WA3000

Media Data 2026

WA3000

eMagazines Industrial Automation

Your direct connection to electrical automation specialists

Are you looking to reach professionals in electrical automation? WA3000 Industrial Automation is your partner for driving success by targeting specialists for automation across the industry and especially in the smart factory. You face complex challenges – from digitalization and smart machine control to IIoT, robotics, cloud integration, and efficient energy use. We spotlight the latest technologies, components, software, and solutions to help your company improving its marketing communication. With our international eMagazine, you can connect directly with automation experts worldwide through powerful digital channels. Our publications make it easy for you: enjoy a clear format, a visually engaging design, up-to-date product features, technical articles, case studies, eBrochures, interactive ads, and videos – all designed to boost your impact.

Amplifying your message

Let us multiply your reach! WA3000 distributes your message through social media, magazine portals, and eNewsletters, targeting highly qualified readers deeply involved in automation and innovative technologies. With your content, our smart algorithms, our mobile solutions for reaching your target groups even on tablets and smartphones, and other related technologies such as repurposing and SEO, we will increase the traffic to your landing pages – long after publication. Ready to increase your impact? **Contact us** for a tailored offer for 2026, including individual campaigns in our German and International eMagazines.

Drive more traffic to your landing pages

Reach the right audience
By publishing with WA3000, you are connected with top experts in automation. Every click to your landing page is a sign of strong, targeted interest in your products and services.

Boost your visibility
We place direct links to your landing pages at the end of each article, making it easy for automation specialists to discover more about your solutions.

Increase conversion rates
Our eMagazines share your videos, datasheets, and white papers – our experience shows that our platforms and interactive applications lead to high conversion rates.

Generate quality leads
Readers use our ‘Request Information’ button to capture valuable prospects right from your articles or your landing pages.

More reach, deep insights
Our marketing automation system supports you in managing your WA3000 campaigns. With our insights, you can learn more about the click behavior and content preferences of your target customers, among other things.

Ready to expand your reach and connect with more automation professionals?
Let’s talk!

WA3000

eMagazines 2026

FEBRUARY	
Issue 1	**FEBRUARY DACH, German**
Publication date	2026, February 19
Editorial deadline	2026, February 5
Issue 2	**FEBRUARY International, English**
Publication date	2026, February 26
Editorial deadline	2026, February 5
Focus topics	**Preview of Embedded World**, embedded systems, embedded computing solutions, embedded PCs, embedded software, computer on modules (COM), embedded vision, industrial PCs, IIOT & cloud/edge computing, panel PCs, HMI, displays, sensors, IO-Link, motion control, drive technology, connectors, terminal blocks, PCB connectors, power supply systems, DC-DC converters, VR & AR

MARCH	
Issue 3	**MARCH DACH, German**
Publication date	2026, March 19
Editorial deadline	2026, March 5
Issue 4	**MARCH International, English**
Publication date	2026, March 26
Editorial deadline	2026, March 5
Focus topics	**Preview of Hannover Messe**, IIoT & cloud/edge computing, box PC, mobile PCs, panel PCs, industrial PCs, AI accelerator solutions, HMI, industrial displays, industrial ethernet, industrial wireless, cobots, automated guided vehicles (AGV), Software Defined Automation (SDA), digital twin, condition monitoring, drive systems, power modules, power converters, power solutions for e-mobility, connectors
Trade fair	Embedded World 10 - 12 March

Thunderl

APRIL	
Issue 5	**APRIL DACH, German**
Publication date	2026, April 16
Editorial deadline	2026, April 1
Issue 6	**APRIL International, English**
Publication date	2026, April 23
Editorial deadline	2026, April 1
Focus topics	Mobile embedded computing solutions, industrial PCs, IIOT & cloud/ edge computing, drive technology, servo-drives, stepper motors, motion control, robots/cobots, Automated Guided Vehicles (AGV), sensors, IO-Link, power supply systems, energy management, Green Automation & IT, connectors, circular connectors, hybrid connectors, additive manufacturing, cybersecurity solutions for automation systems,
Trade fair	Hannover Messe 20 April - 24 April

JUNE	
Issue 9	**JUNE DACH, German**
Publication date	2026, June 18
Editorial deadline	2026, June 3
Issue 10	**JUNE International, English**
Publication date	2026, June 25
Editorial deadline	2026, June 3
Focus topics	Industrial/box PCs, AI accelerator cards, GPU systems, AI, GPU systems, workstation solutions, panel PCs, HMI, displays, machine vision systems, industrial image processing, IO-Link, gateways, industrial robots, cobots, IIoT/cloud/edge computing, IIoT solutions, remote/predictive maintenance, condition monitoring, OT/IT security, drive systems. mechatronics, refurbishing, Software Defined Automation (SDA)
Trade fairs	Sensor+Test / PCIM 9 - 11 June Power2Drive MUC 23 - 25 June

MAY	
Issue 7	**MAY DACH, German**
Publication date	2026, May 21
Editorial deadline	2026, May 7
Issue 8	**MAY International, English**
Publication date	2026, May 28
Editorial deadline	2026, May 7
Focus topics	Industrial connectors, PCB connectors, mobile connectors, **Preview of Sensor+Test and PCIM**, sensors, RFID, power electronics, power modules, power converters, power supply systems, DIN rail, IO-Link devices, IIoT solutions, cloud/edge computing, Green Automation & IT, HMI, displays, AI, box PCs, panel PCs, Industrial PCs, **Preview of Power2Drive MUC**, mobile power solutions, mobile embedded PC, drive systems

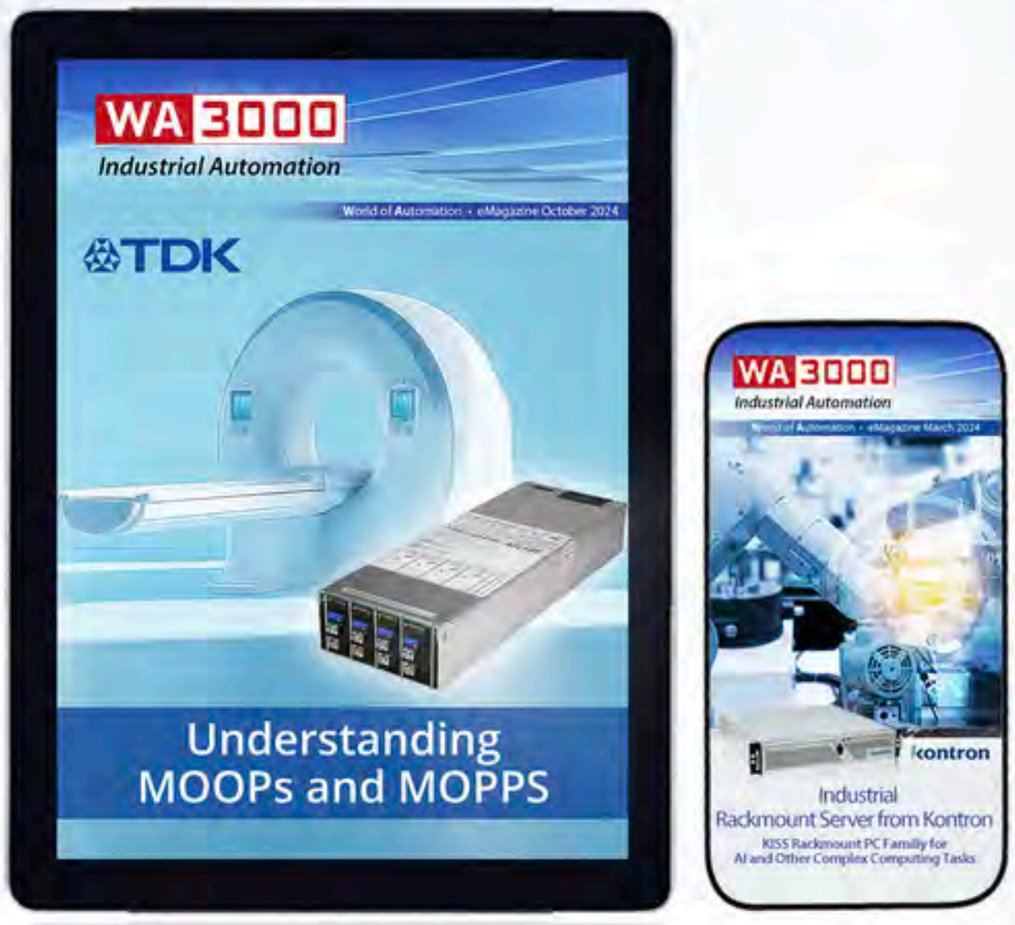
JULY	
Issue 11	**JULY DACH, German**
Publication date	2026, July 16
Editorial deadline	2026, July 2
Issue 12	**JULY International, English**
Publication date	2026, July 23
Editorial deadline	2026, July 2
Focus topics	Industrial connectors, connector technology, PCB connectors, sensors, IO-Link, power modules/converters, software, engineering/visualization tools, Industrial/box PCs, AI accelerator cards, GPU systems, IoT & edge computing, gateways, HMI, displays, operator & control consoles, Automated Guided Vehicles (AGV), Software Defined Automation (SDA), additive manufacturing

SEPTEMBER	
Issue 13	**SEPTEMBER DACH, German**
Publication date	2026, September 17
Editorial deadline	2026, September 3
Issue 14	**SEPTEMBER International, English**
Publication date	2026, September 24
Editorial deadline	2026, September 3
Focus topics	**Preview of Motek and Vision**, servo motors, stepper motors, linear motors, motion controllers, drive systems, fans, power components / electronics, power modules/converters, PLC, sensors, vision sensors/controllers, machine vision, image processing, optical identification / inspection, AR & VR, HMI, displays, IO-Link, I/O modules, industrial PC, panel PC, cloud/edge computing, connectors
Trade fairs	

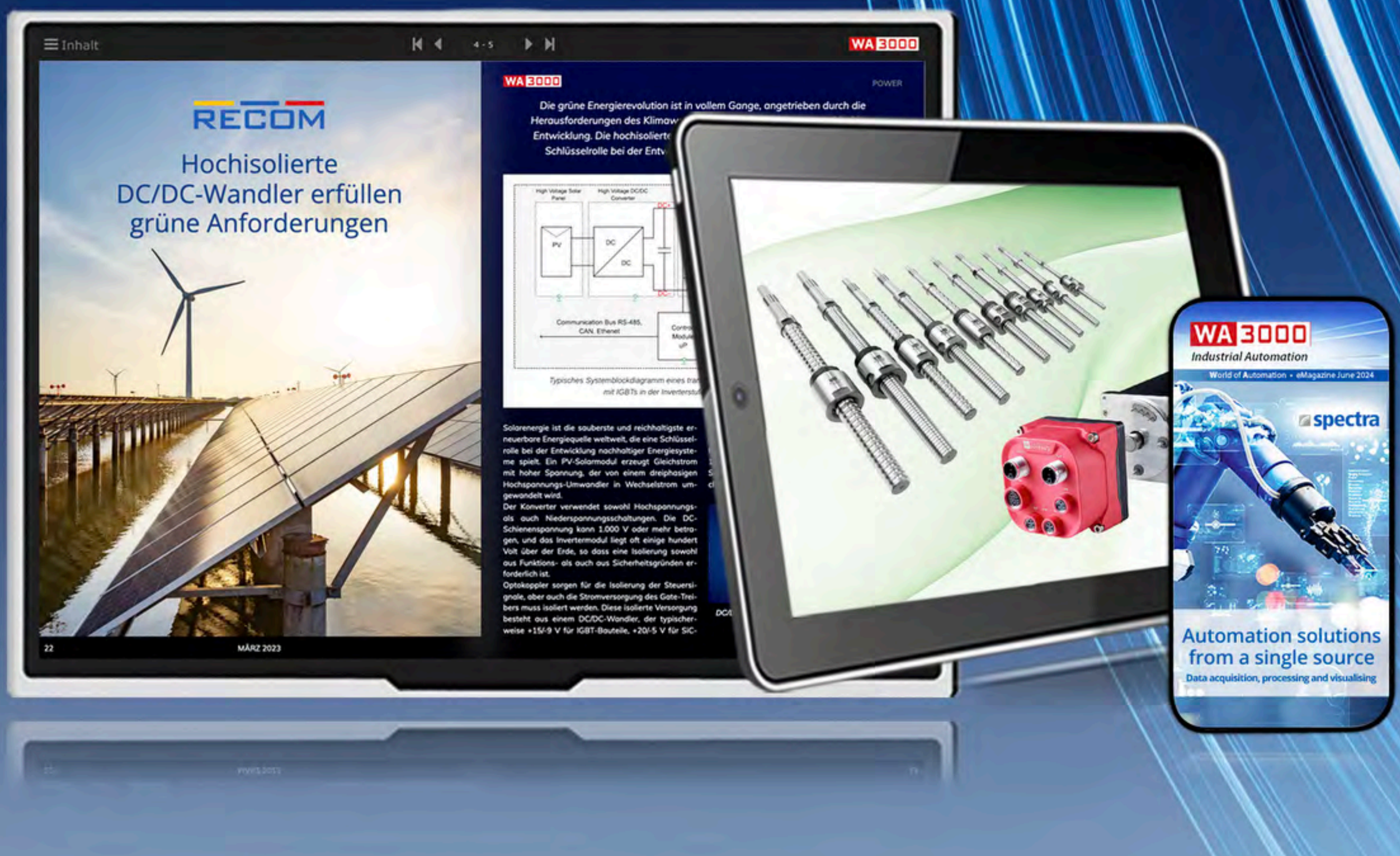
NOVEMBER	
Issue 17	**NOVEMBER DACH, German**
Publication date	2026, November 12
Editorial deadline	2026, October 30
Issue 18	**NOVEMBER International, English**
Publication date	2026, November 19
Editorial deadline	2026, October 30
Focus topics	**Preview of SPS**, smart production, sensors, IO-Link, condition monitoring, Software Defined Automation (SDA), IIoT, Green Automation & IT, decarbonization, PCs, panel PCs, AI, HMI, displays, industrial wireless & 5G, networks & security, PLC, safety devices, motion control, drives, linear technology, machine vision, vision sensors/controllers, power supplies, power converters
Trade fairs	electronica 10 - 13 November SPS 24 - 26 November

OCTOBER	
Issue 15	**OCTOBER DACH, German**
Publication date	2026, October 22
Editorial deadline	2026, October 8
Issue 16	**OCTOBER International, English**
Publication date	2026, October 29
Editorial deadline	2026, October 8
Focus topics	**Preview electronica**, power supply systems, power modules, DC-DC converters, power converters, electronics for e-mobility, connector technology, PCB connectors, terminal blocks, drives, mobile embedded computing solutions, industrial PC, AI accelerators, IoT/edge computing, OT/IT security, HMI, displays, sensors, IO-Link, motion control, machine vision, vision sensors
Trade fairs	Motek 6 - 8 October Vision 6 - 8 October

Perfectly presented on desktop, tablet and smartphone



> eMagazines english > eMagazines german



One price, many marketing channels

- Based on a proven Web framework with a flexible multi-layer design
- Efficient cross-media distribution service
- Product presentations with your branding and an eye-catching design
- Addressing mobile readers: 64 percent readers on smartphones and tablets due to perfect presentation on mobile devices
- Improved visibility on the web
- Long term impact through smart algorithms
- WA3000 Web App keep users informed about key automation topics

eMagazines – Overview of formats/prices

Product presentations, technical articles, case studies

Product presentations	Scope	Prices*
TITLE Story Title plus 6-8 pages	approx. 10 pictures, text approx. 5000-7000 characters	2748,-
1-2 pages	approx. 2-3 pictures, text approx. 1500-2000 characters	353,-
3-4 pages	approx. 3-4 pictures, text approx. 3000 characters	607,-
5-6 pages	approx. 4-6 pictures, text approx. 5000 characters	718,-

Multimedia/Video/Webinar AD

Ad formats	Dimensions W x H	Prices*
1/1 - page	210 x 284 mm	1567,-**
1/2 - page	100 x 284 mm / 210 x 142 mm	1038,-**

* Production cost subsidy; all prices in Euro plus VAT. Combined editions: DACH editions + INTERNATIONAL editions + 50 %

** Price incl. Insertion in 3 WA3000 eMagazine issues.

eBrochure/eCatalogue AD

Catalogue / brochure size	Dimensions W x H	Price*
Up to 100 pages	ad 1/1 in eMagazine	2315,-**

Your Technology/Product Special in our eMagazine

Publishing format	Scope	Prices*
Inside Title plus 6-8 pages	approx. 10 pictures, text approx. 5000-7000 characters	2381,-
Inside Title plus 10-12 pages	approx. 15 pictures, text approx. 7000-10000 characters	3258,-

Annual packages for new customers

Package PLUS

New customers can achieve ongoing visibility with our annual packages. For getting started and for smaller budgets, the **Package PLUS** is ideal. It includes four editorial 2-page product presentations and a full-page ad (e.g., video ad with 6 insertions) in the DACH and INTERNATIONAL eMagazines, plus all cross-media activities, such as social media, the WA3000 web portal, an international magazine portal, and an annual click statistics report.

The **Package PLUS** is offered at a 30 percent discount.

Packages PREMIUM and PERFORMANCE

The **Packages PREMIUM** and **PERFORMANCE** provide a broader range of services, for example, more product presentations. Additionally, the PREMIUM package includes a technology/product special of up to 9 pages with inside cover (DACH + International).

The **Package PERFORMANCE** includes a COVER story (DACH + INTERNATIONAL) plus a slider ad on the WA3000 homepage. The **Packages PREMIUM** and **PERFORMANCE** are offered at a 40 percent discount.

You will achieve optimal brand presence in our eMagazines and strong click rates to your landing pages.

Request annual packages now

Data delivery

Product presentations/technical articles

Text in Word, pictures as JPG (300 dpi at 1500 px width), videos, links to landing pages and contact e-mail address for reader inquiries (lead generation) please send to: produktion@wa3000.de

Multimedia/Video/Webinar AD

Digital delivery of the Multimedia / video ads as jpg (300 dpi, 1500 px x 2028 px), the smartphone version (300 dpi, 1157 px x 2008 px), videos and links to landing pages to: produktion@wa3000.de

* Production cost subsidy; all prices in Euro plus VAT. Combined editions: DACH editions + INTERNATIONAL editions + 50 %

** Price incl. insertion in 3 WA3000 eMagazine issues.

Cross-media

Range optimization through cross-media distribution

WA3000 is constantly expanding the reach of its online media. All active measures, including social media campaigns, refer to current issues of the eMagazine.

With your advertisements, product presentations, technical articles, success stories and case studies you use the multiplier effect for your communication.

Monthly distribution	Recipients
eMagazines 9 issues per year in German and 9 issues per year in English for desktop, tablet, and smartphone – with technical articles, success stories, case studies, interactive advertisements, attractive product presentations, video integration, eBrochures, and much more. **Dispatch by e-newsletter** eMAGAZINE WA3000 Industrial Automation (DACH), eMAGAZINE WA3000 Industrial Automation (International English) **Subscribers Social Media** Postings of the eMagazines and the individual articles, social media campaigns, Facebook WA3000 Industrial Automation International English, Facebook WA3000 Industrial Automation German, LinkedIn WA3000 Industrial Automation **Web-portals** Publication in WA3000 portals (DACH, International English), Publication in international magazine portals	Ø 60000

2025, October

Product presentations

Drive Qualified Traffic to Your Landing Pages

Put your new products in the spotlight! Share your innovations with the Industrial Automation community through editorial-style articles featuring your product images, concise text, and videos. Engage your target audience and make your solutions stand out.

At the end of each article, our "Find out more now!" box links directly to your datasheets, application reports, or any additional content – bringing interested readers straight to your landing pages. With our smart algorithms and proven content repurposing strategies, WA3000 Industrial Automation keeps traffic flowing to your pages long after publication.

Ready to boost your visibility and reach the right audience? Let's get started!

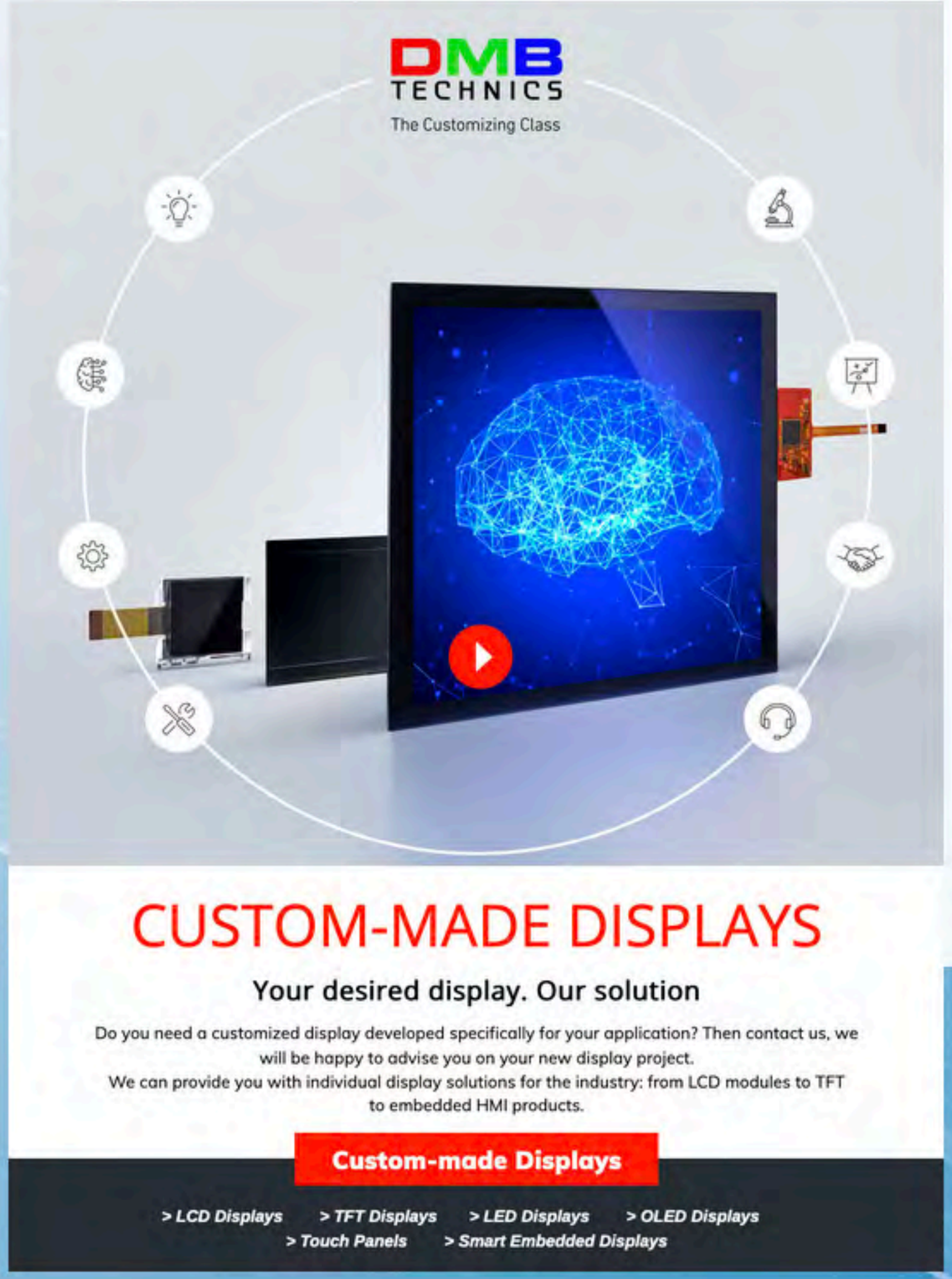
Multimedia ads

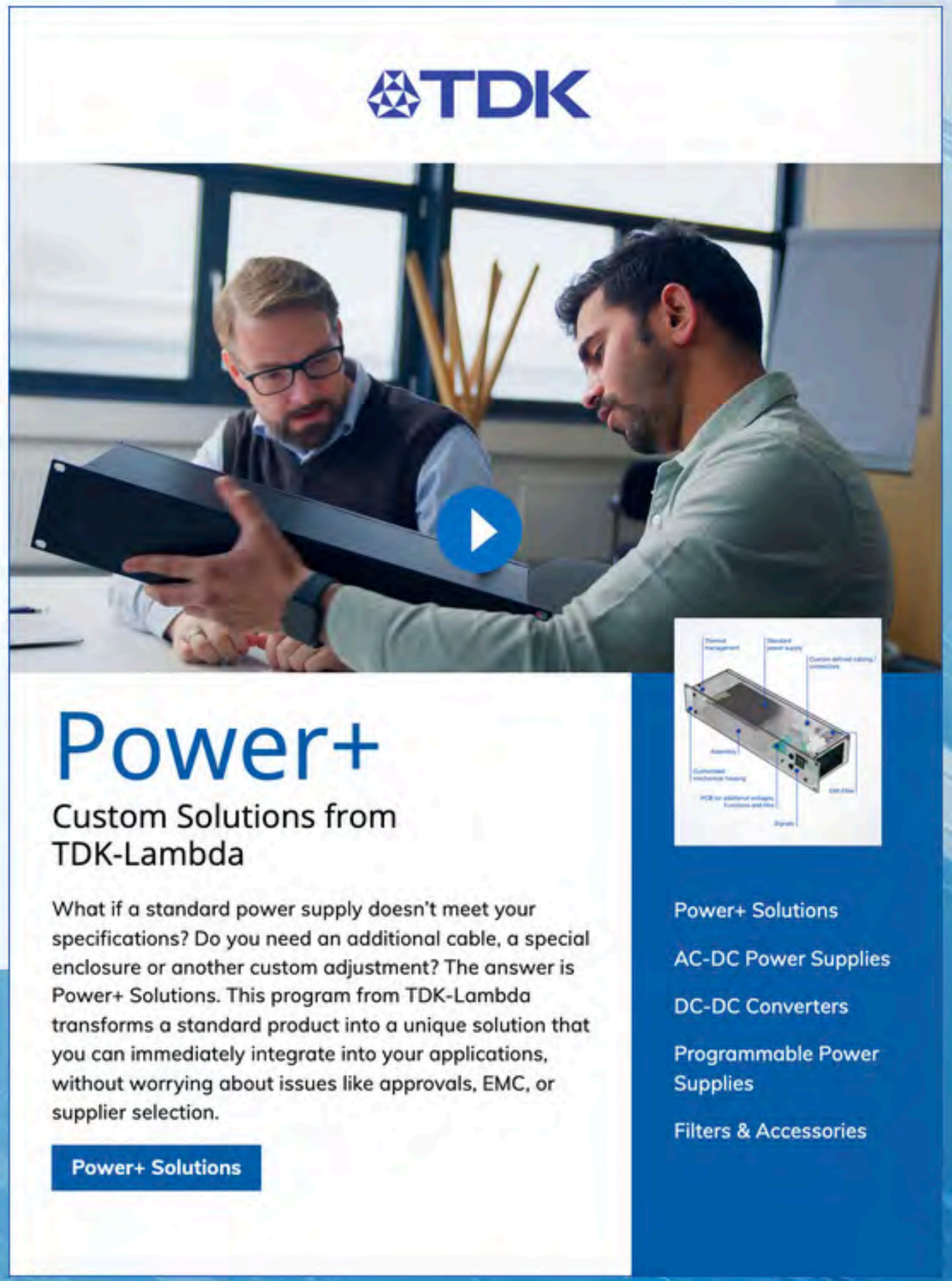
Boost your impact with multimedia / video ads

Achieve strong branding and maximum market reach by advertising in our eMagazines – across both DACH and international editions. Take advantage of our "One price, many marketing channels" principle and enjoy outstanding long-term results for your business.

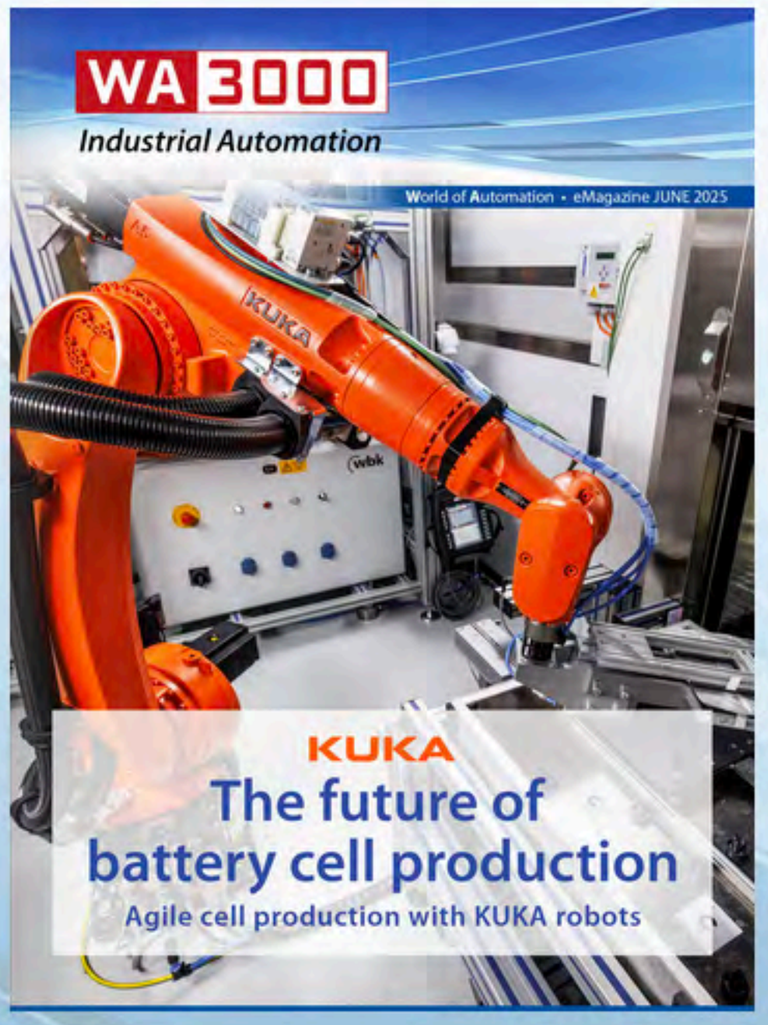
You want more attention for your products, services, and brand? Videos get more clicks and drive real engagement. We place your multimedia presentations exactly where your target audience is – right in our eMagazines and eNewsletters. WA3000 Media will host your videos and animations or link directly to them.

Take your marketing to the next level – start now!





Convince yourself



More eMagazines

WA3000

WA3000 Industrial Automation – The interactive and multimedia magazines

WA3000 Industrial Automation informs about current topics in electrical industrial automation – from drive technology, HMI, IIoT, industrial PCs, AI, sensors, software, connectors, controllers, and power supplies to industrial network technology.

Rubrics

eMagazine SEPTEMBER – english

Top Focus

Artificial Intelligence	Connector Technology	Control Engineering	Drive Technology
Green Automation & IT	HMI – Display	IIoT & Edge	Industrial PC
Innovative Technology	Interface Technology	Networks & Security	Power
Robotics	Sensors	Software	Vision

Multimedia web portal

All product presentations, technical articles, case studies, news, videos and eCatalogues are also presented on the WA3000 web portal.

In the rubrics area, all eMagazine articles are broken down by category, e.g. by Drive Technology, HMI – Display, Industrial PC, Sensors, Software, ..., Networks & Security, Vision.

eCatalogues

Case studies

Latest videos

New products

Rubrics

Specialist articles

Latest eMagazine articles

09/25/2024

Robust connectors for outdoor use

CONEC series: IP67 RJ45 / USB / Fibre Optic / Power Bayonet

Connectors have to work smoothly under very different climatic conditions, e.g. in traffic control systems, photovoltaic systems, construction machinery, surveillance cameras or offshore wind farms. They may be exposed to extreme heat, fine sand, severe subzero temperatures, moisture and corrosion on the open sea.

Read More

09/25/2024

CUSTOM-MADE DISPLAYS

Your desired display. Our solution

Do you need a customized display developed specifically for your application? Then contact us, we will be happy to advise you on your new display project. We can provide you with individual display solutions for the industry: from LCD modules to TFT to embedded HMI products.

Read More

09/25/2024

Small motors in various technologies

Dynetics offers various types of rotary and linear motor solutions for innovative machines and robotics, including servo, stepper, brushless and brushed DC motors. Dynetics will be presenting some innovations from these areas at Motek in Stuttgart in Hall 7, Stand 7116.

Read More

09/25/2024

Performance Meets Flexibility

New Nuvo-2822 Expansion Box PC with two PCIe and two PCI expansion slots

The Nuvo-2822 is a newly developed, compact expansion box PC based on the Intel® Alder Lake N97 processor, now available at BRESSNER Technology. This powerful embedded PC offers flexible expansion options and is specifically designed for industrial applications.

Read More

09/25/2024

Shaping the Future with Sustainable Manufacturing

Industrial Transformation ASIA-PACIFIC (ITAP) 2024, taking place from 14-16 October at Singapore EXPO, will focus on AI integration and sustainable manufacturing to drive industrial growth and support global climate objectives.

Read More

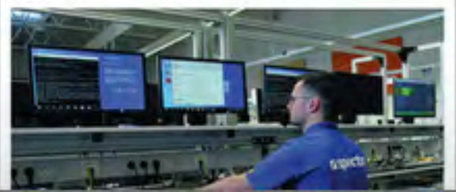
09/25/2024

High-Efficiency SMT AC/DC Converters

Board-mounted AC/DC converters have traditionally been limited to through-hole technology, but RECOM now simplifies automated assembly with surface-mount parts that meet JEDEC reflow standards.

Read More

09/25/2024



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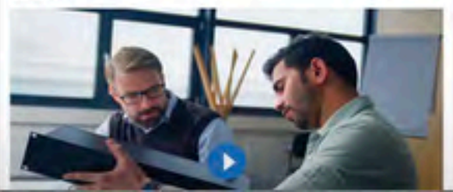

09/25/2024

Target groups

Focus on electrical automation, industry 4.0 and innovative technologies

WA3000 Industrial Automation is aimed at specialists in automation and plant engineering, drive technology, electrical engineering, mechanical engineering, and motion control from the following areas: automation, manufacturing, process technology and related fields. Readers include engineers, engineering offices, developers, integrators, project managers, and other automation-relevant groups.

Distribution area

eMagazine DACH German: Germany, Austria, Switzerland

eMagazine International English: Albania, Austria, Australia, Belgium, Bulgaria, Brazil, Canada, China, Czech Republic, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Iceland, India, Italy, Lithuania, Luxembourg, Latvia, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Switzerland, Spain, South Korea, Serbia, Sweden, Slovakia, Turkey, Taiwan, United Kingdom, United States of America.

Job title

Specialists for automation, plant engineering, drive technology, electrical engineering, mechanical engineering, motion control in the areas of production and process engineering and engineers, engineering offices, developers, system integrators, and further automation-relevant groups, electronics engineers for automation technology, electronics and communication engineering, engineer, electrical engineering, ingenieria industrial, engineering, mechanical engineering manager.

Field of study

Power system engineering, automation technology, mechanical engineering, ingenieria industrial, engenharia de controle e automação, instrumentation and control engineering, ingeniería de sistemas, electrician, manufacturing engineering, automation, electrical engineering, mechanical engineering technology, manufacturing engineering, electronics & communication engineering.

Key topics of digital automation

- **Artificial Intelligence (AI):** AI accelerator cards, AI controllers, AI solutions, systems for machine learning
- **Control Engineering:** Controllers, motion controllers, PLC/SPS, PAC, robotics control, field logic controller, machine safety, condition monitoring
- **Connector Technology:** Industrial connectors, field-attachable connectors, hybrid connectors, terminal blocks, junction boxes, inductive coupling
- **Drive Technology:** Servo drives, stepper motors, linear drives, actuators, motion controllers, brushless / brushed motors, precision drive systems
- **Green Automation & IT:** Refurbishing, computing solutions with low power consumption, sustainable industry, appropriate hardware and software
- **HMI – Display:** Industrial monitors, multitouch displays, touch panels, industrial controls, operator & control consoles, displays for harsh environment
- **IIoT & Edge:** IIoT infrastructure, IIoT solutions, IIoT controller, edge controller, IO-Link solutions, condition monitoring, edge computing
- **Industrial PC:** Panel PC, box PC, embedded PC, flat client, AI accelerator, GPU system, HPC, systems for deep learning, edge PC, mobile embedded computing solutions
- **Innovative Technologies:** Digital twin, digital ecosystem, AR & VR, additive manufacturing, autonomous driving, AI, digital platform, workstation solutions
- **Networks and Security:** Industrial Ethernet, OT/IT security, manufacturing cloud, Industrial internet, IIoT, industrial Wi-Fi, industrial 5G, Cloud/Edge Computing
- **Power:** Power supply systems, DC-DC converters, power modules, power components, DIN rail power supplies, UPS systems
- **Robotics:** Industrial robots, mobile robots, cobots, robot controllers, linear axis for robots, automated guided vehicles (AGV)
- **Sensors:** Position measurement, distance/proximity, colour/part/tool identification, inductive/capacitive/resistive/vision sensors, RFID, sensors for e-mobility
- **Software:** Software Defined Automation (SDA), digital twin, image analysis, simulation, AI, operating systems, engineering/visualization tools, industrial cloud, condition monitoring
- **Vision:** Machine vision, image analysis, smart cameras, vision sensors/controllers, quality inspection, optical identification, virtual/augmented reality

Terms and Conditions

§ 1 Service and Scope of Application

WA3000.de is a service of WA3000 MEDIEN, Dieter Strauß & Alois Mangler GbR, Pliening.
WA3000.de is the interactive website for the eMagazine and eNewsletter WA3000 Industrial Automation. It is the specialist and practice-oriented source of information for buyers, engineers, developers, planners, system integrators and manufacturers in the areas of procurement, product handling, service and news. The website offers all users the opportunity to access content stored there free of charge.

WA3000.de is entitled, but not obliged, to publish the content provided by industry, trading and service companies (customers) on the website for the agreed time period. WA3000.de is entitled, but not obliged, to use the respective contents of the customer for other purposes, in particular to publish them in all existing and future WA3000.de products and on partner sites. This applies in particular to the Facebook, LinkedIn and Instagram presences operated by WA3000.de .

Deviating conditions of the customer are not recognized, unless the validity is expressly agreed in writing. The content shown on WA3000.de, in the eMagazines and eNewsletters is created by both the editorial staff and the customer. Editorial contents are marked accordingly. WA3000.de assumes no liability for the content, accuracy or completeness of the content provided by customer. These do not represent an expression of opinion by WA3000.de. WA3000.de controls these contents within the scope of its legal and actual possibilities. WA3000.de has the right to remove the content partially or completely upon becoming aware of any legal infringements.

§ 2 Copyright

All content and works created by WA3000.de and provided by customers are subject to German copyright law. The provisions are also applicable if the required level of creation (Section 2 UrhG) has not been reached. The contents are legally protected. Duplication (even in part) is not permitted without prior written consent.

§ 3 Rights and obligations of the customer

The customer is obliged to check data and data carriers which he sends to WA3000.de for viruses or other harmful programs. The customer is obliged to ensure that the content provided is free of third-party rights.

In particular, he must check that he has the necessary publication rights to the material sent. The customer assures to be in possession of all necessary rights. If, contrary to this insurance, the customer is not entitled to the necessary rights, the customer shall indemnify WA3000.de against the claims of third parties. The customer is also obliged to immediately provide WA3000.de with all documents required for legal defence. Unless otherwise agreed in writing, customer shall transfer to WA3000.de the rights of use necessary for the execution of the order.

Any transfer of the rights of use to third parties requires written agreement. A cancellation of the order by the customer can only be made in writing. Any cancellation received by WA3000.de less than 15 days before the publication of the eMagazine and the eNewsletter is invalid.

§ 4 Design

For the order there is design freedom within the framework of the uniform appearance of WA3000.de. WA3000.de is entitled to modify the documents submitted in order to comply with them.

§ 5 Liability

WA3000.de processes all orders with the greatest possible care. Liability exists only in cases of intent and gross negligence. WA3000.de is obliged to carefully and conscientiously select all agents and to monitor them to the extent possible. Beyond this, there is no liability for vicarious agents.

No liability is accepted for admissibility under competition and trademark law. Defects must be asserted in writing to WA3000.de within 7 days after publication of the work. Thereafter, the work is deemed to be free of defects.

§ 6 Terms of payment and order

Unless otherwise agreed in writing, the scope and price of the order stated in the order confirmation shall be decisive.

Unless otherwise stated in the order confirmation, payment is due within 30 days of the invoice date. The default of payment occurs without further reminder after exceeding the term of payment.

§ 7 Data protection

The data required for business transactions (in particular personal/company-related information) of the customer may be stored. The customer expressly agrees to this collection, processing and use of his data.

§ 8 Final clauses

Place of performance is Pliening. The law of the Federal Republic of Germany shall apply. The place of jurisdiction is the Amtsgericht Ebersberg or the Landgericht München. Should individual provisions of these conditions be or become invalid, this shall not affect the validity of the remaining provisions.

In this case, the invalid provisions shall be replaced by valid provisions that come as close as possible to the economic purpose of the invalid provision.

Terms & Conditions as of October 2020

Contact

The eMagazine WA3000 Industrial Automation, the platform www.wa3000.de (incl. the respective country domains) and the social media presences are a service of WA3000 MEDIEN, Dieter Strauß & Alois Mangler GbR,
Mövenstr. 15, D - 85652 Pliening/Landsham, **Phone: +49 (0) 89 46 82 49, www.WA3000.com**

Sales: ARTPOOL Communication Services, Phone: +49 (0) 89 46 82 49, verkauf@wa3000.de
Editorship: Dieter Strauß Kommunikation (ds), Phone: +49(0) 8142 47 162, redaktion@wa3000.de
Creation / Production: ARTPOOL Communication Services, Phone: +49 (0) 89 46 82 49, produktion@wa3000.de

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The General Data Protection Regulation (GDPR) sets new standards of transparency and accountability for companies that use personal data. We have therefore revised our data protection statement for you.
You can find it here: Data Protection Statement and revocation hint.