

Privacy Statement for SCHENKER STOREN Homepage, www.STOREN.ch, valid from 18 May 2018

Privacy Statement

Thank you for your interest in our company. Data protection is particularly important for the management of SCHENKER STOREN AG. The website of Schenker Storen AG may in principle be used without providing any Personal Data. However, should a Data Subject wish to receive particular services from our company through our website, it may be necessary to process Personal Data. If it is necessary to process Personal Data and if there is no legal basis for such processing, we shall as a general matter obtain the consent of the Data Subject.

The processing of Personal Data, such as for example the name, address, email address or telephone number of a Data Subject, shall always occur in accordance with the General Data Protection Regulation and with the country-specific privacy law applicable to Schenker Storen AG. By this Privacy Statement, our company would like to inform the general public concerning the type, scope and purpose of the Personal Data collected, used and processed by us. In addition, this Privacy Statement provides information to Data Subjects concerning the rights available to them.

As the Controller, Schenker Storen AG has implemented numerous technical and organisational measures in order to ensure that the Personal Data processed through this website are protected in as comprehensive a manner possible. However, online data transfers may in principle feature security gaps, with the result that it is not possible to guarantee absolute protection. For this reason, any Data Subject may transmit Personal Data to us through alternative channels, such as by telephone.

1. Definitions

The Privacy Statement of Schenker Storen AG is based on the definitions used within the General Data Protection Regulation (GDPR) of the European Union. Our Privacy Statement should be clearly readable and understandable both for the general public and for our customers and business partners. In order to guarantee this, we would like to explain the terms used in advance.

In this Privacy Statement, we shall use amongst others the following terms:

- a) **Personal Data**

Personal Data means any information relating to an identified or identifiable natural person (hereafter, "Data Subject"). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

- b) **Data Subject**

Data Subject means any identified or identifiable natural person whose Personal Data are processed by the Controller.

- c) **Processing**

Processing means any operation or set of operations which is performed on Personal Data or on sets of Personal Data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

- d) Restriction of Processing

Restriction of Processing means the marking of stored Personal Data with the aim of limiting their Processing in the future.

- e) Profiling

Profiling means any form of automated Processing of Personal Data consisting of the use of Personal Data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

- f) Pseudonymisation

Pseudonymisation means the Processing of Personal Data in such a manner that the Personal Data can no longer be attributed to a specific Data Subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the Personal Data are not attributed to an identified or identifiable natural person.

- g) Controller

Controller means 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. Where the purposes and means of such Processing are determined by Union or Member State law, the Controller or the specific criteria for its nomination may be provided for by Union or Member State law.

- h) Processor

Processor means a natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller.

- i) Recipient

Recipient means a natural or legal person, public authority, agency or another body, to which the Personal Data are disclosed, whether a Third Party or not. However, public authorities which may receive Personal Data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as Recipients.

- j) Third Party

Third Party means a natural or legal person, public authority, agency or body other than the Data Subject, Controller, Processor and persons who, under the direct authority of the Controller or Processor, are authorised to process Personal Data.

- k) Consent

Consent of the Data Subject means 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.

2. Name and address of the Controller

The Controller for the purposes of the General Data Protection Regulation, other data protection law applicable within the Member States of the European Union and any other relevant data protection law:

Schenker Storen AG

Stauwehrstrasse 34

5012 Schönenwerd
Switzerland

Tel.: 0041 (0) 62 858 55 11

Email: schenker@storen.ch

Website: www.storen.ch

3. Address of the Data Protection Officer

The Data Protection Officer of Schenker Storen AG may be contacted as follows:

Schenker Storen AG
-Data Protection Officer-

Stauwehrstrasse 34

5012 Schönenwerd
Switzerland

Tel.: 0041 (0) 62 858 57 43

Email: datenschutz@storen.ch

Website: www.storen.ch

Each Data Subject may contact our Data Protection Officer at any time with any privacy-related questions or concerns.

4. Cookies

The website of Schenker Storen AG uses cookies. Cookies are text files that are deposited and stored on a computer system via an internet browser.

Numerous websites and servers use cookies. A large number of cookies contain a so-called cookie ID. A cookie ID is a unique identifier for the cookie. It is comprised of a sequence of characters by which websites and servers can be allocated to the specific internet browser in which the cookie was stored. This enables the websites and servers visited to differentiate

between the Data Subject's individual browser and other internet browsers containing other cookies. A particular internet browser can be recognised and identified using the unique cookie ID.

By using cookies, Schenker Storen AG can provide users of this website with more user-friendly services, which would not be possible without cookies.

Cookies enable the information and content on our website to be optimised for the individual user. As mentioned above, cookies enable us to recognise users of our website. The aim of this is to make it easier for users to interact with our website. For example, the user of a website that uses cookies does not have to enter his or her access data against every time he or she visits the website as these are retrieved by the website and the cookie stored on the user's computer system. Another example is the basket cookie in the online shop. The online shop uses a cookie to record the items that a customer has placed in the virtual basket.

The Data Subject can prevent cookies from being saved by our website at any time by adjusting the appropriate settings on the internet browser used, and thus object to the usage of cookies until further notice. In addition, any cookies that have already been saved may be deleted at any time using an internet browser or another software program. This is possible within all standard internet browsers. If the Data Subject disables cookies in the internet browser used, it may in some cases not be possible to use all functions of our website.

5. Collection of general data and information

Whenever the Schenker Storen AG website is accessed by a Data Subject or by an automated system, the website collects a variety of general data and information. These general data and this general information are stored in server log files. The following data may be collected: (1) browser types and versions used; (2) the operating system used by the accessing system; (3) the website from which an accessing system was referred to our website (so-called referrer); (4) the sub-pages through which referral to our website occurred via an accessing system; (5) the date and time of access to our website; (6) an Internet Protocol Address (IP address); (7) the internet service provider of the accessing system; and (8) other similar data and information used to avert hazards in the event of attacks to our IT systems.

Schenker Storen AG does not make any inferences to the Data Subject when using such general data and information. This information is rather used in order to: (1) display the contents of our website correctly; (2) optimise the contents of our website along with associated advertising; (3) guarantee the ongoing proper functioning of our IT systems and the engineering of our website; and (4) to provide criminal prosecution authorities with the necessary information required for prosecution in the event of a cyber attack. Any such anonymously collected data and information will thus be subjected to statistical assessment by Schenker Storen AG with the aim of enhancing data protection and data security at our company, with the ultimate aim of ensuring an optimal level of data protection for the Personal Data Processed by us. The anonymous data contained in the server log files are stored separately from all Personal Data provided by a Data Subject.

6. Registration on our website

The Data Subject has the opportunity to register on the Controller's website, providing certain Personal Data. The relevant Personal Data that are transmitted to the Controller in this regard are indicated in the relevant input marks used for registration. The Personal Data entered by the Data Subject are collected and stored exclusively for internal usage by the Controller and for its own purposes. The Controller may arrange for disclosure to a Processor or Processors, such as for example a delivery service provider, which will also dedicate the Personal Data exclusively for internal usage, which will be imputed to the Controller.

By registering on the Controller's website, the IP address, date and time of registration provided by the internet service provider (ISP) of the Data Subject are also saved. These data are only stored in order to prevent the misuse of our services and in order to enable criminal offences to be investigated if necessary. The storage of such data is thus necessary in order to protect the Controller. Such data will not in principle be disclosed to third parties, unless there is a statutory duty to do so or disclosure is necessary in order to prosecute criminal offences.

Registration by the Data Subject involving the voluntary provision of Personal Data assists the Controller in offering content or services to the Data Subject that, owing to the nature of the service in question, can only be offered to registered users. Persons who have registered have the opportunity at any time to amend the Personal Data provided upon registration or to arrange for their complete removal from the Controller's database.

The Controller shall, upon request, provide information at any time to any Data Subject as to which Personal Data relating to the Data Subject has been stored. In addition, the Controller shall rectify or erase Personal Data upon request by or following an indication by the Data Subject, unless it is prevented from doing so by a statutory duty of retention. Any employee of the Controller may be contacted by the Data Subject in this regard as a point of contact.

7. Focus of our website

Our website is heavily focused on our partner companies, such as e.g. specialist trade. For this reason, services such as the subscription to and dispatch of our newsletter and access to our web shop are not at present available through the website. These services are only available for registered users. However, you can naturally contact us using the contact form, and we shall be pleased to respond to your enquiry.

8. Disclosure of Personal Data

It may be necessary in relation to the Processing or your enquiries or requests to pass your Personal Data onto a company associated with us in order to be able to deal with your enquiry more effectively.

As we form part of the SCHENKER STOREN Group, in some cases we may disclose Personal Data to related companies from the SCHENKER STOREN Group. A related company may also be situated in a third country with an adequate level of data protection.

A Processor may also be situated in a third country with an adequate level of data protection. In any case, in such cases we shall conclude a contract with it that subjects the Processor to a duty of confidentiality and to comply with the data protection requirements set forth in the GDPR.

No Personal Data shall be otherwise disclosed to a Third Party.

9. Subscription to our newsletter

Registered users are granted the opportunity on the Schenker Storen AG website to sign up to our company's newsletter. The specific Personal Data transmitted to the Controller when signing up for the newsletter are indicated in the entry mask used for this purpose. The legal basis for data Processing with your Consent is Article 6(1)(1) GDPR.

Schenker Storen AG uses the newsletter to inform its customers and business partners at regular intervals concerning the company's offers. Our company's newsletter may in principle only be received by the Data Subject if (1) the Data Subject has a valid email address and (2) the Data Subject has signed up for the newsletter. For legal reasons, a confirmation email will be sent to the email initially entered by a Data Subject for dispatch of the newsletter according to the double opt-in procedure. This confirmation email is necessary in order to establish whether the owner of the email address has consented as the Data Subject to receiving the newsletter.

When signing up for the newsletter, we also store the IP address allocated by the internet service provider (ISP) to the computer system used by the Data Subject when signing up along with the date and time of registration. The collection of such data is necessary in order to be able to establish any (potential) misuse of a Data Subject's email address at a later stage and is thus necessary in order to secure the legal interests of the Controller.

The Personal Data collected when signing up for the newsletter are used exclusively in order to dispatch our newsletter. In addition, subscribers to the newsletter may be contacted by email, where this is necessary for the operation of the newsletter service or any related registration, such as in the event of changes to the newsletter(s) on offer or in the event of a change in technical circumstances. No Personal Data will be disclosed to Third Parties in relation to the newsletter service, subject also to section 8 above. A subscription to our newsletter may be terminated by the Data Subject at any time. Consent to the storage of Personal Data granted by the Data Subject in relation to the dispatch of the newsletter may be withdrawn at any time. A corresponding link for withdrawing Consent is contained in every newsletter. In addition, it is also possible to unsubscribe from the newsletter at any time directly on the website of the Controller or to inform the Controller of such an intention in any other manner. A cancellation of the subscription to the newsletter will be automatically construed by Schenker Storen AG as a withdrawal of Consent.

Upon termination of the subscription we shall erase the data stored when signing up.

10. Newsletter tracking

Schenker Storen AG newsletters contain so-called tracking pixels. A tracking pixel is a miniature graphic element embedded into such emails, which are sent in HTML format in order to enable log files to be recorded and analysed. This enables the success (or lack of success) of online marketing campaigns to be analysed statistically. The embedded tracking pixel enables Schenker Storen AG to recognise whether and when an email has been opened by a Data Subject and which links contained in the email have been clicked on by the Data Subject.

Any such Personal Data collected using the tracking pixel contained in newsletters are stored and assessed by the Controller for the purpose of optimising the dispatch of the newsletter and adjusting the contents of future newsletters more effectively in line with the interests of Data Subjects. The legal basis for such data Processing is point (f) of Article 6(1) GDPR. The tailoring of newsletters to individual interests also constitutes a legitimate interest for us in data Processing pursuant to point (f) of Article 6(1)GDPR. Such Personal Data will not be disclosed to Third Parties, subject to section 8. Data Subjects are entitled at any time to withdraw the declaration of Consent provided separately through the double opt-in procedure when signing up for the email newsletter (see above). Following revocation, the Personal Data collected through newsletters tracking will also be erased by the Controller.

11. Usage of your data for advertising purposes (personalised news marketing)

We shall process further the Personal Data collected by us for the purpose specified in this Privacy Statement, *inter alia* on the basis of your Consent pursuant to point (a) of Article 6(1) GDPR, for marketing purposes. Such Personal Data includes the following data: (1) first name and surname, (2) email address. The further Processing of this data is required for the automatic dispatch of news with personalised content. Our aim is to offer you products and services that are tailored to your individual interests. If you provide us with your email address and your first name and surname, we shall store and use these also for the purposes of sending information concerning our own goods and services to emails contained in a database. This ongoing usage of your Personal Data will continue for the duration of your customer relationship with us, i.e. at the latest until the cancellation of your registration account on our website.

The legal basis for this data Processing is point (f) of Article 6(1) GDPR and § 7(3) of the Swiss Unfair Competition Act (UCA). We shall presume that, as our customer, such advertising could be of interest for you. The purpose of advertising also constitutes a legitimate interest for us pursuant

to point (f) of Article 6(1) GDPR. Please note that, according to Article 21(2) GDPR you have the right to object to such direct advertising at any time and free of charge; this also applies to Profiling insofar as related to such direct marketing. If you object to the Processing of your data for the purposes of direct marketing, the Personal Data will no longer be processed for these purposes. You have the right, in relation to the usage of information society services – without prejudice to Directive 2002/58/EC – to exercise your right to object according to an automated process for which technical specifications are applied.

12. Opportunity for contact over the website

Due to legal requirements, the website of Schenker Storen AG contains information that enables our company to be contacted electronically within a short space of time and allowing for direct communication with us, which also includes a general email address. Should a Data Subject contact the Controller by email or using a contact form, the Personal Data transmitted by the Data Subject will be automatically stored. Such Personal Data transmitted voluntarily by a Data Subject to the Controller will be stored for the purposes of Processing the contact with the Data Subject.

13. Routine erasure and blocking of Personal Data

The Controller only processes and stores the Personal Data of the Data Subject for the period of time necessary in order to fulfil the purpose for which it was stored or insofar as required under EU law or under any legislation or regulations to which the Controller is subject.

In the event that the purpose of storage ceases to apply or upon the expiry of a retention period provided for under EU law or any other applicable legislation, the Personal Data will be routinely blocked or erased according to law.

14. Rights of the Data Subject

- a) Right to confirmation

Each Data Subject has the right under EU law to obtain from the Controller confirmation as to whether or not Personal Data concerning him or her are being processed. Should a Data Subject wish to exercise this right to confirmation, he or she may contact an employee of the Controller at any time in order to do so.

- b) Right to information

Each Data Subject whose Personal Data are processed has the right under EU law to obtain at any time from the Controller free of charge information concerning the Personal Data relating to him or her that has been stored and to receive a copy of this information. In addition, EU law guarantees a right to the Data Subject to receive the following information concerning:

- the purposes of the Processing
- the categories of Personal Data concerned
- the Recipients or categories of Recipient to whom the Personal Data have been or will be disclosed, in particular Recipients in third countries or international organisations
- where possible, the envisaged period for which the Personal Data will be stored, or, if not possible, the criteria used to determine that period
- the existence of the right to request from the Controller rectification or erasure of Personal Data or Restriction of Processing of Personal Data concerning the Data Subject or to object to such Processing
- the right to lodge a complaint with a supervisory authority

- where the Personal Data are not collected from the Data Subject, any available information as to their source
- the existence of automated decision-making, including Profiling, referred to in Article 22(1) and (4) GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such Processing for the Data Subject
In addition, the Data Subject has the right to be informed whether Personal Data have been transmitted to a third country or to an international organisation. If this has occurred, the Data Subject also has the right to receive information concerning appropriate safeguards in relation to the transmission.

Should a Data Subject wish to exercise this right to information, he or she may contact an employee of the Controller at any time in order to do so.

- c) Right to rectification

Each Data Subject whose Personal Data are processed has the right under EU law to obtain from the Controller without undue delay the rectification of inaccurate Personal Data concerning him or her. In addition, the Data Subject has the right, taking into account the purposes of the Processing, to have incomplete Personal Data completed, including by means of providing a supplementary statement.

Should a Data Subject wish to exercise this right to rectification, he or she may contact an employee of the Controller at any time in order to do so.

- d) Right to erasure (right to be forgotten)

Each Data Subject whose Personal Data are processed has the right under EU law to obtain from the Controller the erasure of Personal Data concerning him or her without undue delay where one of the following grounds applies, and to the extent that Processing is not necessary:

- The Personal Data are no longer necessary in relation to the purposes for which they were collected or otherwise processed.
- The Data Subject withdraws Consent on which the Processing is based according to point (a) of Article 6(1) GDPR, or point (a) of Article 9(2) GDPR, and where there is no other legal ground for the Processing.
- The Data Subject objects to the Processing pursuant to Article 21(1) GDPR and there are no overriding legitimate grounds for the Processing, or the Data Subject objects to the Processing pursuant to Article 21(2) GDPR.
- The Personal Data have been unlawfully processed.
- The Personal Data have to be erased for compliance with a legal obligation in Union or Member State law to which the Controller is subject.
- The Personal Data have been collected in relation to the offer of information society services referred to in Article 8(1) GDPR.

Should any of the above-mentioned grounds obtain and should a Data Subject wish to obtain the erasure of Personal Data stored by Schenker Storen AG, he or she may contact an employee of the Controller at any time in order to do so. The employees of Schenker Storen AG will arrange for the erasure procedure to be completed without undue delay.

If the Personal Data have been made publicly available by Schenker Storen AG and if our company is obliged to erase the Personal Data as the Controller pursuant to Article 17(1) GDPR, Schenker Storen AG will, taking account of the available technology and implementation costs, take reasonable steps, including technical measures, in order to inform other controllers Processing the Personal Data made publicly available that the Data Subject has requested the erasure of all links to these Personal Data or of copies or duplicates of these Personal Data from these other controllers, unless Processing is necessary. The employees of Schenker Storen AG will arrange for the action necessary in the specific individual case to be taken.

- e) Right to Restriction of Processing

Each Data Subject whose Personal Data are processed has the right under EU law to obtain from the Controller Restriction of Processing where one of the following applies:

- The accuracy of the Personal Data is contested by the Data Subject, for a period enabling the Controller to verify the accuracy of the Personal Data.
- The Processing is unlawful and the Data Subject opposes the erasure of the Personal Data and requests the restriction of their use instead.
- The Controller no longer needs the Personal Data for the purposes of the Processing, but they are required by the Data Subject for the establishment, exercise or defence of legal claims.
- The Data Subject has objected to Processing pursuant to Article 21(1) GDPR pending the verification whether the legitimate grounds of the Controller override those of the Data Subject. Should any of the above-mentioned prerequisites obtain and should a Data Subject wish to obtain the restriction of Personal Data stored by Schenker Storen AG, he or she may contact an employee of the Controller at any time in order to do so. The employees of Schenker Storen AG will arrange for the restriction of Processing to be applied.

- f) Right to data portability

Each Data Subject whose Personal Data are processed has the right under EU law to receive the Personal Data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format. He or she has the right to transmit those data to another controller without hindrance from the controller to which the Personal Data have been provided, where the Processing is based on Consent pursuant to point (a) of Article 6(1) GDPR or point (a) of Article 9(2) GDPR or on a contract pursuant to point (b) of Article 6(1) GDPR and the Processing is carried out by automated means, unless Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Controller.

In addition, in exercising his or her right to data portability pursuant to Article 20(1) GDPR, the Data Subject has the right to have the Personal Data transmitted directly from one controller to another, where technically feasible and provided that this does not adversely affect the rights and freedoms of others.

The Data Subject may contact an employee of Schenker Storen AG at any time in order to exercise the right to data portability.

- g) Right to object

Each Data Subject whose Personal Data are processed has the right under EU law to object, on grounds relating to his or her particular situation, at any time to Processing of Personal Data concerning him or her which is based on point (e) or (f) of Article 6(1) GDPR. This also applies in particular to Profiling based on this provision.

Schenker Storen AG will no longer process Personal Data in the event of an objection, unless we are able to demonstrate compelling legitimate grounds for Processing which override the interests, rights and freedoms of the Data Subject or for the establishment, exercise or defence of legal claims.

In the event that Schenker Storen AG processes Personal Data for the purposes of direct marketing, the Data Subject has the right to object at any time to the Processing of Personal Data for the purposes of such marketing. This also applies to Profiling insofar as related to such Processing. If the Data Subject objects to Schenker Storen AG concerning Processing for the

purposes of direct marketing, Schenker Storen AG will no longer process the Personal Data for these purposes.

In addition, the Data Subject has the right to object, on grounds relating to his or her particular situation, to Processing of Personal Data concerning him or her that is carried out by Schenker Storen AG for scientific or historical research purposes or statistical purposes pursuant to Article 89(1) GDPR, unless such Processing is necessary for the performance of a task carried out for reasons of public interest.

The Data Subject may directly contact any employee of Schenker Storen AG or any other employee in order to exercise the right to object. The Data Subject also has the right, in relation to the usage of information society services – without prejudice to Directive 2002/58/EC – to exercise his or her right to object according to an automated process for which technical specifications are applied.

- h) Automated individual decision-making, including Profiling

Each Data Subject whose Personal Data are processed has the right under EU law not to be subject to a decision based solely on automated Processing, including Profiling, which produces legal effects concerning him or her or similarly significantly affects him or her unless the decision (1) is necessary for entering into, or performance of, a contract between the Data Subject and a Data Controller, or (2) is authorised by Union or Member State law to which the Controller is subject and which also lays down suitable measures to safeguard the Data Subject's rights and freedoms and legitimate interests or (3) is based on the Data Subject's explicit Consent.

If the decision (1) is necessary for entering into, or performance of, a contract between the Data Subject and a Data Controller or (2) is based on the Data Subject's explicit Consent, Schenker Storen AG will implement suitable measures to safeguard the Data Subject's rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the Controller, to express his or her point of view and to contest the decision.

Should a Data Subject wish to exercise rights in relation to automated decision making, he or she may contact an employee of the Controller at any time in order to do so.

- i) Right to withdraw Consent to data Processing

Each Data Subject whose Personal Data are processed has the right under EU law to withdraw Consent at any time to the Processing of Personal Data.

Should a Data Subject wish to exercise his or her right to withdraw Consent, he or she may contact an employee of the Controller at any time in order to do so.

15. Right to lodge a complaint with the competent supervisory authority

In the event of a breach of data protection law, the Data Subject has the right to lodge a complaint with the competent supervisory authority. The competent supervisory authority for data protection issues is the national data protection supervisory authority. Its contact details and those of the other national data protection supervisory authorities may be obtained from the following list, which may be consulted by clicking on this link:

<https://www.bfdi.bund.de/SharedDocs/Adressen/EuropaeischeDatenschutzbeauftragte/DatenschutzbeauftragterSchweiz.html?nn=5217144>

16. Data protection provisions concerning the operation and usage of Facebook

The Controller has incorporated components of the company Facebook into this website. Facebook is a social network.

A social network is a social meeting place operated on the internet, an online community which as a rule enables users to communicate with one another and to interact in virtual space. A social network can be used as a platform for exchanging opinions and experiences or enable the internet community to provide information relating to personal or business matters. Facebook enables the users of the social network *inter alia* to create private profiles, to upload photographs and to create networks through friend requests.

The operating company of Facebook is Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. For Data Subjects situated outside the USA or Canada, the controller is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Whenever any individual page operated by the Controller and incorporating a Facebook component (Facebook plugin) is visited, the internet browser on the Data Subject's computer system will be automatically instructed by the relevant Facebook component to download a display of the Facebook component in question from Facebook. A general overview of all Facebook plugins may be consulted at https://developers.facebook.com/docs/plugins/?locale=en_GB. As part of this technical procedure, Facebook is informed of the specific subpages of our website that are visited by the Data Subject.

If the Data Subject is logged in to Facebook at the same time, whenever our website is visited by the Data Subject, Facebook will recognise for the full duration of the visit to our website which specific subpages or our website the Data Subject has visited. This information is collected by the Facebook components and allocated by Facebook to the relevant Facebook account of the Data Subject. If the Data Subject clicks on one of the Facebook buttons incorporated into our website, such as for example the "like" button, or if the Data Subject posts a comment, Facebook will allocate this information to the personal Facebook user account of the Data Subject and store these Personal Data.

Facebook will always receive information through the Facebook component that the Data Subject has visited our website if the Data Subject is logged in to Facebook when visiting our website; this occurs irrespective of whether or not the Data Subject has clicked on the Facebook component. Should the Data Subject not wish such information to be transmitted to Facebook, he or she may prevent this from happening by logging out of his or her Facebook account before visiting our website.

The Data Policy published by Facebook, which may be consulted at <https://en-gb.facebook.com/about/privacy/>, provides details concerning the collection, Processing and usage of Personal Data by Facebook. It also explains the various settings options offered by Facebook in order to protect privacy. In addition, various applications are available that make it possible to block the transmission of data to Facebook. Such applications can be used by the Data Subject in order to block the transmission of data to Facebook.

Facebook Pixel

Our website tracks the conversions of users' actions through Facebook pixel from Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

This tool tracks what happens after a visitor to the site has been redirected to the website of the provider when they click on a Facebook ad. This assesses the efficacy of the Facebook ads for statistical and market research purposes, and helps to optimise future advertising strategies.

As the operator of this website, we treat the data collected as anonymous; we are not able to apply it to identify the users. The data are stored and processed through Facebook so that they

may be linked to the respective user profile, and Facebook can then use the data for their own market research purposes in accordance with [Facebook's Data Use Policy](#). This makes it possible for Facebook to operate advertisements that appear on Facebook pages on sites outside of Facebook as well. As the operator of this site, we are not able to influence this use of the data.

The use of Facebook pixel is based on Article 6 para. 1 lit. f of the GDPR. The website operator has a legitimate interest in creating effective advertising strategies that include social media.

Facebook's privacy policy contains further information on how to protect your privacy: <https://de-de.facebook.com/about/privacy/>.

You can also disable the remarketing function "Custom Audiences" in the section for advertisement settings at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. You have to be logged in to Facebook to make these changes.

If you do not have a Facebook account, you can disable user-based advertising by Facebook on the European Interactive Digital Advertising Alliance website: <http://www.youronlinechoices.com/de/prferenzmanagement/>.

[Disable Facebook pixel functions](#)

17. Data protection provisions concerning the operation and usage of Google Analytics (with anonymisation function)

The Controller has incorporated components of Google Analytics into this website (with anonymisation function). Google Analytics is a web analysis service. Web analysis consists in the recording, collection and evaluation of data concerning the conduct of visitors to websites. A web analysis service collects data *inter alia* concerning the website from which a Data Subject has been referred to a website (so-called referrer), which subpages of the website have been accessed, or how often, and the period of time for which a subpage was viewed. Web analysis is used predominantly in order to optimise a website and in order to carry out cost-benefit analysis of internet advertising.

The operating company of Google Analytics components is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The Controller also uses the add-on "`_gat._anonymizeIp`" for web analysis through Google Analytics. This add-on enables the IP address of the Data Subject's internet connection to be abbreviated and anonymised, in the event that our website is accessed from a Member State of the European Union or from another state party to the Agreement on the European Economic Area.

The purpose of Google Analytics components is to analyse visitor flows to our website. Google uses the data and information obtained *inter alia* in order to assess usage of our website, to compile online reports for us presenting activities on our website and to provide additional services related to usage of our website.

Google Analytics saves a cookie on the IT system of the Data Subject. An explanation of what cookies are is provided above. By saving the cookie Google is able to analyse how our website is used. Whenever any individual page of this website operated by the Controller and incorporating a Google Analytics component is visited, the internet browser on the Data Subject's computer

system will be automatically instructed by the relevant Google Analytics component to transmit data to Google for the purposes of online analysis. As part of this technical procedure, Google receives Personal Data such as the Data Subject's IP address, which Google uses *inter alia* in order to establish the origin of users and clicks and thereafter to enable commission payments to be settled.

The cookie also stores personal information, such as for example the time of access, the location from which access occurred and the frequency of visits to our website by the Data Subject. Whenever our website is visited, these Personal Data, including the IP address of the internet connection used by the Data Subject, will be transmitted to Google in the United States of America. These Personal Data are stored by Google in the United States of America. Under certain circumstances, Google provides these data collected by the technical procedure to third parties.

As mentioned above, the Data Subject can prevent cookies from being saved by our website at any time by adjusting the appropriate settings on the internet browser used, and thus object to the storage of cookies on until further notice. Configuring the internet browser used in this manner would also prevent Google from storing a cookie on the Data Subject's computer system. In addition, a cookie previously saved by Google Analytics can be removed at any time from the internet browser or using other software programs.

In addition, the Data Subject is able to object to and block the collection of the data collected by Google Analytics in relation to the usage of this website as well as the Processing of these data by Google. In order to do so, the Data Subject must download and instal a browser add-on under the following link <https://tools.google.com/dlpage/gaoptout>. This browser add-on instructs Google Analytics using JavaScript that no data and information concerning website visitors may be transmitted to Google Analytics. The installation of the browser add-on is treated by Google as objection. If the computer system of the Data Subject is erased, formatted or reinstalled at a later stage, the Data Subject must instal the browser add-on in order to disable Google Analytics. If the browser add-on is uninstalled or disabled by the Data Subject or by another person whose actions can be imputed to the Data Subject, it is possible to instal or reactivate the browser add-on.

You can prevent Google Analytics from recording your data by clicking on the following link. This will set up an opt-out cookie, which will prevent your data from being recorded on future visits to this website: [Disable Google Analytics](#).

Further information along with the current applicable Privacy Policy of Google may be consulted at <https://www.google.co.uk/intl/en/policies/privacy/> and at <http://www.google.com/analytics/terms/us.html>. Google Analytics is explained in greater detail on the following page https://www.google.com/intl/en_uk/analytics/.

18. Data protection provisions concerning the operation and usage of Google AdWords

The Controller has incorporated components of Google AdWords into this website. Google AdWords is an internet advertising service, which enables advertisers to place adverts both within Google search engine results and within in Google advertising network. Google AdWords enables advertisers to specify particular keywords in advance, following which an advert will be displayed within Google search engine results exclusively where the user of the search engine clicks on a search result for which the keyword is relevant. Adverts are distributed throughout the Google advertising network using an automatic algorithm, based on the keywords specified in advance.

The operating company of the Google AdWords services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google AdWords is to advertise our website by embedding targeted advertising on Third Party websites and within Google search engine results, as well as embedding Third Party advertising into our own website.

If a Data Subject is directed to our website through a Google advert, a so-called conversion cookie is stored by Google on the computer system of the Data Subject. An explanation of what cookies are is provided above. A conversion cookie expires after thirty days and is not used in order to identify the Data Subject. Unless the cookie has expired, the conversion cookie is used to establish whether particular subpages on our website have been visited, such as for example the basket in our online shop system. The conversion cookie enables both us and Google to establish whether a Data Subject who is directed to our website by an AdWords advert has generated a sale, i.e. has purchased the items in the basket or not.

The data and information collected using the conversion cookie are used by Google in order to generate visitor statistics for our website. These visitor statistics are in turn used by us in order to determine the overall number of users that are directed to us by AdWords adverts, i.e. in order to determine the success, or absence thereof, of the relevant AdWords advert and to optimise our AdWords adverts in future. Neither our company nor other advertising customers of Google AdWords obtain any information from Google that could enable a Data Subject to be identified.

The conversion cookie is used to store personal information, such as the websites visited by the Data Subject. Whenever our website is visited, Personal Data, including the IP address of the internet connection used by the Data Subject, will accordingly be transmitted to Google in the United States of America. These Personal Data are stored by Google in the United States of America. Under certain circumstances, Google provides these data collected by the technical procedure to third parties.

As mentioned above, the Data Subject can prevent cookies from being saved by our website at any time by adjusting the appropriate settings on the internet browser used, and thus object to the storage of cookies on until further notice. Configuring the internet browser used in this manner would also prevent Google from storing a conversion cookie on the Data Subject's computer system. In addition, a cookie previously saved by Google AdWords can be removed at any time from the internet browser or using other software programs.

In addition, the Data Subject has the option to object to targeted advertising by Google. In order to do so, the Data Subject must click on the link www.google.com/settings/ads on all of the internet browsers used by him or her and set the desired settings there.

Further information along with the current applicable Privacy Policy of Google may be consulted at <https://www.google.co.uk/intl/en/policies/privacy/>.

19. Data protection provisions concerning the usage of Google Maps

This website uses an API for the map service Google Maps of Google Inc. The provider is Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. In using this website, you consent to the collection, Processing and usage of automatically generated data by Google Inc, its representatives and third parties. In order to use Google Maps functions, it is necessary to store your IP address. This information is as a rule transferred to a Google server in the USA and stored at that location. The provider of this page does not have any influence on this data transfer. Google Maps are used in the interest of appropriately presenting our online content and making the locations indicated on our website easy to find. This constitutes a legitimate interest for us pursuant to point (f) of Article 6(1) GDPR.

The Terms of Service of Google Maps may be found at ["Google Maps Terms of Service"](https://policies.google.com/privacy?hl=en&gl=gb) and <https://policies.google.com/privacy?hl=en&gl=gb> .

20. Data protection provisions concerning the operation and usage of LinkedIn

The Controller has incorporated components of the LinkedIn Corporation into this website. LinkedIn is an online social network, which enables users to connect with existing business contacts and to create new business contacts. More than 400 million registered persons use LinkedIn in more than 200 countries. LinkedIn is therefore the largest platform for business contacts and one of the most frequently visited websites in the world.

The operating company of LinkedIn is the LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible for privacy issues outside the USA.

Whenever a page on our website incorporating a LinkedIn component (LinkedIn plugin) is visited, this component instructs the browser used by the Data Subject to download a corresponding display of LinkedIn components. Further information concerning LinkedIn plugins may be consulted at <https://developer.linkedin.com/plugins>. As part of this technical procedure, LinkedIn is informed of the specific subpages of our website that are visited by the Data Subject.

If the Data Subject is logged in to LinkedIn at the same time, whenever our website is visited by the Data Subject, LinkedIn will recognise for the full duration of the visit to our website which specific subpages or our website the Data Subject has visited. This information is collected by the LinkedIn components and allocated by LinkedIn to the relevant LinkedIn account of the Data Subject. If the Data Subject clicks on one of the LinkedIn buttons incorporated into our website, LinkedIn will allocate this information to the personal LinkedIn user account of the Data Subject and store these Personal Data.

LinkedIn will always receive information through the LinkedIn component that the Data Subject has visited our website if the Data Subject is logged in to LinkedIn when visiting our website; this occurs irrespective of whether or not the Data Subject has clicked on the LinkedIn component. Should the Data Subject not wish such information to be transmitted to LinkedIn, he or she may prevent this from happening by logging out of his or her LinkedIn account before visiting our website.

LinkedIn offers the option under <https://www.linkedin.com/psettings/guest-controls> to receive emails, SMS alerts and targeted adverts and to manage advert settings. LinkedIn works with other partners which may use cookies, such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame. Such cookies may be disabled at <https://www.linkedin.com/legal/cookie-policy>. The applicable Privacy Policy of LinkedIn may be consulted at <https://www.linkedin.com/legal/privacy-policy>. The Cookie Policy of LinkedIn may be consulted at <https://www.linkedin.com/legal/cookie-policy>.

21. Data protection provisions concerning the operation and usage of Xing

The Controller has incorporated Xing components into this website. Xing is an online social network, which enables users to connect with existing business contacts and to create new business contacts. Individual users may create a personal profile at Xing. Companies may for example create company profiles or publish job offers on Xing.

The operating company of Xing is XING SE, Dammtorstraße 30, 20354 Hamburg, Germany.

Whenever any individual page of this website operated by the Controller and incorporating a Xing component (Xing plugin) is visited, the internet browser on the Data Subject's computer system will be automatically instructed by the relevant Xing component to download a display of the Xing component in question from Xing. Further information concerning Xing plugins may be consulted at <https://dev.xing.com/plugins>. As part of this technical procedure, Xing is informed of the specific subpages of our website that are visited by the Data Subject.

If the Data Subject is logged in to Xing at the same time, whenever our website is visited by the Data Subject, Xing will recognise for the full duration of the visit to our website which specific subpages or our website the Data Subject has visited. This information is collected by the Xing components and allocated by Xing to the relevant Xing account of the Data Subject. If the Data Subject clicks on one of the Xing buttons incorporated into our website, such as for example the "share" button, Xing will allocate this information to the personal Xing user account of the Data Subject and store these Personal Data.

Xing will always receive information through the Xing component that the Data Subject has visited our website if the Data Subject is logged in to Xing when visiting our website; this occurs irrespective of whether or not the Data Subject has clicked on the Xing component. Should the Data Subject not wish such information to be transmitted to Xing, he or she may prevent this from happening by logging out of his or her Xing account before visiting our website.

The Privacy Policy published by Xing, which may be consulted at <https://www.xing.com/privacy>, provides details concerning the collection, Processing and usage of Personal Data by Xing. In addition, Xing has published its Share Button Privacy Policy at https://www.xing.com/app/share?op=data_protection.

22. Data protection provisions concerning the operation and usage of YouTube

The Controller has incorporated YouTube components into this website. YouTube is a free video portal, which allows video publishers to post video clips free of charge and other users to view, assess and comment on them, also free of charge. YouTube allows the publication of all types of video, with the result that full-length films and television programs, as well as music videos, trailers and videos created by users themselves can be viewed through the internet portal.

The operating company of YouTube is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Whenever any individual page of this website operated by the Controller and incorporating a YouTube component (YouTube video) is visited, the internet browser on the Data Subject's computer system will be automatically instructed by the relevant YouTube component to download a display of the YouTube component in question from YouTube. Further information concerning YouTube may be consulted at <https://www.youtube.com/intl/en/yt/about/>. As part of this technical procedure, YouTube and Google are informed of the specific subpages of our website that are visited by the Data Subject.

If the Data Subject is logged in to YouTube at the same time, whenever a subpage containing a YouTube video is visited YouTube will recognise which specific subpages of our website the Data Subject has visited. This information is collected by YouTube and Google and allocated to the relevant YouTube account of the Data Subject.

YouTube and Google will always receive information through the YouTube component that the Data Subject has visited our website if the Data Subject is logged in to YouTube when visiting our website; this occurs irrespective of whether or not the Data Subject has clicked on a YouTube video. Should the Data Subject not wish such information to be transmitted to YouTube and Google, he or she may prevent this from happening by logging out of his or her YouTube account before visiting our website.

The Privacy Policy published by YouTube, which may be consulted at <https://www.google.com/intl/en/policies/privacy/>, provides information concerning the collection, Processing and usage of Personal Data by YouTube and Google.

23. Legal basis for Processing

Point (a) of Article 6(1) GDPR constitutes the legal basis for Processing by our company, where we have obtained Consent in relation to Processing for a specific purpose. If the Processing of Personal Data is necessary for the performance of a contract to which the Data Subject is a party, such as for example in relation to Processing necessary for the supply of goods or the provision of other services or the payment of consideration, Processing is based on point (b) of Article 6(1) GDPR. The same applies for Processing that is necessary to take steps prior to entering into a contract, such as in the event of enquiries concerning our goods and services. If our company is subject to a legal obligation that requires Personal Data to be processed, such as for example compliance with tax requirements, Processing is based on point (c) of Article 6(1) GDPR. Occasionally, it may be necessary to process Personal Data in order to protect the vital interests of the Data Subject or another natural person. This would be the case for example if a visitor to our company were to be injured, following which his or her name, age, health insurance fund information or other vital information would have to be passed on to a doctor, a hospital or another Third Party. In such an eventuality, Processing would be based on point (d) of Article 6(1) GDPR. Finally, Processing may be based on point (e) of Article 6(1) GDPR. This may serve as a legal basis for Processing that does not fall under any of the legal bases mentioned above, in the event that Processing is necessary in order to uphold a legitimate interest of our company or of a Third Party, unless this is overridden by the interests or fundamental rights and freedoms of the Data Subject. We are permitted to carry out such Processing in particular as it is expressly mentioned under EU law, which stipulates that a legitimate interest could be deemed to exist where the Data Subject is a client of the Controller (recital 47, sentence 2 GDPR).

24. Legitimate interests in Processing pursued by the Controller or a Third Party

If the Processing of Personal Data is based on point (f) of Article 6(1) GDPR, our legitimate interest consists in the conduct of our business activity to the well-being of all of our employees and shareholders.

25. Period of time for which Personal Data are stored

The criterion for establishing the period of time for which Personal Data are stored is the relevant statutory retention period. Upon expiry of the period the data in question will be routinely erased, unless they are still necessary for the performance of a contract or in order to take steps prior to entering into a contract.

26. Statutory provisions or contractual terms concerning the provision of Personal Data; required in order to conclude a contract; obligation on the Data Subject to disclose Personal Data; possible consequences of the failure to provide Personal Data

We hereby inform you that the provision of Personal Data is in some cases required by law (e.g. tax law) or may be compulsory under the terms of a contract (e.g. details concerning the contracting partner). In some cases, it may be necessary for a Data Subject to provide Personal Data, which will subsequently have to be processed by us, in order to conclude a contract. The Data Subject may for example be obliged to provide us with Personal Data if our company concludes a contract with him or her. The failure to provide Personal Data would result in the failure to conclude the contract with the Data Subject. The Data Subject should contact our employees before providing Personal Data. Our employees will inform the Data Subject as to whether the provision of Personal Data is required under law or under contract in the specific individual case or is necessary in order to conclude a contract, or whether there is any obligation to provide Personal Data, along with the consequences of the failure to provide Personal Data.

27. Existence of automated decision making

As a responsible company, we have decided not to use automated decision making or Profiling.

28. Amendments to this Privacy Statement

We reserve the right to alter our security and data protection measures, where necessary taking account of technical developments. In such an eventuality, we shall amend our Privacy Statement accordingly. Please therefore consult the relevant up-to-date version of our Privacy Statement.

Valid from: August 2018