

Privacy Policy

General information

As operators of this website we take the protection of your personal data very seriously. We treat your personal data confidentially and according to the legal data protection regulations as well as this privacy policy.

This data protection declaration clarifies the type, scope and purpose of the processing of personal data (hereinafter referred to as "data") within our online offer and the associated websites, functions and contents as well as other external online presences, such as our Social Media Profiles.

With regard to the terms used, such as "personal data" or their "processing", we refer to the definitions in Art. 4 of the EU General Data Protection Regulation (GDPR).

Security measures

In accordance with Art. 32 GDPR and taking into account the state of the art, the implementation costs and the nature, scope, context and purposes of the processing as well as the varying probability of occurrence and severity of the risk to the rights and freedoms of natural persons, we take appropriate technical and organizational measures to ensure a level of security appropriate to the risk.

These measures shall include, in particular, safeguarding the confidentiality, integrity and availability of data by controlling the physical access to the data, as well as the access, input, disclosure, security of availability and separation of the data relating to them.

Furthermore, we have established procedures to ensure that the rights of data subjects are exercised, data is deleted, and we respond to any threats to the data. Furthermore, we take the protection of personal data into account already during the development or selection of hardware, software and procedures, in accordance with the principle of data protection by design and by default (Art. 25 GDPR).

The security measures include in particular the encrypted transmission of data between your browser and our server.

SSL and/or TLS encryption

For security reasons and to protect the transmission of confidential content, such as purchase orders or inquiries you submit to us as the website operator, this website uses either an SSL or a TLS encryption program. You can recognize an encrypted connection by checking whether the address line of the browser switches from "http://" to "https://" and also by the appearance of the lock icon in the browser line.

If the SSL or TLS encryption is activated, data you transmit to us cannot be read by third parties.

Data security on the Internet

We would like to point out that data transmission over the Internet (e. g. communication by e-mail) can have security gaps. A complete protection of data against access by third parties is not possible.

Data processing on this website

On the one hand, your data is collected when you give it to us. This can be data that you enter in a contact form, for example.

Other data is automatically collected by our IT systems when you visit the website. These are mainly technical data (e. g. internet browser, operating system or time of the page call). This data is automatically collected as soon as you enter our website.

Part of the data is collected to ensure that the website is provided without errors. Other data can be used to analyze your user behavior.

You have the right to receive information free of charge about the origin, recipient and purpose of your stored personal data at any time. You also have the right to demand the rectification, restriction of processing or erasure of this data. For this purpose, as well as for further questions regarding data protection, you can contact us at any time at the address given in the legal information. Furthermore, you have a right of appeal to a supervisory authority.

Furthermore, you have the right to demand under certain circumstances the restriction of the processing of your personal data. For details, please refer to the data protection declaration under "Right to restriction of processing".

Analysis tools and tools provided by third parties

When you visit our website, your usage behavior can be statistically evaluated. This is mainly done with cookies and with so-called analysis programs. The analysis of your usage behavior is usually anonymous; the usage behavior cannot be traced back to you.

You can object to this analysis or prevent it by not using certain tools. You will find detailed information on this in the following privacy policy.

Encrypted payment transactions on this website

If you are under an obligation to share your payment information (e. g. account number if you give us the authority to debit your bank account) with us after you have entered into a fee-based contract with us, this information is required to process payments.

Payment transactions using common modes of paying (Visa/MasterCard, debit to your bank account) are processed exclusively via encrypted SSL or TLS connections. You can recognize an encrypted connection by checking whether the address line of the browser switches from "http://" to "https://" and also by the appearance of the lock icon in the browser line.

If the communication with us is encrypted, third parties will not be able to read the payment information you share with us.

Cooperation with processors and third parties

If, in the course of our processing, we disclose data to other persons and companies (processors or third parties), transfer it to them or otherwise grant them access to the data, this is only done on the basis of a legal authorization (e. g. if a transfer of the data to third parties, such as payment service providers, is necessary for the performance of the contract in accordance with Art. 6 para. 1 lit. b GDPR), if you have consented to this, if a legal obligation provides for it or on the basis of our legitimate interests (e. g. when using agents, web hosts, etc.).

If we commission third parties to process data on our behalf (processing), this is done on the basis of a contract in accordance with Art. 28 Para. 3 GDPR.

Transfers to third countries

If we process data in a third country (i. e. a country outside the European Union (EU) or the European Economic Area (EEA)) or if this is done in the context of using the services of third parties or if data is disclosed or transferred to third parties, this will only be done if it is done to fulfill our (pre-) contractual obligations, on the basis of your consent, on the basis of a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we will only process or transfer the data in a third country if the special requirements of Art. 44 ff. GDPR. This means, for example, that the processing is carried out on the basis of special guarantees, such as the officially recognized determination of a level of data protection corresponding to that of the EU or the observance of officially recognized special contractual obligations (so-called "standard contractual clauses").

Storage duration

Unless a more specific storage period has been specified within this data protection declaration, your personal data will remain with us until the purpose for which it was collected ceases to apply. If you assert a justified request for deletion or revoke your consent to data processing, your data will be deleted, unless we have other legally permissible reasons for storing your personal data (e. g. tax or commercial law retention periods); in the latter case, the deletion will take place after these reasons have ceased to apply.

Explanation of terms

GDPR	EU- General Data Protection Regulation (Regulation 2016/679) Priority data protection law at European level with direct legal effect in all EU member states
BDSG	Bundesdatenschutzgesetz (German Federal Data Protection Act)
Personal Data	Any information relating to an identified or identifiable natural person. (Art. 4 Nr. 1 GDPR)

Controller	The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data. (Art. 4 Nr. 7 GDPR)
Consent	(of the data subject) any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her. (Art. 4 Nr. 11 GDPR)

1. General information and mandatory information

Information about the responsible party (referred to as the "controller" in the GDPR)

Controller on this website is

wikonect GmbH

Hagenauer Straße 53

65203 Wiesbaden

Phone: +49(611)204809-0

E-mail: info@wikonect.de

Data protection officer (DPO) according to art. 37 – 39 GDPR

We have designated a data protection officer:

Boris Koppenhöfer

c/o Koppenhöfer & Werner Beratungsgesellschaft mbH

Nikolausstraße 11

65343 Eltville am Rhein

Phone: +49(6123)9213-61

E-mail: privacy@wikonect.de

Information on data transfer to the USA

Our website uses, in particular, tools from companies based in the USA. When these tools are active, your personal information may be transferred to the US servers of these companies. We must point out that the USA is not a safe third country within the meaning of EU data protection law. US companies are required to release personal data to security authorities without you as the data subject being able to take legal action against this. The possibility cannot therefore be excluded that US authorities (e.g. secret services) may process, evaluate, and permanently store your data on US servers for monitoring purposes. We have no influence over these processing activities.

Revocation of your consent to the processing of data

A wide range of data processing transactions are possible only subject to your express consent. You can also revoke at any time any consent you have already given us. This shall be without prejudice to the lawfulness of any data collection that occurred prior to your revocation.

Right to object to the collection of data in special cases; right to object to direct advertising (Art. 21 GDPR)
IN THE EVENT THAT DATA ARE PROCESSED ON THE BASIS OF ART. 6 SECT. 1 LIT. E OR F GDPR, YOU HAVE THE RIGHT TO AT ANY TIME OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA BASED ON GROUNDS ARISING FROM YOUR UNIQUE SITUATION. THIS ALSO APPLIES TO ANY PROFILING BASED ON THESE PROVISIONS. TO DETERMINE THE LEGAL BASIS, ON WHICH ANY PROCESSING OF DATA IS BASED, PLEASE CONSULT THIS DATA PROTECTION DECLARATION. IF YOU LOG AN OBJECTION, WE WILL NO LONGER PROCESS YOUR AFFECTED PERSONAL DATA, UNLESS WE ARE IN A POSITION TO PRESENT COMPELLING PROTECTION WORTHY GROUNDS FOR THE PROCESSING OF YOUR DATA, THAT OUTWEIGH YOUR INTERESTS, RIGHTS AND FREEDOMS OR IF THE PURPOSE OF THE PROCESSING IS THE CLAIMING, EXERCISING OR DEFENCE OF LEGAL ENTITLEMENTS (OBJECTION PURSUANT TO ART. 21 SECT. 1 GDPR). IF YOUR PERSONAL DATA IS BEING PROCESSED IN ORDER TO ENGAGE IN DIRECT ADVERTISING, YOU HAVE THE RIGHT TO AT ANY TIME OBJECT TO THE PROCESSING OF YOUR AFFECTED PERSONAL DATA FOR THE PURPOSES OF SUCH ADVERTISING. THIS ALSO APPLIES TO PROFILING TO THE EXTENT THAT IT IS AFFILIATED WITH SUCH DIRECT ADVERTISING. IF YOU OBJECT, YOUR PERSONAL DATA WILL

SUBSEQUENTLY NO LONGER BE USED FOR DIRECT ADVERTISING PURPOSES (OBJECTION PURSUANT TO ART. 21 SECT. 2 GDPR).

Right to log a complaint with the competent supervisory agency

In the event of violations of the GDPR, data subjects are entitled to log a complaint with a supervisory agency, in particular in the member state where they usually maintain their domicile, place of work or at the place where the alleged violation occurred. The right to log a complaint is in effect regardless of any other administrative or court proceedings available as legal recourses.

Right to data portability

You have the right to demand that we hand over any data we automatically process on the basis of your consent or in order to fulfil a contract be handed over to you or a third party in a commonly used, machine readable format. If you should demand the direct transfer of the data to another controller, this will be done only if it is technically feasible.

Information about, rectification and eradication of data

Within the scope of the applicable statutory provisions, you have the right to at any time demand information about your archived personal data, their source and recipients as well as the purpose of the processing of your data. You may also have a right to have your data rectified or eradicated. If you have questions about this subject matter or any other questions about personal data, please do not hesitate to contact us at any time.

Right to demand processing restrictions

You have the right to demand the imposition of restrictions as far as the processing of your personal data is concerned. To do so, you may contact us at any time. The right to demand restriction of processing applies in the following cases:

- In the event that you should dispute the correctness of your data archived by us, we will usually need some time to verify this claim. During the time that this investigation is ongoing, you have the right to demand that we restrict the processing of your personal data.
- If the processing of your personal data was/is conducted in an unlawful manner, you have the option to demand the restriction of the processing of your data in lieu of demanding the eradication of this data.
- If we do not need your personal data any longer and you need it to exercise, defend or claim legal entitlements, you have the right to demand the restriction of the processing of your personal data instead of its eradication.
- If you have raised an objection pursuant to Art. 21 Sect. 1 GDPR, your rights and our rights will have to be weighed against each other. As long as it has not been determined whose interests prevail, you have the right to demand a restriction of the processing of your personal data.

If you have restricted the processing of your personal data, these data – with the exception of their archiving – may be processed only subject to your consent or to claim, exercise or defend legal entitlements or to protect the rights of other natural persons or legal entities or for important public interest reasons cited by the European Union or a member state of the EU.

2. Hosting and Content Delivery Networks (CDN)

External Hosting

This website is hosted by an external service provider (host). Personal data collected on this website are stored on the servers of the host. These may include, but are not limited to, IP addresses, contact requests, metadata and communications, contract information, contact information, names, web page access, and other data generated through a web site.

The host is used for the purpose of fulfilling the contract with our potential and existing customers (Art. 6 para. 1 lit. b GDPR) and in the interest of secure, fast, and efficient provision of our online services by a professional provider (Art. 6 para. 1 lit. f GDPR).

Our host will only process your data to the extent necessary to fulfil its performance obligations and to follow our instructions with respect to such data.

We are using the following host/s:

domainfactory GmbH
Oskar-Messter-Straße 33
85737 Ismaning

3. Cookies

Our websites and pages use what the industry refers to as “cookies.” Cookies are small text files that do not cause any damage to your device. They are either stored temporarily for the duration of a session (session cookies) or they are permanently archived on your device (permanent cookies). Session cookies are automatically deleted once you terminate your visit. Permanent cookies remain archived on your device until you actively delete them, or they are automatically eradicated by your web browser.

In some cases, it is possible that third-party cookies are stored on your device once you enter our site (third-party cookies). These cookies enable you or us to take advantage of certain services offered by the third party (e. g. cookies for the processing of payment services).

Cookies have a variety of functions. Many cookies are technically essential since certain website functions would not work in the absence of the cookies (e.g. the shopping cart function or the display of videos). The purpose of other cookies may be the analysis of user patterns or the display of promotional messages.

Cookies, which are required for the performance of electronic communication transactions (required cookies) or for the provision of certain functions you want to use (functional cookies, e.g. for the shopping cart function) or those that are necessary for the optimization of the website (e.g. cookies that provide measurable insights into the web audience), shall be stored on the basis of Art. 6 Sect. 1 lit. f GDPR, unless a different legal basis is cited. The operator of the website has a legitimate interest in the storage of cookies to ensure the technically error free and optimized provision of the operator's services. If your consent to the storage of the cookies has been requested, the respective cookies are stored exclusively on the basis of the consent obtained (Art. 6 Sect. 1 lit. a GDPR); this consent may be revoked at any time.

You have the option to set up your browser in such a manner that you will be notified any time cookies are placed and to permit the acceptance of cookies only in specific cases. You may also exclude the acceptance of cookies in certain cases or in general or activate the delete function for the automatic eradication of cookies when the browser closes. If cookies are deactivated, the functions of this website may be limited. In the event that third-party cookies are used or if cookies are used for analytical purposes, we will separately notify you in conjunction with this Data Protection Policy and, if applicable, ask for your consent.

Cookie consent with Cookiebot

Our website uses cookie consent technology from Cookiebot to obtain your consent to store certain cookies in your browser and to document it in a privacy-compliant manner. The provider of this technology is Cybot A/S, Havnegade 39, 1058 Copenhagen, hereinafter Cybot.

When you enter our website, a cookie is stored in your browser, in which the consents you have given or the revocation of these consents are stored. This data will not be shared with the provider Cybot.

The collected data will be stored until you request us to delete it or delete the Cookiebot cookie yourself, or until the purpose for storing the data no longer applies. Legal storage obligations remain unaffected. Details on the data processing of the Cookiebot cookie can be found at <https://www.cookiebot.com/>.

The use of the Cybot Cookie Consent Technology takes place to obtain the legally required consents for the use of cookies. The legal basis for this is Art. 6 para. 1 p. 1 lit. c GDPR.

Cookie consent with Complianz

Our website uses Complianz cookie consent technology from Really Simple Plugins to obtain your consent to store certain cookies in your browser and document it in a privacy compliant manner.

Complianz is a GDPR Cookie Consent plugin that supports GDPR, ePrivacy, CCPA with a conditional cookie notice and customized cookie policies.

The provider of this technology is Complianz B.V., Atoomweg 6b, 9743 AK Groningen, The Netherlands.

When you enter our website, a cookie is stored in your browser, which stores the consents you have given or the revocation of these consents. This data will not be shared with the provider.

The collected data will be stored until you request us to delete it or delete the cookie yourself, or until the purpose for storing the data no longer applies. Legal storage obligations remain unaffected.

The use of technology takes place to obtain the legally required consent for the use of cookies. The legal basis for this is Art. 6 para. 1 p. 1 lit. c GDPR.

4. Recording of data on this website

Server log files

The provider of this website and its pages automatically collects and stores information in so-called server log files, which your browser communicates to us automatically. The information comprises:

- The type and version of browser used
- The used operating system
- Referrer URL
- The hostname of the accessing computer
- The time of the server inquiry
- The IP address

This data is not merged with other data sources.

This data is recorded on the basis of Art. 6 Sect. 1 lit. f GDPR. The operator of the website has a legitimate interest in the technically error free depiction and the optimization of the operator's website. In order to achieve this, server log files must be recorded.

Contact form

If you submit inquiries to us via our contact form, the information provided in the contact form as well as any contact information provided therein will be stored by us in order to handle your inquiry and in the event that we have further questions. We will not share this information without your consent.

The processing of these data is based on Art. 6 para. 1 lit. b GDPR, if your request is related to the execution of a contract or if it is necessary to carry out pre-contractual measures. In all other cases the processing is based on our legitimate interest in the effective processing of the requests addressed to us (Art. 6 Para. 1 lit. f GDPR) or on your agreement (Art. 6 Para. 1 lit. a GDPR) if this has been requested.

The information you have entered into the contact form shall remain with us until you ask us to eradicate the data, revoke your consent to the archiving of data or if the purpose for which the information is being archived no longer exists (e. g. after we have concluded our response to your inquiry). This shall be without prejudice to any mandatory legal provisions – in particular retention periods.

Registration to participate in the event / live stream

You must register on our website to participate in events / live streams. We use the data entered for this purpose only for the purpose of using the respective offer or service for which you have registered. The mandatory information requested during registration must be provided in full.

For important changes, for example in the scope of the offer or in the case of technically necessary changes, we use the e-mail address provided during registration to inform you in this way.

The processing of the data entered during registration is based on the fulfillment of the contract with you (Art. 6 para. 1 lit. b GDPR).

The data collected during registration will be stored by us for as long as they are needed for the above-mentioned purposes. Legal retention periods remain unaffected.

Service providers in connection with registration

We use service providers to carry out the registration process. Data collected during registration is partly stored on the service provider's servers and partly processed by the service provider on our behalf. The service provider will only process your data on behalf of us or to the extent necessary to fulfill its service obligations and follow our instructions regarding this data.

We use the following service providers:

LambdaLogic Informationssysteme GmbH

Karlsruher Straße 7a/8
10711 Berlin

JMarquardt Technologies GmbH

Felix-Wankel-Straße 1
82152 Krailling

Chat function with Slido

On our site, you may be able to ask questions to a speaker as well as participate in surveys etc.

We use the data entered for this purpose only for the purpose of processing the questions or evaluating the survey results.

The processing in this case is based on consent (Art. 6 para. 1 lit. a GDPR). You can revoke your consent at any time with effect for the future. To do so, simply send an email to info@wikonect.de. The data will be stored by us if they are needed for the above purposes. Legal retention periods remain unaffected.

5. eCommerce

Processing of data (customer and contract data)

We collect, process, and use personal data only to the extent necessary for the establishment, content organization or change of the legal relationship (data inventory). These actions are taken based on Art. 6 Sect. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual actions. We collect, process, and use personal data concerning the use of this website (usage data) only to the extent that this is necessary to make it possible for users to utilize the services and to bill for them. The collected customer data shall be eradicated upon completion of the order or the termination of the business relationship. This shall be without prejudice to any statutory retention mandates.

Data transfer upon closing of contracts for services and digital content

We share personal data with third parties only if this is necessary in conjunction with the handling of the contract; for instance, with the financial institution tasked with the processing of payments. Any further transfer of data shall not occur or shall only occur if you have expressly consented to the transfer. Any sharing of your data with third parties in the absence of your express consent, for instance for advertising purposes, shall not occur. The basis for the processing of data is Art. 6 Sect. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or for pre-contractual actions.

Credit assessments

In the context of the conclusion of contracts in our online stores, it is possible in certain cases that credit checks are carried out. This will only take place if the data subject has consented or if we have a legitimate interest, e. g. in case of purchase on account. In these cases, there is always a strict handling of interests, which must be clearly in favor of the controller, so that a credit check can be carried out. Within the framework of the credit assessment, the necessary data is passed on to credit agencies. The basis for this data processing in the case of a legitimate interest of the person responsible is Art. 6 para. 1 lit. f GDPR; if the data subject has given his or her consent, the legal basis is Art. 6 para. 1 lit. a. GDPR. At this point, reference is made to the right of the data subject to object to the processing, see also **the information on the right to object to the collection of data in special cases and to direct advertising (Art. 21 GDPR)** on this privacy policy.

6. Analysis tools and advertising

Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider of this service is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. Google Analytics enables the website operator to analyze the behavior patterns of website visitors. To that end, the website operator receives a variety of user data, such as pages accessed, time spent on the page, the utilized operating system and the user's origin. Google may consolidate these data in a profile that is allocated to the respective user or the user's device. Google Analytics uses technologies that make the recognition of the user for the purpose of analyzing the user behavior patterns (e.g. cookies or device fingerprinting). The website use information recorded by Google is, as a rule transferred to a Google server in the United States, where it is stored. This analysis tool is used on the basis of Art. 6 Sect. 1 lit. f GDPR. The operator of this website has a legitimate interest in the analysis of user patterns to optimize both, the services offered online and the operator's advertising activities. If a corresponding agreement has been requested (e.g. an agreement to the storage of cookies), the processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR; the agreement can be revoked at any time. Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here: <https://privacy.google.com/businesses/controllerterms/mccs/>.

IP anonymization

On this website, we have activated the IP anonymization function. As a result, your IP address will be abbreviated by Google within the member states of the European Union or in other states that have ratified the Convention on the European Economic Area prior to its transmission to the United States. The full IP address will be transmitted to one of Google's servers in the United States and abbreviated there only in exceptional cases. On behalf of the operator of this website, Google shall use this information to analyze your use of this website to generate reports on website activities and to render other services to the operator of this website that are related to the use of the website and the Internet. The IP address transmitted in conjunction with Google Analytics from your browser shall not be merged with other data in Google's possession.

Browser plug-in

You can prevent the recording and processing of your data by Google by downloading and installing the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>. For more information about the handling of user data by Google Analytics, please consult Google's Data Privacy Declaration at: <https://support.google.com/analytics/answer/6004245?hl=en>.

Demographic parameters provided by Google Analytics

This website uses the "demographic characteristics" function of Google Analytics, to be able to display to the website visitor compatible ads within the Google advertising network. This allows reports to be created that contain information about the age, gender, and interests of the website visitors. The sources of this information are interest-related advertising by Google as well as visitor data obtained from third-party providers. This data cannot be allocated to a specific individual. You have the option to deactivate this function at any time by making pertinent settings changes for advertising in your Google account or you can generally prohibit the recording of your data by Google Analytics as explained in section "Objection to the recording of data".

Archiving period

Data on the user or incident level stored by Google linked to cookies, user IDs or advertising IDs (e.g. DoubleClick cookies, Android advertising ID) will be anonymized or deleted after 14 month. For details please click the following link: <https://support.google.com/analytics/answer/7667196?hl=en>

Matomo (formerly called Piwik)

This website uses the open-source web analysis service Matomo. Matomo uses technologies that make it possible to recognize the user across multiple pages with the aim of analyzing the user patterns (e. g. cookies or device fingerprinting). The information recorded by Matomo about the use of this website will be stored on our server. Prior to archiving, the IP address will first be anonymized.

Through Matomo, we can collect and analyze data on the use of our website-by-website visitors. This enables us to find out, for instance, when which page views occurred and from which region they came. In addition, we collect various log files (e. g. IP address, referrer, browser, and operating system used) and can measure whether our website visitors perform certain actions (e.g. clicks, purchases, etc.).

The use of this analysis tool is based on Art. 6 Sect. 1 lit. f GDPR. The website operator has a legitimate interest in the analysis of user patterns, to optimize the operator's web offerings and advertising. If a corresponding agreement has been requested (e. g. an agreement to the storage of cookies), the processing takes place exclusively based on Art. 6 para. 1 lit. a GDPR; the agreement can be revoked at any time.

IP anonymization

For analysis with Matomo we use IP anonymization. Your IP address is shortened before the analysis, so that it is no longer clearly assignable to you.

Hosting

We host Matomo with the following third-party provider:

domainfactory GmbH

Oskar-Messter-Straße 33
85737 Ismaning

7. Newsletter

Newsletter data

If you would like to subscribe to the newsletter offered on this website, we will need from you an e-mail address as well as information that allow us to verify that you are the owner of the e-mail address provided and consent to the receipt of the newsletter. No further data shall be collected or shall be collected only on a voluntary basis. We shall use such data only for the sending of the requested information and shall not share such data with any third parties.

The processing of the information entered into the newsletter subscription form shall occur exclusively on the basis of your consent (Art. 6 Sect. 1 lit. a GDPR). You may revoke the consent you have given to the archiving of data, the e-mail address and the use of this information for the sending of the newsletter at any time, for instance by clicking on the "Unsubscribe" link in the newsletter. This shall be without prejudice to the lawfulness of any data processing transactions that have taken place to date.

The data deposited with us for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter or the newsletter service provider and deleted from the newsletter distribution list after you unsubscribe from the newsletter or after the purpose has ceased to apply. We reserve the right to delete or block e-mail addresses from our newsletter distribution list at our own discretion within the scope of our legitimate interest in accordance with Art. 6(1)(f) GDPR.

After you unsubscribe from the newsletter distribution list, your e-mail address may be stored by us or the newsletter service provider in a blacklist to prevent future mailings. The data from the blacklist is used only for this purpose and not merged with other data. This serves both your interest and our interest in complying with the legal requirements when sending newsletters (legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR). The storage in the blacklist is indefinite. **You may object to the storage if your interests outweigh our legitimate interest.**

Sendinblue

This website uses Sendinblue for the sending of newsletters. The provider is the Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin, Germany.

Sendinblue services can, among other things, be used to organize and analyze the sending of newsletters. The data you enter for the purpose of subscribing to the newsletter are archived on Sendinblue's servers in Germany.

Data analysis by Sendinblue

Sendinblue enables us to analyze our newsletter campaigns. For instance, it allows us to see whether a newsletter message has been opened and, if so, which links may have been clicked. This enables us to determine, which links drew an extraordinary number of clicks.

Moreover, we are also able to see whether once the e-mail was opened or a link was clicked, any previously defined actions were taken (conversion rate). This allows us to determine whether you have made a purchase after clicking on the newsletter.

Sendinblue also enables us to divide the subscribers to our newsletter into various categories (i.e., to "cluster" recipients). For instance, newsletter recipients can be categorized based on age, gender, or place of residence. This enables us to tailor our newsletter more effectively to the needs of the respective target groups.

If you do not want to permit an analysis by Sendinblue, you must unsubscribe from the newsletter. We provide a link for you to do this in every newsletter message. Moreover, you can also unsubscribe from the newsletter right on the website.

For detailed information on the functions of Sendinblue please follow this link:
<https://www.sendinblue.com/newsletter-software/>.

Legal basis

The data is processed based on your consent (Art. 6 Sect. 1 lit. a GDPR). You may revoke any consent you have given at any time by unsubscribing from the newsletter. This shall be without prejudice to the lawfulness of any data processing transactions that have taken place prior to your revocation.

Storage period

The data deposited with us for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter or the newsletter service provider and deleted from the newsletter

distribution list after you unsubscribe from the newsletter. Data stored for other purposes with us remain unaffected.

After you unsubscribe from the newsletter distribution list, your e-mail address may be stored by us or the newsletter service provider in a blacklist to prevent future mailings. The data from the blacklist is used only for this purpose and not merged with other data. This serves both your interest and our interest in complying with the legal requirements when sending newsletters (legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR). The storage in the blacklist is indefinite. You may object to the storage if your interests outweigh our legitimate interest.

For more details, please consult the Data Protection Regulations of Sendinblue at:
<https://de.sendinblue.com/datenschutz-uebersicht/>.

8. Plug-ins and Tools

YouTube with expanded data protection integration

Our website embeds videos of the website YouTube. The website operator is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

We use YouTube in the expanded data protection mode. According to YouTube, this mode ensures that YouTube does not store any information about visitors to this website before they watch the video. Nevertheless, this does not necessarily mean that the sharing of data with YouTube partners can be ruled out because of the expanded data protection mode. For instance, regardless of whether you are watching a video, YouTube will always establish a connection with the Google DoubleClick network.

As soon as you start to play a YouTube video on this website, a connection to YouTube's servers will be established. As a result, the YouTube server will be notified, which of our pages you have visited. If you are logged into your YouTube account while you visit our site, you enable YouTube to directly allocate your browsing patterns to your personal profile. You have the option to prevent this by logging out of your YouTube account.

Furthermore, after you have started to play a video, YouTube will be able to place various cookies on your device or comparable technologies for recognition (e. g. device fingerprinting). In this way YouTube will be able to obtain information about this website's visitors. Among other things, this information will be used to generate video statistics with the aim of improving the user friendliness of the site and to prevent attempts to commit fraud.

Under certain circumstances, additional data processing transactions may be triggered after you have started to play a YouTube video, which are beyond our control.

The use of YouTube is based on our interest in presenting our online content in an appealing manner. Pursuant to Art. 6 Sect. 1 lit. f GDPR, this is a legitimate interest. If a corresponding agreement has been requested, the processing takes place exclusively based on Art. 6 para. 1 lit. a GDPR; the agreement can be revoked at any time.

For more information on how YouTube handles user data, please consult the YouTube Data Privacy Policy under: <https://policies.google.com/privacy?hl=en>.

Vimeo Without Tracking (Do-Not-Track)

This website uses plugins of the Vimeo video portal. The provider is Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA.

Whenever you visit one of our pages featuring Vimeo videos, a connection with the servers of Vimeo is established. In conjunction with this, the Vimeo server receives information about which of our sites you have visited. Vimeo also receives your IP address. However, we have set up Vimeo in such a way that Vimeo cannot track your user activities and does not place any cookies.

We use Vimeo to make our online presentation attractive for you. This is a legitimate interest on our part pursuant to Art. 6 Abs. 1 lit. et seq. GDPR. If a respective declaration of consent was requested (e. g. concerning the storage of cookies), processing shall occur exclusively based on Art. 6 Sect. 1 lit. a GDPR; the given consent may be revoked at any time.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission and, according to Vimeo, on "legitimate business interests". Details can be found here:

<https://vimeo.com/privacy>.

For more information on the handling of user data, please consult Vimeo's data privacy policy at:
<https://vimeo.com/privacy>.

Google Web Fonts (local embedding)

This website uses so-called Web Fonts provided by Google to ensure the uniform use of fonts on this site. These Google fonts are locally installed so that a connection to Google's servers will not be established in conjunction with this application.

For more information on Google Web Fonts, please follow this link: <https://developers.google.com/fonts/faq> and consult Google's Data Privacy Declaration under: <https://policies.google.com/privacy?hl=en>.

Font Awesome (local embedding)

This website uses Font Awesome to ensure the uniform use of fonts on this site. Font Awesome is locally installed so that a connection to Fonticons, Inc.'s servers will not be established in conjunction with this application.

For more information on Font Awesome, please and consult the Data Privacy Declaration for Font Awesome under: <https://fontawesome.com/privacy>.

Google Maps

This website uses the mapping service Google Maps. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

To enable the use of the Google Maps features, your IP address must be stored. As a rule, this information is transferred to one of Google's servers in the United States, where it is archived. The operator of this website has no control over the data transfer.

We use Google Maps to present our online content in an appealing manner and to make the locations disclosed on our website easy to find. This constitutes a legitimate interest as defined in Art. 6 Sect. 1 lit. f GDPR. If a respective declaration of consent has been obtained, the data shall be processed exclusively based on Art. 6 Sect. 1 lit. a GDPR. This declaration of consent may be revoked at any time.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here: <https://privacy.google.com/businesses/gdprcontrollerterms/> and <https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>.

For more information on the handling of user data, please review Google's Data Privacy Declaration under: <https://policies.google.com/privacy?hl=en>.

Google reCAPTCHA

We use "Google reCAPTCHA" (hereinafter referred to as "reCAPTCHA") on this website. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

The purpose of reCAPTCHA is to determine whether data entered on this website (e.g., information entered a contact form) is being provided by a human user or by an automated program. To determine this, reCAPTCHA analyzes the behavior of the website visitors based on a variety of parameters. This analysis is triggered automatically as soon as the website visitor enters the site. For this analysis, reCAPTCHA evaluates a variety of data (e.g., IP address, time the website visitor spent on the site or cursor movements initiated by the user). The data tracked during such analyses are forwarded to Google.

reCAPTCHA analyses run entirely in the background. Website visitors are not alerted that an analysis is underway.

Data are stored and analyzed based on Art. 6 Sect. 1 lit. f GDPR. The website operator has a legitimate interest in the protection of the operator's websites against abusive automated spying and against SPAM. If a respective declaration of consent has been obtained, the data will be processed exclusively based on Art. 6 Sect. 1 lit. a DGDPR. Any such consent may be revoked at any time.

For more information about Google reCAPTCHA please refer to the Google Data Privacy Declaration and Terms of Use under the following links: <https://policies.google.com/privacy?hl=en> and <https://policies.google.com/terms?hl=en>.

9. Payment services

We integrate payment services from third-party companies on our website. When you make a purchase from us, your payment data (e. g. name, payment amount, account details, credit card number) and order data are processed by the payment service provider for the purpose of payment processing. For these transactions, the respective contract and data protection provisions of the respective providers apply. The payment service providers are used based on Art. 6 para. 1 lit. b DSGVO (contract processing) and in the interest of a smooth, convenient, and secure payment process (Art. 6 para. 1 lit. f DSGVO). Insofar as your

consent is requested for certain actions, Art. 6 para. 1 lit. a DSGVO is the legal basis for data processing; consents can be revoked at any time for the future.

Information provided during the ordering process, together with information about your order, will be passed on to the supplier. Your data will be passed on exclusively for the purpose of payment processing. We use the following payment services / payment service providers within the framework of this website:

Concardis GmbH

Helfmann-Park 7
65760 Eschborn

Ingenico GmbH

Daniel-Goldbach-Straße 17 – 19
40880 Ratingen

10. Online-based Audio and Video Conferences (Conference tools)

Data processing

We use online conference tools, among other things, for communication with our customers. The tools we use are listed in detail below. If you communicate with us by video or audio conference using the Internet, your personal data will be collected and processed by the provider of the respective conference tool and by us. The conferencing tools collect all information that you provide/access to use the tools (email address and/or your phone number). Furthermore, the conference tools process the duration of the conference, start and end (time) of participation in the conference, number of participants and other “context information” related to the communication process (metadata).

Furthermore, the provider of the tool processes all the technical data required for the processing of the online communication. This includes, in particular, IP addresses, MAC addresses, device IDs, device type, operating system type and version, client version, camera type, microphone or loudspeaker and the type of connection.

Should content be exchanged, uploaded, or otherwise made available within the tool, it is also stored on the servers of the tool provider. Such content includes, but is not limited to, cloud recordings, chat/ instant messages, voicemail uploaded photos and videos, files, whiteboards, and other information shared while using the service.

Please note that we do not have complete influence on the data processing procedures of the tools used. Our possibilities are largely determined by the corporate policy of the respective provider. Further information on data processing by the conference tools can be found in the data protection declarations of the tools used, and which we have listed below this text.

Purpose and legal bases

The conference tools are used to communicate with prospective or existing contractual partners or to offer certain services to our customers (Art. 6 para. 1 sentence 1 lit. b GDPR). Furthermore, the use of the tools serves to generally simplify and accelerate communication with us or our company (legitimate interest in the meaning of Art. 6 para. 1 lit. f GDPR). Insofar as consent has been requested, the tools in question will be used on the basis of this consent; the consent may be revoked at any time with effect from that date.

Duration of storage

Data collected directly by us via the video and conference tools will be deleted from our systems immediately after you request us to delete it, revoke your consent to storage, or the reason for storing the data no longer applies. Stored cookies remain on your end device until you delete them. Mandatory legal retention periods remain unaffected.

We have no influence on the duration of storage of your data that is stored by the operators of the conference tools for their own purposes. For details, please directly contact the operators of the conference tools.

Conference tools used

We employ the following conference tools:

Microsoft Teams

We use Microsoft Teams. The provider is Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. For details on data processing, please refer to the Microsoft Teams privacy policy: <https://privacy.microsoft.com/en-us/privacystatement>.

Zoom

We use Zoom. The provider of this service is Zoom Communications Inc, San Jose, 55 Almaden Boulevard, 6th Floor, San Jose, CA 95113, USA. For details on data processing, please refer to Zoom's privacy policy: <https://zoom.us/en-us/privacy.html>.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here: <https://zoom.us/de-de/privacy.html>.

11. Custom Services

Request by e-mail, telephone, or fax

If you contact us by e-mail, telephone or fax, your request, including all resulting personal data (name, request) will be stored and processed by us for the purpose of processing your request. We do not pass these data on without your consent.

These data are processed on the basis of Art. 6 Sect. 1 lit. b GDPR if your inquiry is related to the fulfillment of a contract or is required for the performance of pre-contractual measures. In all other cases, the data are processed on the basis of our legitimate interest in the effective handling of inquiries submitted to us (Art. 6 Sect. 1 lit. f GDPR) or on the basis of your consent (Art. 6 Sect. 1 lit. a GDPR) if it has been obtained.

The data sent by you to us via contact requests remain with us until you request us to delete, revoke your consent to the storage or the purpose for the data storage lapses (e.g. after completion of your request). Mandatory statutory provisions - in particular statutory retention periods - remain unaffected.

Postal advertising

We use your address in compliance with all legal regulations for the dispatch of postal advertising (postal advertising).

The legal basis for this is our legitimate interest in direct advertising according to Art. 6 para. 1 sentence 1 lit. f in conjunction with recital 47 GDPR. If a corresponding consent has been requested, the processing shall be carried out exclusively based on Art. 6 para. 1 lit. a GDPR; the consent may be revoked at any time. More specific regulations can be communicated to you if necessary, in the context of data collection and take precedence over the present regulation.

Your address will remain with us until the purpose of the data processing ceases to apply. If you assert a justified request for deletion or revoke your consent to postal advertising, your data will be deleted, unless we have other legally permissible reasons for storing your personal data (e. g. tax or commercial law retention periods); in the latter case, the deletion will take place after these reasons have ceased to exist.

We use the following service provider for sending our postal mailings:

Lang Industrie Dienst GmbH

Lübecker Straße 4
69181 Leimen

Contact via social networks (Xing, LinkedIn, Facebook etc.)

If you contact us via social networks, your inquiry including all personal data (name, inquiry) will be stored and processed by us for the purpose of processing your request. We will not pass on this data without your consent.

The processing of this data is based on Art. 6 para. 1 lit. b GDPR, if your inquiry is related to the fulfillment of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, processing is based on your consent (Art. 6 para. 1 lit. a GDPR) and / or on our legitimate interests (Art. 6 para. 1 lit. f GDPR), as we have a legitimate interest in the effective processing of the inquiries addressed to us.

The data sent to us by you via contact requests will remain with us until you request us to delete it, revoke your consent to its storage or the purpose for which it was stored ceases to apply (e. g. after your request has been processed). Mandatory legal provisions - in particular, legal retention periods - remain unaffected.

Job Applications

We offer website visitors the opportunity to submit job applications to us (e. g. via e-mail, via postal services or by submitting the online job application form). Below, we will brief you on the scope, purpose and use of the personal data collected from you in conjunction with the application process. We assure you that the collection, processing and use of your data will occur in compliance with the applicable data privacy rights and all other statutory provisions and that your data will always be treated as strictly confidential.

Scope and purpose of the collection of data

If you submit a job application to us, we will process any affiliated personal data (e.g. contact and communications data, application documents, notes taken during job interviews, etc.), if they are required to make a decision concerning the establishment or an employment relationship. The legal grounds for the aforementioned are § 26 New GDPR according to German Law (Negotiation of an Employment Relationship), Art. 6 Sect. 1 lit. b GDPR (General Contract Negotiations) and – provided you have given us your consent – Art. 6 Sect. 1 lit. a GDPR. You may revoke any consent given at any time. Within our company, your personal data will only be shared with individuals who are involved in the processing of your job application. If your job application should result in your recruitment, the data you have submitted will be archived on the grounds of § 26 New GDPR and Art. 6 Sect. 1 lit. b GDPR for the purpose of implementing the employment relationship in our data processing system.

Data Archiving Period

If we are unable to offer you a job, you reject a job offer, withdraw your application, revoke your consent to data processing or request us to delete the data, the data you have submitted, including any remaining physical application documents, will be stored or retained for a maximum of 6 months after completion of the application process (retention period) in order to be able to trace the details of the application process in the event of discrepancies (Art. 6 para. 1 lit. f GDPR)

YOU CAN OBJECT TO THIS STORAGE IF YOU HAVE LEGITIMATE INTERESTS THAT OUTWEIGH OUR OWN.

After expiry of the retention period, the data will be deleted, unless there is a legal obligation to retain the data or any other legal reason for further storage. If it is evident that the storage of your data will be necessary after the end of the storage period (e.g. due to an imminent or pending legal dispute), the data will only be deleted when it has become obsolete. Other legal storage obligations remain unaffected.

12. Events

Photos of the event or the participants

Image recordings (photo, video) are sometimes made at our events.

Pictorial material of natural persons is personal data in the sense of data protection law and is also specially protected by other laws.

Visual material of publicly advertised events may be produced, stored, published, and otherwise used as part of editorial articles or other documentation purposes based on our legitimate interest pursuant to Art. 6 (1) lit. f GDPR, provided that the interests of the data subjects depicted are not overridden.

If we obtain your consent for the production and use of the image material for certain purposes, the processing will be based on this consent pursuant to Art. 6 para. 1 lit. a GDPR. This can be revoked at any time without giving reasons with effect for the future.

The image material remains with us until you request us to delete it, revoke your consent to processing or the purpose for storing it no longer applies. Mandatory statutory provisions - in particular, statutory retention periods - remain unaffected.

13. Tools for file exchange / secure email

OneDrive

We use or have integrated OneDrive on this website. The provider is Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA (hereinafter "OneDrive").

OneDrive enables us to include an upload area on our website where you can upload content. When you upload content, it is stored on the OneDrive servers. When you access our website, a connection to OneDrive is also established so that OneDrive can determine that you have visited our website.

The use of OneDrive is based on Art. 6(1)(f) GDPR. The website operator has a legitimate interest in a reliable upload area on its website. If the relevant consent has been requested, processing is carried out exclusively based on Art. 6(1)(a) GDPR; consent may be revoked at any time.

14. Timeliness and changes

Changes and further developments of this website or other websites and services operated by us as well as changes in legal or official regulations may make changes to this data protection declaration necessary.

Status: March 2021.