare	14/06/2021	21/06/2021	06/07/2021
August	Osseointegration/residual limb surgery // Socket and liner	12/07/2021	19/07/2021	03/08/2021
September	Rehabilitation technology // Foot and shoe: diabetic foot	12/08/2021	19/08/2021	03/09/2021
October	Sport orthopaedics / sport prosthetics // Rehabilitation	14/09/2021	21/09/2021	06/10/2021
November	Lower limb orthotics // Compression therapy	12/10/2021	19/10/2021	04/11/2021
December	Measurement technology // Prosthetic components	11/11/2021	18/11/2021	03/12/2021

*The schedule of topics includes our research papers that will be evaluated by the scientific committee in a peer review procedure. The editorial staff reserves the right to modify the schedule of topics. In addition to peer review, other focus areas will be offered.*





## Additional focus topics

### From the **associations** ...

As the official organ of BIV-OT (umbrella organisation of associations and state associations of orthopaedic technology) and ISPO Germany, we have close ties to the top associations in technical orthopaedics. We maintain continuous dialogue with the key provider groups and associations in the medical device sector.  
**#medicaldevicedirective**

### From the **workshop** ...

Every service is customised for the individual patient. We craft innovative devices, keep an eye on advances in materials and tools and report on where the trade is practiced. **#providingdevices**

### From the **medical supply company** ...

What does a medical supply company need to satisfy its customers? What does a modern establishment look like? How does a company present itself in social media? We have the answers. **#pointofsale**

### From the **lecture hall** ...

High-quality education and further training is indispensable for the trade and its specialists. We report from professional schools, share the contents of seminars and document the continuous development of knowledge.  
**#completionoftraining**

### From the **congress** ...

We make a concise summary of the latest information from congresses and symposia and document the presentation on the added value of an inter-professional treatment team as an example.  
**#otworld**

### From the **trade fair** ...

When manufacturers present their latest innovations at the relevant industry events, we are there and summarise the most exciting new products impartially and competently.  
**#networks**

### From the **industry** ...

Thanks to well-maintained contacts in the sector, we keep close to things – from presentations of new products to companies' current personnel decisions and growth strategies. **#hardware**

### From **research** ...

We are considered a reputable professional journal for science and research and are thus in regular dialogue with many universities and institutes about the projects of today and the products of tomorrow.  
**#nextgeneration**






### From the **future** ...

No movement means losing ground. The industry is subject to constant change. The mega-trend of digitalisation is all around us, making profound changes to the business. What can we expect and what has already become reality? We provide the answers.  
**#technologyforpeople**

# ... to **OT**



# Advertisement formats and prices for OT

Size	Prices for 4c	In bleed*	In print space
Cover 	EUR 4,315	–	130 x 155 mm
1/1 	EUR 3,450 <b>Cover pages 2 + 3</b> EUR 3,750 <b>Cover page 4</b> EUR 3,990	210 x 297 mm	185 x 265 mm
1/2 	EUR 2,545 <b>Table of contents**</b> EUR 2,790	Portrait: 103 x 97 mm Landscape: 210 x 148 mm	Portrait: 90 x 265 mm Landscape: 185 x 130 mm
1/3 	EUR 1,950	Portrait: 70 x 297mm Landscape: 210 x 105 mm	Portrait: 59 x 265 mm Landscape: 185 x 90 mm
1/4 	EUR 1,590	Landscape: 210 x 82 mm Corner: 103 x 147 mm	Landscape: 185 x 65 mm Corner: 90 x 130 mm



## DISCOUNTS & SURCHARGES

### Quantity scale

**4 or more** 1/1 page ads per insertion year: 3%

**12 or more** 1/1 page ads per insertion year: 10%

### Frequency scale

**4 or more** ads per year: 3%

**12 or more** ads per year: 10% (regardless of advertisement size)

### Not eligible for discounts:

Cover, cover page 2–4, table of contents

### Please note:

Special positioning upon request and for a 10% surcharge on the regular price.



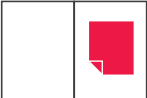
VAT added to all prices.

\*3 mm on all pages with crop marks

\*\* Can be ordered only in 1/2 portrait ad format



## Special advertising formats in OT

	Format	Max. weight	Placement	Print run	Price
<b>Bound-in insert</b>  <ul style="list-style-type: none"> <li>- Bound to the journal</li> <li>- Noticeable placement</li> </ul>	2 page 4 page	150 g/m <sup>2</sup>	In interior	3,200	EUR 3,880 EUR 5,880
<b>Inserts</b>  <ul style="list-style-type: none"> <li>- Intensive appeal</li> <li>- No temporal scattering</li> </ul>	Max. width 205 x height 290 mm	Up to 25 g Up to 50 g	In interior	3,200	EUR 2,987 EUR 3,187
<b>Advertising stickers</b>  <ul style="list-style-type: none"> <li>- On your ad</li> <li>- Reader can immediately take out product/info</li> <li>- High level of attention</li> </ul>	On 1/1 page ad	25 g	In interior	3,200	EUR 3,990

VAT added to all prices. // Bound-in inserts, loose inserts, tip-ins and any manual costs are not eligible for discounts.

✉ **Shipping address for loose inserts, bound-in inserts and tip-ins:**

Brühlsche Universitätsdruckerei GmbH & Co. KG  
 – Warenannahme – // "Beilage OT issue/year"  
 Am Urnenfeld 12 // 35396 Gießen, Germany (deliveries: 7 am – 4 pm)



Other special  
 advertising formats  
 by request and with  
 3 months' notice.



## Job and classified ad section – Formats and rates

Looking for qualified personnel? We can help! We have the most important job exchange for professionals in orthopaedic technology, rehab technology and medical supply companies.

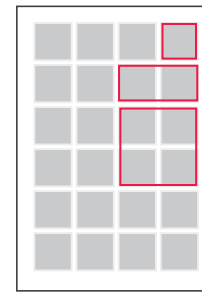
Of course, you can also post or find equipment or your company under „Miscellaneous“.

**NEW:** Benefit from the **digital options** and expand your job opening. More on the next page.

Module	Module price	Size W x H mm	
		Landscape	Portrait
2	EUR 190	85 x 40mm	–
3	EUR 285	130 x 40mm	–
4	EUR 380	175 x 40mm	85 x 85mm
6	EUR 570	130 x 85mm	85 x 130mm
8	EUR 760	175 x 85mm	85 x 175mm
10	EUR 950	–	85 x 220mm
12	EUR 1,140	175 x 130mm	85 x 265mm
24	EUR 2,280	175 x 265mm	–

No positioning requests available for the job and classified ads section. Job ads are not eligible for discounts. VAT added to all prices. In case of cancellation of an advertisement we have processed, we will charge at least the typesetting costs incurred. All job and classified ads will be published online on the platform from the first of the month for four weeks.

Sketch of print issue



1 module

2 modules

4 modules

Price per module:  
 EUR 95

(minimum size: 2 modules)



### OPTIONS FOR THE MODULE PRICE

+ **Colour surcharge:** EUR 300  
 (regardless of number of modules)

+ **Typesetting per module:**  
 EUR 6.50

+ **Box number ad:** EUR 9.95



# Job board

Expand your search and specifically target your new qualified personnel online as well. Our online job board is the ideal meeting point for companies and applicants.

First get their attention. Then get them excited about your company. Show your best side.

With our **#360° PACKAGES**.


→ All job ads booked will be published online for four weeks on the digital job board at 360-ot.de.

**Online publication of the job opening from the first of every month.**

Inclusion of the job opening in the OT job market newsletter.

**Basic**

Price for print ad see page 12



- OT job board newsletter
- + Customisable job description page (expanded contact data, e.g. own URL, categorisation, banner, photo gallery, QR code and/or video)
- + Link to an own profile page (active for one year) with brief company profile and list for current portfolio of job openings (banner, photo gallery, video)
- + The job will be marked as "highlighted"

**XL**

Price for print ad + EUR 500 (can also be booked separately)

VAT added to all prices.



## Technical data of OT

<b>Printing method:</b>	Offset
<b>Cover:</b>	200 g matte coated picture print paper
<b>Content:</b>	100 g matte coated picture print paper
<b>Binding:</b>	Glued binding
<b>Colours:</b>	CMYK (no special colours)
<b>Colour profile:</b>	ISO coated v2 (ECI)
<b>Print data resolution:</b>	300 dpi
<b>File format:</b>	Preferably PDF/X-3 file
<b>Data transmission:</b>	E-mail
<b>Data service:</b>	Your print data will be checked by our graphics department before printing free of charge. We will notify you of any errors.



All text and images at risk of trimming should be placed at least 10 mm from the bleed margin.

For trim format, the bleed margin is 3 mm on all sides.

Job ads do not require a bleed margin.



## Achieve more with the 360 degree view ...

- Information on industry, market, politics and associations
- More than 100 research papers freely available
- Clearly organised online shop
- Digital overview of job market
- Relevant seminars in one place
- Overview of special dates in the industry



### TARGET GROUPS OF THE PLATFORM



- **Members of the treatment team** who wish to provide patients with quality, interdisciplinary care (e. g. orthopaedic technicians, rehab technicians, physiotherapists, orthopaedic specialists)
- **Health insurers** who wish to authorise quality care
- **Interested patients** who wish to keep abreast of the latest technology and new treatment concepts
- **Manufacturers and suppliers** who wish to keep informed of the market and their competitors



# OT Newsletter

**Up to date! Targeted! Successful!**

And this applies not only to our news from the industry that now reaches interested parties even faster. Plan your new ad campaign in the OT newsletter and reach your target group in new ways.

	Ad format	Size	Price
	Text teaser	190 x 250 px 600 characters	EUR 500
	Full banner	468 x 60 px	EUR 300

VAT added to all prices.



**Frequency of publication:**  
every two weeks

**Target group:**  
Our field – from the trainee to the master craftsman to the boss – and everyone who is involved and/or interested in providing patients with quality orthopaedic devices.

**Recipients (as of 08/2020):**  
approx. 2,000

**Open rate:**  
ø 41.2%







# OT job newsletter

## First know who's looking!

The most important job exchange for professionals in orthopaedic technology, rehab technology and medical supply companies is growing.

On request, those interested will receive the very latest job offers in the sector directly by -mail every two weeks.

The perfect medium for presenting your company or drawing attention to your offer (see also p. 16).

	Ad format	Size	Price
	Text teaser	190 x 250 px 600 characters	EUR 500
	Full banner	468 x 60 px	EUR 300

VAT added to all prices.



### Frequency of publication:

every two weeks

### Target group:

Our field – from the trainee to the master craftsman to the boss – and everyone who is involved and/or interested in providing patients with quality orthopaedic devices.

### Recipients (as of 09/2020):

approx. 2,000

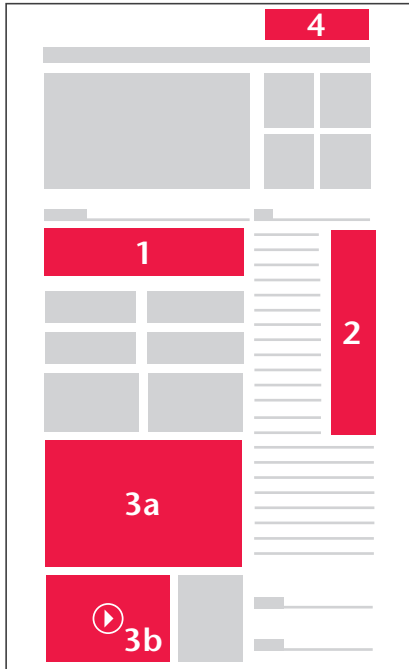
### Open rate:

Information after the beginning of September 2020





# Banner ads



	Format	ROS Price/month	Section ** Price/month
<b>1</b> Full banner	728 x 90 px*	EUR 300	EUR 200
<b>2</b> Skyscraper	120 x 600 px*	EUR 300	EUR 200
	300 x 600 px*	EUR 400	EUR 250
<b>3</b> a) Content ad b) Content ad video	300 x 250 px*	EUR 400	EUR 250
	770 x 430 px*	EUR 500	EUR 350
<b>Prime place</b>			
<b>4</b> Banner in the header (except for home page)	234 x 60 px*	EUR 800	EUR 600
<b>Skyscraper</b> (Home page)	120 x 600 px*	EUR 600	

VAT added to all prices (Job board page only Skyscraper, Event page only banner)

### Data processing:

Max. file size: 50 KB

File types: JPG, GIF, WebM, mp4/wmv

\*\* Select section at [www.360-ot.de](http://www.360-ot.de) under Versorgung and Branche



\* Don't see the format you want?  
 Feel free to contact us.

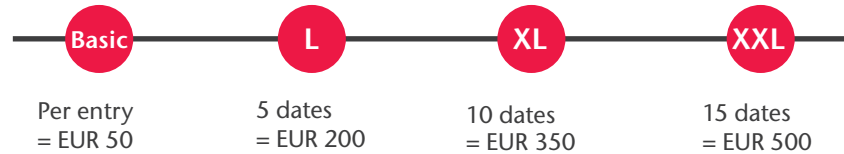


# Event calendar



All events of the sector at a glance. Targeted search for seminars, fairs, congresses, workshops, etc. with just one click!

Do you also have an important event to announce?



## FEATURES

- Time and place
- Title with link to your event landing page or the like
- Brief description

VAT added to all prices.



## Advertorial: The latest from the industry



Do you want to announce a new product or new development?

Give your message a broader scope.

### Advertorial prices:

1/4 page = EUR 1,590

1/2 page = EUR 2,545

Note: limited number per issue

### Delivery dates:

- By ad deadline, see page 8
- Depending on the image size, the number of characters may change and vice versa

### For example:

1/4 page **one** image/logo possible:

Image size 35 x 35 mm,

Characters incl. spaces 1,000

1/2 page **two** images/logos possible:

Image size 80 x 45 mm, 35 x 35 mm

Characters incl. spaces 1,500



Advertorials will be available at [www.360-ot.de/kategorie/markt/](http://www.360-ot.de/kategorie/markt/) as soon as the issue is published.

VAT added to all prices.



## Contact



**Georg Blome**

Management  
blome@biv-ot.org  
+49 231 557050-80



**Michael Blatt**

Head of publishing program  
blatt@biv-ot.org  
Tel.: 0231 557050-59

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**Verlag Orthopädie-Technik** Postfach 100651 • 44006 Dortmund, Germany  
Reinoldstraße 7–9 • 44135 Dortmund, Germany  
Tel.: +49 231 557050-50 • Fax: -70

**Bank** Dortmunder Volksbank  
IBAN DE86 4416 0014 2501 7263 00  
BIC GENODEM1DOR

Weitere Infos unter: [www.360-ot.de](http://www.360-ot.de)

## I. General:

1. These general business terms and conditions apply for all our offers and services.
2. Deviating general business terms and conditions of the customer shall not apply and are not accepted, even if we do not expressly object to them.
3. There are no verbal (or phone) agreements.

## II. Contract conclusion and content:

1. Taking an order by branches, publisher representatives or other points of acceptance does not constitute acceptance of the order. A contract is concluded only when acceptance (order confirmation) is declared separately.
2. It is not possible to exclude a customer's competitors.
3. Unless other arrangements have been made, advertisement orders (print) have to be settled within two months after the contract is concluded.
4. If we are unable to carry out advertisement orders on time or at all due to force majeure, either we or the customer may withdraw from the contract. In general, after the contract has been concluded, cancellation by the customer is not possible.
5. Customers' placement requests (regarding specific placement in a printed edition) constitute merely non-binding information that is not an integral part of the contract. While we attempt to meet the customer's placement requests as far as possible, this cannot be guaranteed.
6. Artwork and files must meet the requirements specified in the "Technical Data" to ensure that the advertisement is reproduced properly. Unsuitable or corrupt artwork/files will be returned to the customer.
7. Advertisements which due to their design are not recognisable as such will be clearly marked with the word "Anzeige" (advertisement) by the publisher.
8. If artwork, files or advertising texts are not submitted by the customer by the agreed date, we reserve the right to reject them.

9. No binding colour proofs will be made available. Proofs sent by e-mail must be reviewed by the customer for correctness and returned with corrections within 3 working days. Otherwise, approval for printing is deemed to have been issued.

10. By request, the publisher shall deliver a specimen copy with the printed advertisement upon publication of the advertisement.

11. For every box number advertisement, the publisher will assign a box number, which will be shown in the advertisement instead of the customer's name. For box number advertisements, the publisher will exercise the care and diligence customary in business relations when receiving, safekeeping and forwarding received mail. Letters to the customer will be forwarded exclusively via regular mail. For this service, a box number fee as per the price list will be charged. The publisher reserves the right to open and inspect incoming offers to eliminate misuse. The publisher is not obliged to forward promotional materials or agency offers.

12. For banner advertising in digital newsletters, positioning shall be selected by the customer within the available space. If the customer does not make a corresponding selection, positioning is at the discretion of the publisher.

13. By request, the advertising banner will be linked to the customer's website by a hyperlink. The linked website provided by the customer is called up when the advertising banner is activated by a mouse click. The publisher assumes no liability for the content of the linked website. The publisher hereby distances itself from all content of the linked pages.

14. The advertising banner must not be designed to simulate a system message.

15. Any deception regarding the promotional nature of the banner is prohibited.

16. The day the banner is published is established as the start of the contractual obligation (commencement of use).

17. During the entire contract term, the customer is obligated to keep the target page linked to the banner advertisement accessible.

18. Should the customer note errors in the linking of the advertising banner, the publisher shall be notified promptly of said errors.

19. The customer agrees to observe the applicable laws in designing the advertising banner and to ensure that no third-party rights of any kind are violated. Should the customer subsequently note that the advertising banner violates applicable laws and/or third-party rights, the publisher must be informed of this immediately. The customer agrees to indemnify the publisher from all third-party claims arising from illegality of the advertising banner and/or the violation of third-party rights. In particular, this obligation also encompasses indemnification from all legal fees and court costs that may be incurred for legal defence.

20. The publisher is authorised to remove and/or deactivate the advertising banner immediately if there are indications that the banner and/or the linked target page of the customer is illegal and/or violates third-party rights. Indications of illegality and/or the violation of rights include, in particular, official and/or third-party notification or commencement of measures of any kind against the publisher or the customer where said measures are based on the allegation of illegality and/or the violation of rights.

## III. Marking ads/advertorials:

Ads or advertorials that due to their editorial design are not recognisable as advertising or paid content will be clearly marked as such by the publisher in a manner permitted by law. Supply of content for advertorials: For advertorials, the customer shall supply the respective content (such as image and/or text samples) on which the advertorial is to be based on time. Release: The customer shall ensure that the content provided does not violate third-party rights and that the customer is entitled to the unrestricted use of this content free of third-party rights. The customer shall therefore indemnify the publisher from all third-party claims including the costs of legal defence and/or prosecution.

#### IV. Prices and payment:

1. The discounts in the price list are granted only for the advertisements of a customer appearing in a publication within a billing year (January 1 to December 31), but at least for the duration of four months from the date the contract is concluded. Retroactive discounts for advertisements / advertising banners that have already been published are not granted on extended orders.
2. No early payment discount is offered.
3. In case of late payment by the customer or circumstances that become known to us after the contract is concluded and cast doubt on the customer's creditworthiness (e.g. an application for the commencement of insolvency proceedings on the customer's assets, the commencement of out-of-court debt consolidation proceedings, the suspension of payments and/or other circumstances that materially impair the customer's creditworthiness) and that put our claim for compensation at risk, we have the right to demand settlement of all claims with immediate effect and to carry out pending advertising orders only in exchange for advance payment or security.

#### V. Liability:

1. Except in case of death, physical injury or the impairment of health and the violation of essential contractual obligations that are required for the performance of the contract, the fulfillment of which the customer is entitled to rely on (cardinal obligations), our liability is limited to damages due to intent or gross negligence. This limitation of liability also applies to our employees and other agents.
2. Obvious defects (e.g. colour deviations) must be reported within 4 weeks after the specimen copy is received by the customer and are otherwise deemed to be approved.
3. The customer hereby confirms that it is the holder of all required rights regarding the content of the advertising orders that are placed and/or that the required rights have previously been granted by the holders of said rights. The customer indemnifies us from third-party claims asserted in

the context of contractual performance for the advertising orders with respect to the material provided by the customer. Costs to be reimbursed also include reasonable legal costs incurred by us to defend against third-party claims. However, we shall inform the customer promptly of actions to be taken for the purpose of legal defence. In case of such disputes with third parties, we may agree on settlements only after consulting with the customer. Otherwise, we bear all costs of the dispute ourselves. In case of availment by third parties, the customer is obligated to promptly provide us with all information, truthful and complete, required for a review of the claims and for defence.

4. We are not liable for errors made by agents or third parties that were engaged by us. This applies in particular in case of power failures or the failure of telecommunication and/or data processing equipment where we have no influence on its functionality. Insofar we do not guarantee one hundred percent availability of or access to the advertising banners.
5. We guarantee the best possible reproduction of advertising banners according to the commonly accepted technical standards.

#### VI. Data privacy:

1. The parties to the contract agree to treat as confidential all information and data they receive from the contractual partner in the context of performance under this contract and, insofar as said data are not the object and content of the advertisement or advertising banner, not to make them available to third parties. This obligation extends beyond the termination of the contract.
2. All personal information is always treated as confidential, and your interests requiring protection are considered in strict accordance with the applicable legal regulations. The data required for handling the transaction are stored and may be transferred to companies affiliated with us or to our service providers in the course of order processing.
3. The careful handling of your personal data is our highest priority. We comply with the provisions of the European Ge-

neral Data Protection Regulation (GDPR) when collecting, processing and using these data. We reserve the right to adapt this data protection statement when needed to comply with the latest requirements or to implement changes in our services in the data protection statement, e.g. when new services are introduced. The new data protection statement will then apply to any future visit.

#### VII. Set-off/assignment:

1. Set-offs against our claims are excluded unless the counter-claim is undisputed, legally established or recognised by us.
2. We have the right to assign the claims we are entitled to against the customer as a result of the business relationship to third parties, insofar as the assignment is not excluded by law.
3. The customer requires our consent to assign claims against us to third parties.

#### VIII. Final provisions:

1. The laws of the Federal Republic of Germany apply.
2. If the customer is a businessperson, legal person under public law or special fund under public law, our registered office is the exclusive jurisdiction for all disputes arising directly or indirectly from the contractual relationship. This also applies if the customer has no general jurisdiction in the Federal Republic of Germany, a customer relocates its place of residence or normal abode abroad after the contract is concluded, or the normal abode of the customer is not known at the time the complaint is filed.
3. Should a provision of these general business terms and conditions be or become ineffective, the validity of the remaining contract shall not be affected.

As of: 08/2020



More information at:  
[www.360-ot.de](http://www.360-ot.de)