

Privacy statement

Below we explain which personally identifiable information we process for which purpose, on which basis, and for how long:

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A. Our contact details and general information about our data processing

Name and contact details of the Controller

Responsibility for the collection and utilisation of personally identifiable information under data protection laws lies with

PROTEKTORWERK
Florenz Maisch GmbH & Co. KG
Viktoriastrasse 58
76571 Gaggenau, Germany

Tel. +49 (0) 7225 9770
Fax +49 (0) 7225 977 111

E-mail: info@protektor.com
Internet: www.protektor.com

Managing Directors: Dr. Christof Maisch (Chairman of the Management Board), Martin Barsch, Dr. Andreas Metzger, Dr. Heiner Willerscheid

VAT-ID: DE 144 007 542
Register court: Mannheim HRA 520033

For more information about us, please refer to our website www.protektor.com

Contact details of the Controller's Data Protection Officer

Our Data Protection Officer can be reached as follows:

Wolfgang Bächle
PROTEKTORWERK
Florenz Maisch GmbH & Co. KG
Viktoriastrasse 58
76571 Gaggenau, Germany
Tel.: +49 (0) 7225 8897 7361
E-mail: datenschutz@protektor.de

Legal bases for processing personally identifiable information

The following generally applies to our processing of personally identifiable information:

- When we obtain your consent to processing operations involving your personally identifiable information, the legal basis for such processing is established by Art. 6 (1) (a) of the EU General Data Protection Regulation (GDPR).
- If processing personally identifiable information is necessary to enable performance of a contract, the legal basis is established by Art. 6 (1) (b) GDPR. This also applies to any processing required in preparation of such performance.
- If processing personally identifiable information is necessary to comply with a mandatory legal obligation, the legal basis is established by Art. 6 (1) (c) GDPR.
- If processing personally identifiable information is necessary to protect the vital interests of you or another natural person, the legal basis is established by Art. 6 (1) (d) GDPR.
- If processing is necessary to protect a legitimate interest of ours or a third party, except where such interests are overridden by your interests or fundamental rights and freedoms, the legal basis for processing is established by Art. 6 (1) (f) GDPR.

Data erasure; storage duration

We generally erase or block personally identifiable information as soon as the reason for storing it no longer exists. Storage may be extended if required by European or national laws, directives or other regulations to which we as Controller are subject. Data is also erased or blocked when a retention

period specified as above has expired unless storage of the data is necessary to enable execution or performance of a contract.

Specifically, this means:

If we process personally identifiable information based on **consent** given by you to the data processing (Art. 6 (1) (a) General Data Protection Regulation (GDPR)), processing ends when you withdraw your consent unless further legal grounds for processing the data exist at the time of your revocation, which is the case if we are still justified in processing the data to perform a contract or if such data processing is necessary to protect our legitimate interests (see below).

If, after careful consideration of the necessity, we process the data in exceptional cases in order to protect our **legitimate interests** (Art. 6 (1) (f) GDPR), we store the data until the legitimate interest no longer exists, our considerations produce a different outcome, or you effectively object under Art. 21 GDPR (see the highlighted section entitled "Information about your right to object" in section C).

If we process the data in **performance of a contract**, we store the data until the contract has been finally performed and executed and no further claims can be asserted on the basis of the contract, i.e. until barred by the statute of limitations. Section 195 of the German Civil Code (Bürgerliches Gesetzbuch, BGB) stipulates a general limitation period of three (3) years. However, some claims, including claims for damages, are not barred by the statute of limitations until 30 years have passed (see Section 197 BGB). If there is just reason to believe that this is a relevant factor in individual instances, we save the personally identifiable information for this period. The aforementioned limitation periods commence at the end of the year (i.e. on 31 December) in which the claim arises and the creditor becomes aware of the circumstances surrounding the claim and the identity of the debtor, or must have become aware without acting in gross negligence.

Please be aware that we are required to comply with statutory **retention obligations** for tax and accounting reasons. Under the relevant statutes, we are required to keep certain data – which may include personally identifiable information – for periods ranging from six (6) to ten (10) years as proof of accounting compliance. These retention periods take precedence over the aforementioned duty of erasure. The retention periods also commence at the end of the relevant year, i.e. on 31 December.

Sources of personally identifiable information

The personally identifiable information we process is primarily sourced from the data subjects themselves, for example, when

- they transmit information, such as their IP address, to our web server via their browser and hardware (e.g. computer, smartphone, tablet or notebook) when using our website,
- they express interest in literature or ask us to quote,
- customers submit an order or enter into a contract with us,
- press representatives request literature, press releases, comments and the like,
- suppliers deliver goods or provide services, as contractually agreed.

Only in very exceptional cases might we process personally identifiable information obtained from third parties, for example if a person is acting on behalf of a third party.

General categories, purposes and legal bases for processing personally identifiable information

We process the following categories of personally identifiable information:

- Website users,
- Interested parties,
- Press representatives,
- Customers, and
- Suppliers.

Regardless of the data category concerned, we process personally identifiable information for the following purposes and based on the cited legal justification under the General Data Protection Regulation (GDPR):

User data: We do not collect or process personally identifiable information about website users. Assignment to specific individuals is not possible. IP addresses are always only processed in

anonymised form. If personally identifiable information is affected in exceptional cases, we process it to protect our legitimate interests, based on Art. 6 (1) (f) GDPR. In this respect, our legitimate interests are our interest in the security and integrity of our website and the data on our web server (in particular: detecting malfunctions and errors, tracking unauthorised access), as well as marketing interests and interests in statistical surveys (to improve our website, our products and services, and our offerings). After careful consideration, we have come to the conclusion that the data processing is necessary to protect these legitimate interests and that our interests are not overridden by your interests or fundamental rights and freedoms requiring the protection of the personally identifiable information.

Data about interested parties/press representatives: We only process data about parties who show interest in our products and services or about press representatives if they enter the information in a request form or send it to us by e-mail. This information is provided voluntarily. We only process the data to respond to your enquiry. Processing of this voluntarily submitted data in order to provide information about our products and services constitutes steps taken prior to entering into a contract as defined in Art. 6 (1) (b) GDPR and/or is based on the consent you have given by sending your request, as defined in Art. 6 (1) (a) GDPR.

Customer data: We process customer data for purposes of contract performance as defined in Art. 6 (1) (b) GDPR and/or based on consent given, as defined in Art. 6 (1) (a) GDPR. This also applies to processing operations needed prior to entering into a contract (e.g. when compiling and negotiating quotations).

Data about suppliers/business partners: We process data about our suppliers and business partners for purposes of contract performance as defined in Art. 6 (1) (b) GDPR and/or based on consent given, as defined in Art. 6 (1) (a) GDPR. This also applies to processing operations needed prior to entering into a contract (e.g. when compiling and negotiating quotations).

Recipients/recipient categories of personally identifiable information

We only disclose or otherwise provide your personally identifiable information to third parties if required in order to execute a contract (e.g. to process an order) or for billing purposes (e.g. to process payment for the purchase of goods or services) if we have a legitimate interest in such disclosure/provision and our interest is not overridden by your interests or fundamental rights and freedoms, or if you have given valid prior consent.

Recipient categories include:

- Service providers (publishing companies, printers, etc.)
- Distribution services, suppliers
- Payment service providers, banks
- Tax consultants

Data processing in connection with newsletter despatch

You have the option of subscribing to our free newsletter on our website or when you send us an enquiry. When you complete the form for newsletter subscription, the data is forwarded to us. The information in question includes

- your e-mail (mandatory) and
- your first and surname and country of residence (optional).

The following data is also collected when you subscribe to our newsletter (opt-in proof):

- your IP address and
- the data and time of your registration.

The purpose of this collection is to prevent misuse of the service or of your e-mail, and to comply with our legal obligation to prove that an opt-in – i.e. express consent to receiving the newsletter – really was sent from the e-mail address.

During the subscription process, your consent to the processing of this data is obtained and your attention is drawn to this privacy statement.

Subscribing to our newsletter is a double opt-in procedure. Once you have registered, you will receive an e-mail asking you to confirm your registration. This confirmation is necessary to ensure that nobody

can register using other people's e-mail addresses. If you click on the link to confirm your subscription, your IP address is recorded, together with the exact date and time at which you clicked. The purpose of this data processing is to comply with our legal obligation to prove that an opt-in – i.e. express consent to receiving the newsletter – really was sent from the e-mail address.

Purpose of data processing: We collect and process a user's e-mail for the purpose of sending the newsletter. We use the e-mail address for advertising purposes.

The purpose of collecting the IP address and time of clicking on the confirmation link in the double opt-in mail is to comply with our legal obligation to prove that we have obtained your express consent.

The collection of any other personally identifiable information during the subscription process serves to prevent misuse of the services or of the relevant e-mail address.

The data may be stored beyond unsubscription of the newsletter for up to three years in order to prove that consent was once given and to defend against potential claims.

Legal basis for data processing: The legal basis for processing the data after a user has subscribed to the newsletter is established by your consent as defined in Art. 6 (1) (a) GDPR.

The legal basis for saving your IP address and time of clicking on the confirmation link in the double opt-in e-mail and for potentially storing this data for up to three years after you have unsubscribed from the newsletter is established by our legitimate interest as defined in Art. 6 (1) (f) GDPR. In this case, our legitimate interest is the ability to prove that you once gave consent and to defend against any claims derived from this.

Storage duration: The data is erased as soon as it is no longer needed to achieve the purpose for which it was collected. Accordingly, we save your e-mail address for as long as your newsletter subscription is active.

Unsubscribed e-mails and the date on which confirmation of consent to the despatch of the newsletter was given may be stored for up to three years to protect our legitimate interest in being able to prove that consent was once given. Processing of this data is restricted to the defence of any potential claims. Requests for erasure may be submitted at any time subject to their being accompanied by confirmation that consent was once given.

All other personally identifiable information captured during the subscription process is generally erased after seven days.

Right to object; right to rectification: You can unsubscribe from our newsletter at any time and free of charge. There are no formal requirements governing unsubscription. A corresponding link is provided in each newsletter.

The optional revocation of your consent to our storage of the personally identifiable information collected during the registration process is also possible.

Please also consider the additional options and information with regard to MailChimp, our distribution service provider, in the sections that follow.

Use of distribution service provider "MailChimp"

The newsletter is distributed via "MailChimp", a newsletter despatch platform operated by US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA.

Together with other personal data as described in this newsletter section, the e-mail addresses of our newsletter recipients are stored on MailChimp servers in the USA. MailChimp uses the information to send and analyse the newsletter on our behalf. According to information it has provided, MailChimp can also use this data to optimise or improve its own services, e.g. for technical optimisation of the newsletter despatch and layout, or for business purposes to determine the countries in which recipients live. MailChimp does not, however, use the data of our newsletter recipients to write to them directly, nor does it disclose the data to third parties.

MailChimp is certified under the EU-US "[Privacy Shield](#)" data protection treaty and has thus committed to compliance with EU data protection laws. In addition, we have entered into a "[Contract Data Processing Agreement](#)" with MailChimp. In this agreement, MailChimp undertakes to protect our users' data, to process it on our behalf in line with its own privacy policy and, in particular, not to disclose it to third parties.

You can read MailChimp's privacy policy [here](#).

Collection and analysis for statistical purposes

Our newsletters contain a "web beacon", which is a pixel-sized file retrieved by MailChimp's server when the newsletter is opened. As part of this retrieval process, information of an initially technical nature is collected, such as details of your browser and system, followed by your IP address and the time of retrieval. This information is used for technical improvement of the service based on the technical data or target groups and their reading habits derived from where they are at the time of access (which can be determined with the aid of the IP address) or the time at which they access. Data collected for statistical purposes also includes determining whether a newsletter is opened, when it is opened, and which links are clicked. Although this information can be assigned to individual newsletter readers for technical reasons, neither we nor MailChimp are attempting to observe individual users. On the contrary, we analyse the data to understand more about our users' reading habits and to enable us to adapt our content to them, or to selectively provide content to match the interests of our users.

Online retrieval and data management In certain instances we forward newsletter recipients to MailChimp's website. For example, our newsletters include a link for recipients to retrieve the newsletter online (if they are having problems viewing it in their e-mail program, for example). Newsletter recipients can, moreover, subsequently correct their data, such as their e-mail address.

Equally, MailChimp's [privacy statement](#) can only be accessed from its website.

Please be aware that MailChimp uses cookies on its website and that personally identifiable information is therefore processed by MailChimp, its partners and the service providers it uses (e.g. Google Analytics). We have no means of influencing this data collection. For more information, please refer to MailChimp's [privacy statement](#).

Please also be aware that you can object to your data being collected for advertising purposes on the following websites: <http://www.aboutads.info/choices/> and <http://www.youronlinechoices.com/> (in the European union).

Establishing contact by e-mail, fax and phone

Various options are open to you if you wish to contact us. You will find e-mail, telephone and fax details on the website. When you write us an e-mail, call us or send us a fax, we automatically process personally identifiable information about you. After all, we (or our systems) save the personally identifiable information transmitted by e-mail, fax or phone, at the least.

We do not disclose this data to third parties. It is only used to process the conversation.

Purposes of data processing: We process the personally identifiable information provided by e-mail, fax or phone to respond to your contacting us and to deal with your request. Your e-mail address, fax or phone number is essential to enable us to respond at all. We therefore have a legitimate interest in processing the data.

Legal basis for data processing: The legal basis for processing the data is established by Art. 6 (1) (a) GDPR if consent can be construed from your contacting us, and otherwise by our legitimate interest in processing the data as defined in Art. 6 (1) (f) GDPR.

If the point of your contacting us or sending us a request is to enter into a contract, Art. 6 (1) (b) GDPR provides an additional legal basis (taking steps prior to entering into a contract).

Storage duration: The data is erased as soon as it is no longer needed to achieve the purpose for which it was collected.

In the case of personally identifiable information transmitted by e-mail, this is the case when the respective conversation with you has ended and we have subsequently waited for a period of grace of up to 3 months in case we need to revisit your request or the communication details. The conversation has ended when the circumstances indicate that the relevant subject matter has been dealt with once and for all.

Fax data is stored separately from print data in the Fax machine's memory. Once a fax has been printed, the occupied memory is freed up again to enable reception and storage of the next fax. Parts of a fax may remain temporarily in the memory after printing until they are overwritten by the next incoming fax. This generally means that the data is automatically erased after 1-2 weeks. If a

computer fax is used, your fax is received in e-mail format and the information about e-mails applies accordingly.

In the case of both inbound and outbound phone calls from/to you, your number or the name/company name filed with your telephone provider is stored, together with the date and time of the call, by our system in what is called a ring memory, which overwrites the oldest data with new data. This generally means that the data in the telephone system is automatically erased after 3-4 months.

The communication may be subject to statutory retention periods under commercial or tax laws (see the section on "Data erasure; duration of storage" above).

Right to object; right to rectification: At any time, you may withdraw your consent to the processing of your personally identifiable information or object to the future processing of the same on grounds of legitimate interests (see the section entitled "Information about your right to object" in section C of this privacy statement). The conversation cannot be continued if you do so.

You can notify us informally (by e-mail, for example) of your revocation of consent or objection to future processing.

If you do so, all personally identifiable information stored during the contact process will be erased.

B. Scope of personally identifiable information processed via our website

We only collect and use personally identifiable information about users when they visit our website to the extent necessary to provide access to a functioning website and to our content and products and services. Generally, we do not collect and use personally identifiable information about our users until they have given their consent. Exceptions apply if prior consent cannot be obtained for specific reasons and/or processing of the data is permitted by law.

Provision of access to the website and compilation of log files

Every time you visit our website, our system automatically captures data and information for technical reasons. The data is stored in log files on the server. The information in question includes:

- Date and time of your visit,
- URL (address) of the referrer,
- Websites loaded by the user's system from our website,
- User's screen resolution,
- File(s) downloaded and download confirmations,
- Volume of transmitted data,
- User's internet service provider,
- Browser, browser type and version, browser engine and engine version,
- Operating system, operating system version and type, and
- User's anonymised IP address and internet service provider.

This data is processed separately from other data. It is not processed together with other personally identifiable information about a user. Assignment of this data to specific individuals is not possible.

Web analysis by our provider Allinkl: Our website is hosted by ALL-INKL.COM - Neue Medien Münnich, Hauptstrasse 68, 02742 Friedersdorf, Germany. This provider automatically offers analysis of the utilisation of our website. We have no means of influencing this. The data captured automatically about website access is collated by the provider into anonymised statistics and made available to us. We do not, however, make any use of this analysis.

Purposes of data processing: The system has to temporarily process the data to enable the content of our website to be delivered to a user's computer. To do this, the user's IP address must be stored for the duration of the session.

It is stored in log files to assure the functional reliability of the website. We also use the data to optimise our offerings and the website and to assure the security of our IT systems. The data is not analysed for marketing purposes.

Legal basis for data processing: Temporary storage of the data and log files is justified under Art. 6 (1) (f) GDPR. Our overriding legitimate interest in processing this data is established by the aforementioned purposes.

Storage duration: The data is erased as soon as it is no longer needed to achieve the purpose for which it was collected. Data collected to enable access to the website is erased at the end of the relevant session. Data stored in log files is erased after seven days at the most. If data is to be stored for longer, the users' IP addresses are deleted or distorted so that they can no longer be assigned to the relevant client.

Right to object; right to rectification: Collecting the data to enable access to the website and storing the data in log files is essential to enable operation of the website. Accordingly, users cannot object. They can, however, terminate their use of the website at any time and thus prevent any further collection of the relevant data.

Contact forms and e-mail contact

Our website contains contact forms to enable users to contact us electronically about various matters and topics. If you use this option, the data you enter in a form is forwarded to us and stored. The subsequent processing of the data is always restricted to the topic linked to the contact form.

You can send us a message at any time using our **general contact form** (<https://www.protektor.de/de/kontakt/>). The information we request can be seen in detail in the relevant web form. Mandatory fields are marked with an asterisk. The data in mandatory fields is essential to enable us to process your data input.

You can also use a web form to **request article master data** (<https://www.protektor.de/de/downloads/3-spalte/artikelstammdaten/>). The information we request can be seen in detail in the relevant web form. Mandatory fields are marked with an asterisk. The data in mandatory fields is essential to enable us to process your data input.

You can also **ask for price lists by web form** at any time (<https://www.protektor.de/de/downloads/preislisten/>). The information we request can be seen in detail in the relevant web form. Mandatory fields are marked with an asterisk. The data in mandatory fields is essential to enable us to process your data input.

When your message is sent, the following data is saved:

- User's IP address,
- Date and time at which the message is sent.

The fields marked as mandatory provide the data we need to be able to respond to your request or to process your reason for contacting us.

When sending your message, you will be notified again of the fact that your data will be processed, and your attention is drawn to this privacy statement.

You can also contact us by e-mail at the address indicated. In this case, a user's personally identifiable information provided in the e-mail is saved.

This data is not disclosed to third parties. It is only used to process the conversation.

Purposes of data processing: We process the personally identifiable information from the forms to deal with your reasons for contacting us and to respond to your request. If you contact us, we have a legitimate interest in processing the data.

All other personally identifiable information processed when your message is sent is used to prevent misuse of the contact form and to assure the security of our IT systems.

Legal basis for data processing: The legal basis for our processing of this data is established in Art. 6 (1) (f) GDPR. Our legitimate interest is justified because we need to process your data to be able to deal with your reason for contacting us or to respond to your request.

If the point of your contacting us or sending us a request is to enter into a contract, Art. 6 (1) (b) GDPR provides an additional legal basis (taking steps prior to entering into a contract).

The legal basis for processing of the other personally identifiable information when your message is sent is established by our legitimate interest, as defined in Art. 6 (1) (f) GDPR, in preventing misuse of the contact form and assuring the security of our IT systems.

Storage duration: The data is erased as soon as it is no longer needed to achieve the purpose for which it was collected.

As far as the personally identifiable information from the contact form and from any e-mail correspondence is concerned, this is the case when the relevant conversation ends. The conversation has ended when the circumstances indicate that the relevant subject matter has been dealt with once and for all.

The communication may be subject to statutory retention periods under commercial or tax laws (see the section on "Data erasure; duration of storage" above).

Additional personally identifiable information captured when your message is sent is erased after seven days at the most.

Right to object; right to rectification: You may object to the further processing of your data at any time on grounds of legitimate interest (see the section entitled "Information about your right to object" in section C of this privacy statement). The conversation cannot be continued if you do so.

You can notify us informally (by e-mail, for example) of your objection to future processing.

If you do so, all personally identifiable information stored during the contact process will be erased.

Data processing in connection with recruitment procedures

A contact form on our website is used to enable electronic job applications. If you use this option, the data you enter in the form is forwarded to us and stored.

Recruitment procedures require applicants to disclose data. The necessary applicants' data is marked on the contact forms and can, moreover, be derived from the job descriptions. Necessary data always includes details about your person, postal and contact details and the documentation relating to your application, such as covering letter, c.v., and references. Applicants may also voluntarily provide further information. By sending an application to us, applicants declare their consent to our processing their data to the extent and in the scope described in this privacy statement for the purposes of the recruitment procedure.

If certain categories of personally identifiable information as defined in Art. 9 (1) GDPR are provided voluntarily during the recruitment procedure, this data is processed in additional accordance with Art. 9 (2) (b) GDPR (e.g. health data, such as disability, or ethnicity). If applicants are asked to provide certain categories of personally identifiable information as defined in Art. 9 (1) GDPR during the recruitment procedure, this data is processed in additional accordance with Art. 9 (2) (b) GDPR (e.g. health data if relevant for the job in question).

The data is encrypted using the latest technology prior to transmission to us.

If you wish to **apply online**, please use our dedicated web form:

<https://www.protector.de/de/jobsprotector/bewerbungsformular/>),

The information we request can be seen in detail in the relevant web form. Mandatory fields are marked with an asterisk. The data in mandatory fields is essential to enable us to process your data input.

When your message is sent, the following data is saved:

- User's IP address,
- Date and time at which the message is sent.

This data is not disclosed to third parties. It is only used to process your application.

Purposes of data processing: We only process applicants' data for the purpose and as part of the recruitment procedure and in compliance with legal regulations. Applicants' data is processed in compliance with our (pre)contractual obligations relating to the recruitment procedure.

All other personally identifiable information processed when your message is sent is used to prevent misuse of the contact form and to assure the security of our IT systems.

Legal basis for data processing: The legal basis for processing the data is established by Art. 6 (1) (b) GDPR (taking steps prior to entering into a contract), and otherwise by our legitimate interest in processing the data as defined in Art. 6 (1) (f) GDPR.

Storage duration: The data is erased as soon as it is no longer needed to achieve the purpose for which it was collected. This is the case once the recruitment phase is over, the vacancy has been filled and no other options exist to offer you alternative jobs in response to your application.

The data is erased, subject to legitimate revocation by an applicant, after a period of six months, giving us time to respond to any subsequent questions about the application and enabling us to provide proof of our compliance with equal opportunities legislation. Invoices or any travel cost reimbursements are subject to tax law retention periods.

Additional personally identifiable information captured when your message is sent is erased after seven days at the most.

If applicants are recruited, we may process their data for purposes of the employment relationship.

Right to object; right to rectification: You may object to the further processing of your data at any time on grounds of legitimate interest (see the section entitled "Information about your right to object" in section C of this privacy statement). Your application cannot be considered if you do so. You can notify us informally (by e-mail, for example) of your objection to future processing. If you do so, all personally identifiable information stored during the application process will be erased.

Applicants' data is also erased if an application is withdrawn, which applicants are entitled to do at any time.

Job applications by e-mail or post

Applicants can also submit applications by e-mail. Please bear in mind, however, that e-mails are generally sent without encryption and applicants must therefore make sure they are encrypted. We therefore accept no responsibility for the transmission of applications from the sender to receipt on our server and **recommend using our online form or sending your application by post**. Applicants also have the option of applying by post as an alternative to online or e-mail application.

The notes above regarding e-mail contact and data processing of applications submitted on our contact forms are equally applicable to applications submitted by e-mail or post.

Web form for amending your customer master data

Our website offers you the option of filing customer master data or amending the customer master data on file using a dedicated web form

(https://www.protektor.de/index.php?id=1251&ADMCMC_CMD_cooluri=1).

The information we request can be seen in detail in the relevant web form. Mandatory fields are marked with an asterisk. The data in mandatory fields is essential to enable us to process your data input.

You can also contact us by e-mail at the address indicated. In this case, a user's personally identifiable information provided in the e-mail is saved.

This data is not disclosed to third parties. It is only processed in connection with our customer data base.

Purposes of data processing: We process the personally identifiable information from the form to enable us to set up your customer profile or to amend or add to your customer master data. All other personally identifiable information processed when your message is sent is used to prevent misuse of the contact form and to assure the security of our IT systems.

Legal basis for data processing: The legal basis for processing the data is established in Art. 6 (1) (b) GDPR (performance of a contract or taking steps prior to entering into a contract), based on the existing or future customer relationship.

Data processing is also justified by our legitimate interest as defined in Art. 6 (1) (f) GDPR. Our legitimate interest is established by the aforementioned purposes.

The legal basis for processing of the other personally identifiable information when your message is sent is established by our legitimate interest, as defined in Art. 6 (1) (f) GDPR, in preventing misuse of the contact form and assuring the security of our IT systems.

Storage duration: The data is erased as soon as it is no longer needed to achieve the purpose for which it was collected.

This is the case when the customer relationship with you ends. We deem a customer relationship to have ended when the circumstances indicate that you do not plan to order anything else from us or if you specifically notify us of the same intention.

Data processing relating to contract performance may be subject to statutory retention periods under commercial or tax laws (see the section on “Data erasure; duration of storage” above).

Additional personally identifiable information captured when your message is sent is erased after seven days at the most.

Right to object; right to rectification: You may notify us at any time if you wish to be deleted from our customer database or if you do not plan to order anything else from us. We will then delete your customer data unless retention is specified by law.

You may object to the further processing of your data at any time on grounds of legitimate interest (see the section entitled “Information about your right to object” in section C of this privacy statement). The conversation cannot be continued if you do so.

You can notify us informally (by e-mail, for example) of your objection to future processing.

Instead, you may print the PDF available for download on the indicated page, complete it manually and return it to us. We will enter the data you provide in our customer management system for further processing of our customer relationship.

Use of cookies by us and third-party providers

We use cookies when you load certain pages. Cookies are small text files that are saved to your hardware (PC, smartphone, tablet etc.). If you load a website, your browser may save a cookie. This cookie contains a characteristic code sequence allowing unambiguous identification of the browser when the website is next visited.

Cookies may, moreover, be used by third-party providers, and could also facilitate analysis of users’ surfing behaviour. We draw your attention separately to such cases in this privacy statement in the sections informing you about the relevant third-party provider’s tools (e.g. analytics, plug-ins, etc.).

When you access our website, you will be notified that cookies are used for analysis purposes and your consent to process the personally identifiable information used in this connection is requested.

Cookies are used to make our website easy to use or user friendlier. Some elements on our website require identification of the source browser even after changing pages. The following data is saved temporarily in the cookies:

- Language settings
- Wish list for products/goods

In addition, our content management system uses cookies needed for technical reasons to enable functions such as logging into the Administrator area or to enable registered visitors to write and post comments (subject to our making this function available). Cookies are necessary to recognise visitors who have logged in.

Purpose of data processing: Cookies needed for technical reasons are implemented to make it easier for users to use our website. Some functions on our website cannot be provided without the use of cookies. These functions require browser recognition even after changing pages. The user data captured by the cookies needed for technical reasons is not used to compile user profiles.

Analysis cookies are used to improve the quality of our website and its content. Analysis cookies tell us how the website is used, thus enabling us to continuously improve our offerings.

Legal basis for data processing: The legal basis for processing personally identifiable information with the aid of cookies is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes.

The legal basis for processing personally identifiable information with the aid of analysis cookies is

established by Art. 6 (1) (a) GDPR if the user has given their consent, but also by Art. 6 (1) (f) GDPR as the aforementioned purposes constitute a legitimate interest.

Storage duration: Some of the cookies we use are deleted at the end of a session, i.e. when the browser is closed ("session cookies"). Other cookies are saved to your hardware and enable us or other (third-party) service providers to recognise your browser when you next visit ("permanent cookies").

Generally, we store data collected on grounds of legitimate interest until the legitimate interest no longer exists, our considerations produce a different outcome, or you effectively object under Art. 21 GDPR (see the highlighted section entitled "Information about your right to object" in section C). Regular reviews are undertaken at least once a year to verify the continued existence of the legitimate interest. Our interest no longer exists, in particular, if – as time passes – the data is no longer sufficiently relevant for evaluation and statistical analysis of website utilisation, which is assumed to be the case after three years at the most.

Right to object; right to rectification Cookies are embedded on your hardware and transmitted by it to our website. As such, you have full control over the use of cookies. By changing your browser settings, you can block or restrict cookie transfers. You can delete stored cookies at any time. Or you can set this as an automatic function. We construe such a "do not track" browser setting as your objection to the further collection and utilisation of your personally identifiable information. Note: If cookies for our website are deactivated, you may not be able to make full use of all the functions on our website.

Use of Google Analytics

This website uses Google Analytics, a web analysis service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses what are known as "cookies", which are text files that are stored on your computer to enable analysis of your use of the website.

Please be aware that we have added the code " anonymizelp" to Google Analytics on our website in order to anonymise IP addresses (what is known as IP masking). By activating IP anonymisation on this website, Google first abbreviates your IP address if you are in a member state of the European Union or other contract parties to the Agreement on the European Economic Area. Complete IP addresses are only transmitted to a Google server in the USA in exceptional instances, and are then abbreviated there. Google uses this information to evaluate website utilisation on behalf of a website operator, to compile reports about website activities, and to provide a website operator with other services related to the utilisation of the website and internet. The IP address disclosed by your browser to Google Analytics is not collated with other data held by Google.

For more details about Google's terms of use and privacy policy, please refer to <http://www.google.com/analytics/terms/de.html> or <https://www.google.de/intl/de/policies/>.

Purpose of data processing: Analysis tools/cookies are used to improve the quality of our website and its content. They tell us how the website is used, thus enabling us to continuously improve our offerings. The cookie generates information about your use of this website, which is generally transmitted to a Google server in the USA, where the data is stored.

Legal basis for data processing: The legal basis for processing personally identifiable information is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes. Since Google Inc. has joined the "EU-US Privacy Shield", transmission of the data to the US is permissible.

Storage duration: Cookies are embedded on a user's hardware and transmitted by it to our website. As such, you – as the user – have full control over the use of cookies. By changing your browser settings, you can block or restrict cookie transfers. You can delete stored cookies at any time. Or you can set this as an automatic function. If cookies for our website are deactivated, you may not be able to make full use of all the functions on our website.

Generally, we store data collected on grounds of legitimate interest until the legitimate interest no longer exists, our considerations produce a different outcome, or you effectively object under Art. 21 GDPR (see the highlighted section entitled "Information about your right to object" in section C).

Regular reviews are undertaken at least once a year to verify the continued existence of the legitimate interest. Our interest no longer exists, in particular, if – as time passes – the data is no longer sufficiently relevant for evaluation and statistical analysis of website utilisation, which is assumed to be the case after three years at the most.

Right to object; right to rectification: You can change your browser settings to refuse cookies, but please be aware that if you do so you may not be able to use all the functions on this website. You can, moreover, prevent transfer of the data captured by the cookie in connection with your utilisation of the website (including your IP address) to Google and processing of this data by Google, by downloading and installing the browser plug-in from the following link <http://tools.google.com/dlpage/gaoptout?hl=de>.

To prevent data collection by Google Analytics, click on the link below to set an opt-out cookie that blocks future registration of your data when you visit this website:

Deactivate Google Analytics

Use of Google Maps

This website uses Google Maps, a map service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google") to display an interactive map. By using Google Maps, information about your use of this website (including your IP address) can be transferred to a server operated by Google in the US and stored there.

Google will also provide the information obtained from Maps to third parties to the extent that is legally required or that third parties process the data on behalf of Google. Under no circumstances will Google link your IP address to any other Google data. Nevertheless, technically it would be possible for Google to identify some users, at least, from the data. Personally identifiable information and personal user profiles could be used by Google for other purposes which we have no means of influencing.

Purpose of data processing: Google Maps is used to improve the quality of our website and its content and to provide you with a simple, useful and well-known map service for orientation purposes, to show where our head office is located, and to help you plan your trip to our offices, etc.

Legal basis for data processing: The legal basis for processing personally identifiable information with the aid of Google Maps is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes. Since Google Inc. has joined the "EU-US Privacy Shield", transmission of the data to the US is permissible.

Storage duration: As user, you decide whether the JavaScript code needed to run the tool is executed. By changing your browser settings, you can block or restrict the execution of JavaScript. Note: If JavaScript is deactivated, you may not be able to make full use of all the functions on our website.

Generally, we store data collected on grounds of legitimate interest until the legitimate interest no longer exists, our considerations produce a different outcome, or you effectively object under Art. 21 GDPR (see the highlighted section entitled "Information about your right to object" in section C). Regular reviews are undertaken at least once a year to verify the continued existence of the legitimate interest. Our interest no longer exists, in particular, if – as time passes – the data is no longer sufficiently relevant for evaluation and statistical analysis of website utilisation, which is assumed to be the case after three years at the most.

Right to object; right to rectification: You can easily deactivate Google Maps and thus prevent your data being transferred to Google: Just deactivate JavaScript in your browser. To prevent overall execution of JavaScript code, you can install a JavaScript Blocker, such as the NoScript plug-in (www.noscript.net or www.ghostery.com). Note: If JavaScript is deactivated, you may not be able to make full use of all the functions on our website.

The privacy statement and terms of use governing Google products and especially Google Maps can be found at <https://policies.google.com/technologies/product-privacy?hl=de>

Use of Crazy Egg analytics tool

We use Crazy Egg, an analytics tools provided by Crazy Egg, Inc., USA. Crazy Egg allows us to track and analyse traffic on our website. The Tracking Code and cookie generate information about your visit to our website, which is transferred to the provider's servers and stored there.

For more information, please refer to Crazy Egg's privacy statement.

<https://www.crazyegg.com/privacy>

Purpose of data processing: We use the tool to improve the quality of our website and its content and enable better understanding of how the website is used, which in turn allows us to draw conclusions that lead to better results for all users. We learn how the website is used, thus enabling us to continuously improve our offerings.

Legal basis for data processing: The legal basis for processing personally identifiable information is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes.

Storage duration: Cookies are embedded on a user's hardware and transmitted by it to our website. As such, you – as the user – have full control over the use of cookies. By changing your browser settings, you can block or restrict cookie transfers. You can delete stored cookies at any time. Or you can set this as an automatic function. If cookies for our website are deactivated, you may not be able to make full use of all the functions on our website.

Generally, we store data collected on grounds of legitimate interest until the legitimate interest no longer exists, our considerations produce a different outcome, or you effectively object under Art. 21 GDPR (see the highlighted section entitled "Information about your right to object" in section C). Regular reviews are undertaken at least once a year to verify the continued existence of the legitimate interest. Our interest no longer exists, in particular, if – as time passes – the data is no longer sufficiently relevant for evaluation and statistical analysis of website utilisation, which is assumed to be the case after three years at the most.

Right to object; right to rectification: You can change your browser settings to refuse cookies, but please be aware that if you do so you may not be able to use all the functions on this website. If your personally identifiable information is processed on the grounds of legitimate interest as defined in Art. 6 (1) (f) GDPR, you have the right to object to this processing under Art. 21 GDPR as long as you have reasonable grounds based on your personal situation.

Moreover, you can actively block the tool from any further processing of your data by clicking on the opt-out option: <https://www.crazyegg.com/opt-out>

Use of LiveChat customer chat tool

On our website, we use the chat function offered by LiveChat Inc., One International Place, Suite 1400, Boston, Massachusetts 02110, USA, to enable us to establish direct contact with our website users and respond to their enquiries and requests. The provider has joined the EU-US Privacy Shield and therefore committed to ensuring adequate data protection. We have also entered into a Contract Data Processing Agreement with the provider.

The privacy statement of Drift, Inc. with detailed explanation of which data is captured and processed by Drift in which cases and for which purposes can be found here:

<https://www.livechatinc.com/privacy-policy/>

Purpose of data processing: We use LiveChat to enable website users to communicate directly with us and to address their queries and comments to us via web chat for an immediate customer experience.

Legal basis for data processing: The legal basis for processing personally identifiable information is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes.

Storage duration: Cookies are embedded on a user's hardware and transmitted by it to our website. As such, you – as the user – have full control over the use of cookies. By changing your browser settings, you can block or restrict cookie transfers. You can delete stored cookies at any time. Or you

can set this as an automatic function. If cookies for our website are deactivated, you may not be able to make full use of all the functions on our website.

Generally, we store data collected on grounds of legitimate interest until the legitimate interest no longer exists, our considerations produce a different outcome, or you effectively object under Art. 21 GDPR (see the highlighted section entitled “Information about your right to object” in section C). Regular reviews are undertaken at least once a year to verify the continued existence of the legitimate interest. Our interest no longer exists, in particular, if – as time passes – the data is no longer sufficiently relevant for evaluation and statistical analysis of website utilisation, which is assumed to be the case after three years at the most.

Right to object; right to rectification: You can change your browser settings to refuse cookies, but please be aware that if you do so you may not be able to use all the functions on this website.

Use of Ryte to analyse and optimise

We use Ryte, a tool provided by German Ryte GmbH, Paul-Heyse-Str. 27, 80336 Munich, Germany, to monitor, analyse and optimise our website.

For more details of the provider’s data protection, please refer to: <https://de.ryte.com/about/privacy/>

Purpose of data processing: We use the tool to improve the quality of our website and its content and enable better understanding of how the website is used, which in turn allows us to draw conclusions that lead to better results for all users. We learn how the website is used, thus enabling us to continuously improve our offerings.

Legal basis for data processing: The legal basis for processing personally identifiable information is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes.

Storage duration: Cookies are embedded on a user’s hardware and transmitted by it to our website. As such, you – as the user – have full control over the use of cookies. By changing your browser settings, you can block or restrict cookie transfers. You can delete stored cookies at any time. Or you can set this as an automatic function. If cookies for our website are deactivated, you may not be able to make full use of all the functions on our website.

Generally, we store data collected on grounds of legitimate interest until the legitimate interest no longer exists, our considerations produce a different outcome, or you effectively object under Art. 21 GDPR (see the highlighted section entitled “Information about your right to object” in section C). Regular reviews are undertaken at least once a year to verify the continued existence of the legitimate interest. Our interest no longer exists, in particular, if – as time passes – the data is no longer sufficiently relevant for evaluation and statistical analysis of website utilisation, which is assumed to be the case after three years at the most.

Right to object; right to rectification: You can change your browser settings to refuse cookies, but please be aware that if you do so you may not be able to use all the functions on this website. If your personally identifiable information is processed on the grounds of legitimate interest as defined in Art. 6 (1) (f) GDPR, you have the right to object to this processing under Art. 21 GDPR as long as you have reasonable grounds based on your personal situation.

Use of HubSpot CRM tool

We use Hubspot, a tool provided by HubSpot, Inc., 25 First St., 2nd floor, Cambridge, Massachusetts 02141, USA. We use this system to process data and addresses from prospective and potential customers for advertising and marketing purposes. Hubspot, Inc. has joined the EU-US Privacy Shield and therefore guarantees adequate data protection. Moreover, we have entered into a Contract Data Processing Agreement with Hubspot since it processes the relevant data on our behalf and therefore stores it on its servers.

You can read HubSpot’s privacy policy here: <https://legal.hubspot.com/privacy-policy>

Purposes of data processing: The data is processed for marketing and advertising purposes. Only data relating to companies – and their representatives or contacts, if appropriate – is processed.

We use the data to promote our products and services to potential new customers.

Legal basis for data processing: The legal basis for processing the data is established in Art. 6 (1) (f) GDPR. Our overriding legitimate interest in processing this data is established by the aforementioned purposes.

Storage duration: The data is erased as soon as it is no longer needed to achieve the purpose for which it was collected.

In the case of the data we collect on grounds of legitimate interest, this is the case when the legitimate interest no longer exists, our considerations produce a different outcome, or you effectively object under Art. 21 GDPR (see the highlighted section entitled “Information about your right to object” in section C). Regular reviews are undertaken at least once a year to verify the continued existence of the legitimate interest. Our interest no longer exists, in particular, if – as time passes – the data is no longer sufficiently relevant for evaluation and statistical analysis of website utilisation, which is assumed to be the case after three years at the most.

Right to object; right to rectification: If your personally identifiable information is processed on the grounds of legitimate interest as defined in Art. 6 (1) (f) GDPR, you have the right to object to this processing under Art. 21 GDPR as long as you have reasonable grounds based on your personal situation.

If you would like to exercise your right to object, simply send an e-mail to

datenschutz@protektor.de

Use of WhatsApp sharing button

Our website gives you the option of directly sending a post or link to your WhatsApp contacts. WhatsApp does not retrieve any data when you load the website with the sharing button. Only when you click on the button does WhatsApp discover which website you are on. Since, however, personally identifiable information is not used for this, only what is known as referrer information is collected, which is standard procedure when clicking on a link.

Only a link is sent to previously selected recipients in your Contacts list. Data is not processed as part of this procedure. In particular, it does not enable the operator of WhatsApp to process any data. Ultimately, sharing a link is exactly the same as if you had entered the link yourself on WhatsApp in order to send it to a person of your choice.

Use of Facebook plug-in

Our website also contains social plug-ins – small software programs run by social network Facebook. They are operated solely by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (“Facebook”). These plug-ins on our website are identifiable by the Facebook logo or the “Like” button.

When visiting a page on our website containing such a plug-in, your browser automatically connects to Facebook’s servers in the US, as a result of which the plug-in content is transferred to your browser, which embeds it into the website.

As a result, the information that you have visited our website is forwarded to Facebook. If you are logged into your personal Facebook user account while visiting our website, Facebook can assign the visit to this account. If you interact with the plug-in, e.g. by clicking on the “Like” button, or post a comment, the relevant information is sent straight to Facebook and stored there.

To prevent such data transfer, you must log out of your Facebook account before visiting our website. Some data, such as your IP address, click time, browser, etc., are nevertheless still transferred to Facebook. Logging out merely prevents the data being assigned to a specific Facebook account.

Purpose of data processing: We use the Facebook plug-in to enable immediate feedback (“Like”) and/or to directly share our posts and information and thus our advertising and marketing interests. For details of the purpose and scope of data collected by Facebook, its further processing and utilisation of your data, your rights in this respect, and your Facebook account setting options for protecting your privacy, please refer directly to Facebook’s privacy statement (<http://de-de.facebook.com/privacy/explanation.php>).

Legal basis for data processing: The legal basis for processing personally identifiable information is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes.

Storage duration: As user, you decide whether the JavaScript code needed to run the tool is executed. By changing your browser settings, you can block or restrict the execution of JavaScript. Note: If JavaScript is deactivated, you may not be able to make full use of all the functions on our website.

Right to object; right to rectification: If you do not want Facebook to record your visit to our website in your Facebook account, please log out of your Facebook user account and block Facebook script in your browser, e.g. using script blockers provided by www.noscript.net or www.ghostery.com.

Use of Twitter's Tweet button

We use the "Tweet" button on our website that is provided by social network Twitter, which is operated by Twitter Inc., 750 Folsom Street, Suite 600, San Francisco, CA 94107, USA ("Twitter"). The "Tweet" button is identifiable by the dark blue bird.

If you load a page on our website that features such a button, your browser connects directly to Twitter's servers. Twitter sends the content of the Tweet button straight to your browser, which embeds it in your Twitter message. We therefore have no means of influencing the scope of data collected by Twitter using this button. As far as we know, only the user's IP address and the URL of the relevant website are sent, but not used for any purposes other than displaying the button. Interactions – especially clicking on a Retweet button – are also forwarded to Twitter.

Purpose of data processing: We use the Twitter plug-in to enable immediate feedback and/or to directly share ("tweet") our posts and information and thus our advertising and marketing interests. For details of the purpose and scope of data collected by Twitter, its further processing and utilisation of your data, your rights in this respect, and your setting options for protecting your privacy, please refer to Twitter's privacy statement: <https://twitter.com/de/privacy>

Legal basis for data processing: The legal basis for processing personally identifiable information is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes.

Storage duration: As user, you decide whether the JavaScript code needed to run the tool is executed. By changing your browser settings, you can block or restrict the execution of JavaScript, and thus prevent the storage. Note: If JavaScript is deactivated, you may not be able to make full use of all the functions on our website.

Right to object; right to rectification: If you are a member of Twitter but do not want Twitter to collect data about you via our website and link it to your Twitter profile, you must log out of Twitter prior to visiting our website.

You can set your browser software to block the JavaScript code needed to run the tool.

To prevent overall execution of JavaScript code, you can install a JavaScript Blocker, such as the NoScript plug-in (www.noscript.net or www.ghostery.com).

You can also amend the privacy settings in your Twitter account settings at <http://twitter.com/account/settings>.

Use of Instagram's social plug-in

Instagram functions and content are incorporated into our website. These services are provided by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA.

If you are logged into your Instagram account, you can click the Instagram button to link the content on our web pages to your Instagram profile. In doing so, you enable Instagram to register your visits to our website to your user account. Please be aware that, as provider of the website, we have no knowledge of the content of the data that is transmitted to Instagram nor of how Instagram uses it.

It may, for example, include photos, videos, comments or buttons to show that users like the content, to follow the authors of the content, or to subscribe to our posts. If users are members of the

Instagram platform, Instagram can record the retrieval of this content/these functions in its relevant user profiles.

Purpose of data processing: We use the Instagram plug-in to enable immediate feedback and/or to directly share our posts and information and thus our advertising and marketing interests via the Instagram network.

For details of the data collection (purpose, scope, further processing, utilisation) and of your rights and setting options, please refer to Instagram's privacy statement:

<http://instagram.com/about/legal/privacy/> .

Legal basis for data processing: The legal basis for processing personally identifiable information is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes.

Storage duration: As user, you decide whether the JavaScript code needed to run the tool is executed. By changing your browser settings, you can block or restrict the execution of JavaScript, and thus prevent the storage. Note: If JavaScript is deactivated, you may not be able to make full use of all the functions on our website.

Right to object; right to rectification: If you are a member of Instagram but do not want Instagram to collect data about you via our website and link it to your Instagram profile, you must log out of Instagram prior to visiting our website.

You can set your browser software to block the JavaScript code needed to run the tool.

To prevent overall execution of JavaScript code, you can install a JavaScript Blocker, such as the NoScript plug-in (www.noscript.net or www.ghostery.com).

Use of YouTube videos on the website

JavaScript code from YouTube, LLC 901 Cherry Ave., 94066 San Bruno, CA, USA ("YouTube") is loaded onto our website. YouTube, LLC, is a subsidiary of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043-1351, USA. YouTube is an online video portal used to upload video clips free of charge and make them available for other users to watch, evaluate and comment on. We use YouTube to embed videos on our website. If JavaScript is active in your browser and you have not installed a JavaScript Blocker, your browser may forward personally identifiable information to YouTube.

Every time users load a page featuring an integrated YouTube video, their browser automatically downloads the relevant video from YouTube and plays it.

During this process, both YouTube and Google learn which specific sub-page of our website the user is visiting. If users are logged into YouTube at the same time as they load a sub-page containing a YouTube video, YouTube knows which specific sub-page of our website the users are visiting. This information is collected by YouTube and Google and recorded in the relevant user's YouTube account.

YouTube and Google are always notified of a visit by the relevant user to our website if the user is logged into YouTube when loading our website, regardless of whether that user clicks on a YouTube video or not. If you do not want this information to be provided to YouTube and Google, you can prevent it by logging out of your YouTube account prior to visiting our website.

YouTube's privacy statement explains how personally identifiable information is collected, processed and utilised by YouTube and Google, and is available here:

<http://www.google.de/intl/de/policies/privacy>

Purpose of data processing: We incorporate YouTube videos to allow us to present multimedia content to visitors to our website and thus to enhance and improve the experience of using our website. Since our website is more attractive as a result, the utilisation of YouTube also serves our marketing and advertising purposes.

Legal basis for data processing: The legal basis for processing personally identifiable information is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes.

Storage duration: As user, you decide whether the JavaScript code needed to run the tool is executed. By changing your browser settings, you can block or restrict the execution of JavaScript. Note: If JavaScript is deactivated, you may not be able to make full use of all the functions on our website.

Right to object; right to rectification: You can change your browser settings to block the JavaScript code needed to run the tool, but please be aware that if you do so you may not be able to use all the functions on this website.

To prevent overall execution of JavaScript code, you can install a JavaScript Blocker, such as the NoScript plug-in (www.noscript.net or www.ghostery.com).

Note: If JavaScript is deactivated, you may not be able to make full use of all the functions on our website.

Use of Facebook and Google Connect / Login

Our website uses Facebook Connect, a service provided by Facebook, Inc. We also use the similar Connect option offered by Google with comparable functions. The providers, their addresses, and links to their privacy policies have already been provided in this privacy statement in connection with the Share buttons. In this section, any mention of provider refers to all these providers.

Using one of these Connect options for additional registration on our website with different login details is not possible. To login, you are taken to the provider's website where you can register with your login details. In doing so, your user profile with this provider is linked to our service. This link means that we are automatically provided with certain information, the scope of which is determined by that provider's own privacy settings.

If a user logs in via one of the Connect buttons, personally identifiable information about them is also forwarded to the provider. Unless you have blocked the same in the settings in your relevant user profile for that provider, they give us access to certain information. The details we request are as follows: Name, e-mail, profile image if appropriate. This information is needed to identify you.

For further details of the Connect buttons and the privacy settings, please refer to the privacy statements of the relevant providers:

Facebook: <https://www.facebook.com/privacy/explanation>

Google: <https://developers.google.com/identity/#google-sign-in>

Purpose of data processing: We use the Connect buttons to enable visitors who already have a user account with one of the providers to quickly and easily login to our website. We do this to improve the experience of using our website and to reduce inhibitions about registering. Accordingly, this data processing also serves our advertising and marketing interests, at least indirectly.

Legal basis for data processing: The legal basis for processing personally identifiable information with the aid of Facebook Connect is established by Art. 6 (1) (f) GDPR as it constitutes a legitimate interest. Our legitimate interest is established by the aforementioned purposes.

Right to object; right to rectification: You do not have to use the Connect buttons; instead you can ignore the option and register directly on our website to obtain your own login details.

If you want to use Connect but do not want the provider to record your visit to our website in your user account, please first log out of the relevant user account and block the provider's JavaScript content in your browser.

To prevent overall execution of JavaScript code, you can install a JavaScript Blocker, such as the NoScript plug-in (www.noscript.net or www.ghostery.com).

Website encryption

The website and therefore all data transferred through it are encrypted using the SSL standard (https protocol).

Transferring personally identifiable information to a country outside the EU

We plan to forward personally identifiable information to the United States of America (USA). Pursuant to an adequacy decision of the EU Commission, personally identifiable information may be transferred to the USA if the recipient has joined the "EU-US Privacy Shield". As such, personally identifiable

information is only transferred to recipients in the US who have demonstrably joined the EU-US Privacy Shield.

Our plans to transfer data relate specifically to the following companies:

- Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”), which provides the Google Analytics web analysis tool and Google Maps.
- YouTube, LLC 901 Cherry Ave., 94066 San Bruno, CA, USA, which provides an online video portal from which videos are embedded on our site. YouTube, LLC, is a subsidiary of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043-1351, USA.
- LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, which provides the Slideshare service and, in this connection, ComScore, Inc. 11950 Democracy Drive, Suite 600, Reston, VA 20190, USA, and Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, which provides Google Analytics.
- Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA, which provides the Facebook social network and the Facebook Pixel, Custom Audiences and Facebook Conversion analysis tools.
- Twitter Inc., 750 Folsom Street, Suite 600, San Francisco, CA 94107, USA, which provides the Twitter short message service.
- Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA, which provides the Instagram social network.
- HubSpot, Inc., 25 First St., 2nd floor, Cambridge, Massachusetts 02141, USA, which provides the HubSpot CRM tool.
- Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA, which provides the MailChimp newsletter despatch tool.
- LiveChat Inc., One International Place, Suite 1400, Boston, Massachusetts 02110, USA, which provides the LiveChat customer chat function.
- Crazy Egg ???

These companies have joined the EU-US Privacy Shield and committed to complying with privacy regulations that are similar to EU data protection laws. As such, transferring data to these companies is permissible in principle. Moreover, we have entered into appropriate Contract Data Processing Agreements with those companies that process data on our behalf to assure the security of the data and our rights to issue instructions.

C. Data subjects’ rights

If personally identifiable information about you is processed, you are a “data subject” and have the following rights vis-à-vis ourselves as the controller:

Right to information

You have the right to demand confirmation free of charge about whether we process personally identifiable information about you. If this is the case, you have a right to learn more about this personally identifiable information and about other information as specified in Art. 15 GDPR. You can exercise this right by post or e-mail.

Right to rectification

You have the right to demand immediate rectification of incorrect personally identifiable information about yourself. Taking into account the purposes of the processing, you also have the right to have incomplete personal data completed, including by means of providing a supplementary statement. You can exercise this right by post or e-mail.

Right to erasure

You have the right to demand immediate erasure of the personally identifiable information about yourself, subject to one of the conditions in Art. 17 GDPR being met. You can exercise this right by post or e-mail.

Right to impose restrictions of processing

You have the right to impose restrictions of processing, subject to one of the conditions in Art. 18 GDPR being met. You can exercise this right by post or e-mail.

Right to notification

If you have exercised your right to rectification, erasure or restriction of processing vis-à-vis the controller, the latter must communicate any rectification or erasure of personal data or restriction of processing to each recipient to whom the personal data has been disclosed, unless this proves impossible or involves disproportionate effort.

You have the right to demand that the controller discloses the names of these recipients.

Right to data portability

You have the right to receive the personally identifiable information about yourself that you have provided to us in a structured, commonly used and machine-readable format, and you have the right to transmit this data to another controller without hindrance from ourselves, subject to the conditions of Art. 20 GDPR being met. You can exercise this right by post or e-mail.

Right to object to processing on grounds of legitimate interest

If and to the extent that we exceptionally process personally identifiable information on the basis of Art. 6 (1) (f) GDPR (i.e. on grounds of legitimate interest), you have the right **at any time** to file an **objection** to the processing of the personally identifiable information about yourself with us for reasons derived from your personal situation. We will stop processing your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or if we process the relevant data about you for direct advertising purposes (see Art. 21 GDPR). You can exercise this right by post or e-mail.

A technical procedure that you use, such as unambiguous technical information transmitted by your browser ("Do not track" message) is also construed as an objection in this context.

Right to revoke consent given in the past

You have the right to withdraw at any time with future effect the consent given in the past to the collection and use of your personally identifiable information. You can exercise this right by post or e-mail. The lawfulness of the data processing operations that have already been completed is not affected by any such revocation.

Automated decision making including profiling

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision is necessary for entering into, or performance of, a contract between you and us, is authorised by Union or member state law to which we are subject and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests, or is based on your explicit consent.

We do not practice automated decision making.

Voluntary nature of data provision If provision of the personally identifiable information is specified by law or contractually agreed, we notify you accordingly when collecting the data. In some cases, we require data for performance of a contract, and specifically if we are not (or not sufficiently) able to honour our contractual obligations to you otherwise. You are under no obligation to provide personally identifiable information. Failure to do so, however, may mean that the performance, action, steps required by you cannot be provided, or a contract cannot be executed with you.

Right to complain to a supervisory authority

Without prejudice to your other rights, you have a right to complain at any time to a data protection supervisory authority, especially in the member state in which you are resident, in which you work, or in which the alleged violation has taken place, if you believe that the processing of personally identifiable information about you violates data protection laws.

The following supervisory authority is responsible for us: Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Baden-Württemberg (Data Protection and Freedom-of-Information Officer

for the State of Baden-Württemberg), Königstrasse 10A, 70173 Stuttgart, Germany. Website: www.baden-wuerttemberg.datenschutz.de.

Date on which this privacy statement was issued: 25/05/2018