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## Data protection declaration

EFI Ordersystems GmbH  
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Thank you for your interest in our company. The management board of EFI Ordersystems GmbH takes data protection very seriously. In general, the use of the EFI Ordersystems GmbH website is possible without the disclosure of personal data. However, where a data subject wants to use specific services of our company provided on our website, this may require the processing of personal data. If the processing of personal data is required and where there is no statutory basis for such processing, we will in all cases obtain the consent of the data subject.

The processing of personal data, for example of the name, address, email address or phone number of a data subject, is always pursued in compliance with the General Data Protection Regulation and the applicable national data protection provisions for EFI Ordersystems GmbH. With this data protection declaration, our company strives to provide information about the type, scope and purpose of the personal data collected, used and processed by us. In addition, it instructs data subjects about their rights.

As the controller, EFI Ordersystems GmbH has implemented numerous technical and organizational measures to ensure the best possible protection of the personal data processed in connection with this website. Nevertheless, the Internet-based transmission of data is always subject to security loopholes, so that it is not possible to guarantee absolute protection. For this reason, all data subjects have the right to provide personal data to us using alternative means, for example by phone.

## 1. DEFINITIONS

The data protection declaration of EFI Ordersystems GmbH is based on terms defined by the European legislative and regulatory authority in the General Data Protection Regulation (GDPR). Our data protection declaration is intended to be easy for the public, our customers and business partners to understand. To ensure this, we want to start by defining the individual terms used.

In our data protection declaration, we use the following terms, among others:

### a) Personal data

Personal data means any information relating to an identified or identifiable natural person ('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 natural person who has been identified or can be identified and whose personal data is processed by the controller.

### c) Processing

Processing means any operation or set of operations performed on personal data or on sets of personal data, whether by automated means or not, such as collection, recording, organization, 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 its 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 analyze or predict aspects concerning that natural person's work performance, economic situation, health, personal preferences, interests, reliability, behavior, location or movements;

**f) Pseudonymization**

Pseudonymization 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 organizational measures to ensure that the personal data is not attributed to an identified or identifiable natural person;

**g) Controller (responsible for processing)**

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 is 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 authorized 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;



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## 2. NAME AND ADDRESS OF THE CONTROLLER

The controller as defined by the General Data Protection Regulation and any other data protection laws and regulations applicable in the Member States of the European Union is:

EFI Ordersystems GmbH  
Sankt-Jobser-Strasse 49  
52146 Würselen, Germany  
Tel.: +49(0)2405-89242-600  
Email: [info@efi-ordersystems.de](mailto:info@efi-ordersystems.de)  
Website: <https://www.efi-ordersystems.de>

## 3. NAME AND ADDRESS OF THE DATA PROTECTION OFFICER

The data protection officer of the controller is:

Ralf Schadowski  
ADDAG GmbH & Co.KG  
Krefelder Strasse 121  
Aachen  
Germany  
Tel.: +49(0)241 44688-11  
Email: [office@addag.de](mailto:office@addag.de)  
Website: <https://www.addag.de/>

All data subjects can contact our data protection officer directly at any time with any questions or suggestions concerning data protection.

## 4. COOKIES

The web pages of EFI Ordersystems GmbH use cookies. Cookies are text files which are placed and stored on a computer system via an Internet browser.

Numerous websites and servers use cookies. Many cookies contain a "cookie ID." A cookie ID is a unique code for identifying the cookie. It consists of a string that enables websites and servers to be allocated to the specific web browser where the cookie is stored. This enables the visited websites and servers to distinguish the individual browsers of data subjects from other browsers, which contain other cookies. A specific web browser can be recognized and identified by its unique cookie ID.

By using cookies, EFI Ordersystems GmbH is able to provide the users of this website with user-friendly services which would not be possible without the placement of cookies.

Cookies enable us to optimize the information and services provided on our website for the benefit of the user. In addition, as already pointed out, cookies enable us to recognize users returning to our website. The purpose of this is to make our website more user-friendly. For example, users of a website that uses cookies are not required to enter their login details each time they visit the website, because this is handled by the website and the cookie placed on the user's computer system. Another example is the cookie that supports the shopping cart in a webshop. In this case, the cookie enables the online shop to remember which articles a customer has placed in the shopping cart.

Data subjects can prevent our website from placing cookies at any time by adjusting the relevant settings in their web browsers and by doing so, permanently objecting to the placement of cookies. In addition, any cookies already placed can be deleted by the web browser or other software programs whenever required. This can be done in all commonly used web browsers. If the data subject disables cookies in the web browser, it is possible that not all functions of our website can be used to their fullest extent.

## 5. COLLECTION OF GENERAL DATA AND INFORMATION

Each time a data subject or an automated system calls up the website of EFI Order-systems GmbH, the website collects general data and information. This general data and information is stored in the log files of the server. Data and information can be collected on (1) the type and version of the browser used, (2) the operating system used by the retrieving system, (3) the website previously called up by the retrieving system (known as the referrer), (4) the subpages called up by the retrieving system on our website, (5) the date and time of access to the website, (6) an Internet protocol address (IP address), (7) the Internet service provider of the retrieving system and (8) other similar data and information designed to avert danger in the event of attacks on our IT systems.

When using this general data and information, EFI Ordersystems GmbH does not draw any conclusions about the data subjects. Rather, the data and information is required to (1) ensure the proper provision of the contents of our website, (2) optimize the contents of our website and advertisements for the website, (3) to ensure the constant proper functioning of our IT systems and the technology used on our website as well as (4) to provide law enforcement authorities with the necessary information in case of a cyberattack. The anonymously collected data and information is therefore analyzed by EFI Ordersystems GmbH for statistical purposes as well as with the aim of improving data protection and data security in our company, i.e. ultimately in order to ensure an optimal level of protection for the personal data processed by us. The anonymous data in the server log files is stored separately from any personal data disclosed to us by the data subject.

## 6. CONTACT VIA THE WEBSITE

In accordance with the statutory provisions, the website of EFI Ordersystems GmbH contains information that enables fast contacting of our company by electronic means and direct communication with us, which is also ensured by the provision of a general electronic mail address (email address). Where a data subject contacts the controller by email or using a contact form, the personal data transmitted by the data subject will be automatically stored. Such personal data voluntarily disclosed by the data subject to the controller is stored for the purpose of processing the request or contacting the data subject. Such personal data will not be forwarded to third parties.

## 7. COMMENTS FUNCTION IN THE WEBSITE'S BLOG

In a blog provided on the website of the controller, EFI Ordersystems GmbH gives users the opportunity to comment individual blog entries. A blog (weblog) is a generally publicly accessible portal on the Internet in which one or several persons, referred to as bloggers, post articles or publish their thoughts in blog posts. Generally, blog posts can be commented upon by third parties.

If a data subject writes a comment in a blog published on this website, information about the time the comment was posted as well as the user name chosen by the data subject (pseudonym) is also saved and published. Furthermore, the IP address of the data subject assigned by the Internet service provider (ISP) is recorded. This IP address is recorded for security reasons and in case the data subject violates third-party rights in a comment or posts illegal content. The storage of this personal data therefore occurs in the interest of the controller, enabling the controller to exculpate itself in the event of an infringement. The collected personal data will not be forwarded to third parties, unless this is required by law or supports the legal defense of the controller.

## 8. SUBSCRIPTION TO COMMENTS IN THE WEBSITE'S BLOG

In general, third parties can subscribe to the comments published on the EFI Ordersystems GmbH blog. In particular, it is possible for a commenter to subscribe to comments made in response to his or her own comments regarding a specific blog entry.

If a data subject decides to subscribe to comments, the controller will send an automatic confirmation email to check, using the double-opt-in process, whether it was really the owner of the provided email address who decided to use this option. The subscription option for comments can be terminated at any time.

## 9. ROUTINE DELETION AND BLOCKING OF PERSONAL DATA

The controller processes and stores the personal data of the data subjects only for the period required to achieve the purpose of the storage or where this is provided for by the European legislator or any other legislator of laws and regulations applicable for the controller.

Where the storage purpose ceases to exist or where a retention period set out by the European legislator or any other national legislator expires, the personal data will be routinely blocked or deleted in accordance with the statutory provisions.

## 10. RIGHTS OF THE DATA SUBJECT

### a) Right to confirmation

Each data subject shall have the right granted by the European legislator to obtain from the controller confirmation as to whether or not personal data concerning him or her is being processed. If a data subject wishes to avail himself or herself of this right of confirmation, he or she may, at any time, contact our data protection officer or any other employee of the controller.

### b) Right of access

Each data subject shall have the right granted by the European legislator to obtain information from the controller, free of charge, at any time about his or her stored personal data and a copy of this information. Furthermore, the European legislator grant the data subject access to the following information:

- ⇒ the purposes of the processing;
- ⇒ the categories of personal data concerned;
- ⇒ the recipients or categories of recipient to whom the personal data has been or will be disclosed, in particular recipients in third countries or international organizations;
- ⇒ 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 is not collected from the data subject, any available information as to its source;
- ⇒ the existence of automated decision-making, including profiling, referred to in Article 22(1) and (4) 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.

Furthermore, the data subject shall have a right to obtain information as to whether personal data is transferred to a third country or to an international organization. Where this is the case, the data subject shall have the right to be informed of the appropriate safeguards relating to the transfer.

If a data subject wishes to avail himself or herself of this right of access, he or she may, at any time, contact our data protection officer or any other employee of the controller.

### **c) Right to rectification**

Each data subject shall have the right granted by the European legislator to obtain from the controller without undue delay the rectification of inaccurate personal data concerning him or her. Taking into account the purposes of the processing, the data subject shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

If a data subject wishes to exercise this right to rectification, he or she may, at any time, contact our data protection officer or any other employee of the controller.

### **d) Right to erasure (right to be forgotten)**

Each data subject shall have the right granted by the European legislator to obtain from the controller the erasure of personal data concerning him or her without undue delay, and the controller shall have the obligation to erase personal data without undue delay where one of the following grounds applies, so long as the processing is not necessary:

- ⇒ the personal data is no longer necessary in relation to the purposes for which it was collected or otherwise processed;
- ⇒ the data subject withdraws consent on which the processing is based according to point (a) of Article 6(1) of the GDPR, or point (a) of Article 9(2) of the GDPR, and where there is no other legal ground for the processing;
- ⇒ the data subject objects to the processing pursuant to Article 21(1) of the GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Article 21(2) of the GDPR;
- ⇒ the personal data has been unlawfully processed;
- ⇒ the personal data must be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject;
- ⇒ the personal data has been collected in relation to the offer of information society services referred to in Article 8(1) of the GDPR.

If one of the aforementioned reasons applies, and a data subject wishes to request the erasure of personal data stored by EFI Ordersystems GmbH, he or she may, at any time, contact our data protection officer or any other employee of the controller. The data protection officer of EFI Ordersystems GmbH any other employee of the controller will ensure that the erasure request is complied with promptly.



Where the personal data has been made public by EFI Ordersystems GmbH and where our company as the controller is obliged pursuant to Article 17(1) to erase the personal data, EFI Ordersystems GmbH, taking account of the available technology and the cost of implementation, shall take reasonable steps, including technical measures, to inform other controllers processing the personal data that the data subject has requested erasure by such controllers of any links to, or copy or replication of, such personal data, insofar as processing is not required. An employee of EFI Ordersystems GmbH shall take the necessary measures on a case-by-case basis.

#### **e) Right of restriction of processing**

- ⇒ 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 its use instead;
- ⇒ the controller no longer needs the personal data for the purposes of the processing, but it is required by the data subject for the establishment, exercise or defense of legal claims;
- ⇒ the data subject has objected to processing pursuant to Article 21(1) pending verification of whether the legitimate grounds of the controller override those of the data subject.

If one of the aforementioned conditions is met, and a data subject wishes to request the restriction of processing of personal data stored by EFI Ordersystems GmbH, he or she may at any time contact our data protection officer or any employee of the controller. The data protection officer of EFI Ordersystems GmbH or another employee will arrange the restriction of processing.

#### **f) Right to data portability**

Each data subject shall have the right granted by the European legislator to receive the personal data concerning him or her that was provided to a controller, in a structured, commonly used and machine-readable format. He or she shall also have the right to transmit such data to another controller without hindrance from the controller to which the personal data has been provided, so long as the processing is based on consent pursuant to point (a) of Article 6(1) of the GDPR, or point (a) of Article 9(2) of the GDPR, or on a contract pursuant to point (b) of Article 6(1) of the GDPR, and the processing is carried out by automated means, so long as the processing is not necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, in exercising his or her right to data portability pursuant to Article 20(1) of the GDPR, the data subject shall have the right to have personal data transmitted directly from one controller to another, where technically feasible and when doing so

does not adversely affect the rights and freedoms of others.

In order to assert the right to data portability, the data subject may at any time contact the data protection officer or any employee of EFI Ordersystems GmbH.

#### **g) Right to object**

Each data subject shall have the right granted by the European legislator 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) of the GDPR. This also applies to profiling based on these provisions.

EFI Ordersystems GmbH shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing that override the interests, rights and freedoms of the data subject, or for the establishment, exercise or defense of legal claims.

Where EFI Ordersystems GmbH processes personal data for direct marketing purposes, the data subject shall have the right to object at any time to the processing of personal data concerning him or her for such marketing. This applies also to profiling to the extent that it is related to such direct marketing. Where the data subject objects to the processing for direct marketing purposes, EFI Ordersystems GmbH will no longer process the personal data for these purposes.

In addition, the data subject has the right, on grounds relating to his or her particular situation, to object to the processing of personal data concerning him or her by EFI Ordersystems GmbH for scientific or historical research purposes, or for statistical purposes pursuant to Article 89(1) of the GDPR, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

The data subject can exercise his or her right to object by contacting the data protection officer or any employee of EFI Ordersystems GmbH. In addition, the data subject is free in the context of the use of information society services, and notwithstanding Directive 2002/58/EC, to use his or her right to object by automated means using technical specifications.

#### **h) Automated individual decision-making, including profiling**

Each data subject shall have the right granted by the European legislator 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, so long as the decision (1) is not necessary for entering into, or the performance of, a contract between the data subject and a data controller, or (2) is authorized 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 the performance of, a contract between the data subject and a data controller, or (2) is based on the data subject's explicit consent, EFI Ordersystems GmbH shall 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 contest the decision.

If the data subject wishes to exercise rights concerning automated individual decision-making, he or she may, at any time, contact any employee of EFI Ordersystems GmbH.

#### **i) Right to withdraw data protection consent**

Each data subject shall have the right granted by the European legislator to withdraw his or her consent to the processing of his or her personal data at any time.

If the data subject wishes to exercise the right to withdraw the consent, he or she may, at any time, contact our data protection officer or any employee of the controller.

### **11. DATA PROTECTION REGARDING JOB APPLICATIONS AND APPLICATION PROCEDURES**

The controller collects and processes the personal data of applicants for the purpose of carrying out the application procedure. Processing can also be conducted by electronic means. This is particularly the case if an applicant submits his or her application documents to the controller by electronic means, for example by email or via an online form on the website. In the event that the controller concludes an employment agreement with an applicant, the transferred data will be stored for the purpose of processing the employment relationship in compliance with the statutory provisions. Where no employment agreement is concluded between the controller and the applicant, the application documents will be deleted two months after announcement of the rejection, unless other legitimate interests of the controller oppose the deletion. Other legitimate interests in the above sense include the burden of proof in proceedings in accordance with the General Equal Treatment Law (AGG).

## 12. DATA PROTECTION REGULATIONS ON THE APPLICATION AND USE OF FACEBOOK

The controller has integrated components of the Facebook enterprise on this website. Facebook is a social network.

A social network is a place for social meetings on the Internet, an online community that generally allows users to communicate with each other and interact in a virtual space. A social network may serve as a platform for the exchange of opinions and experiences, or enable the Internet community to provide personal or business-related information. Among other things, Facebook enables social network users to create private profiles, upload photos, and network through friend requests.

The operating company of Facebook is Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, United States. If a person lives outside of the United States or Canada, the controller is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Each time one of the individual pages of this website is called up, which is operated by the controller and into which a Facebook component (Facebook plug-in) is integrated, the web browser on the data subject's IT system is automatically prompted to download a display of the corresponding Facebook component from Facebook through the Facebook component. An overview of all the Facebook plug-ins can be accessed at <https://developers.facebook.com/docs/plugins/>. Within the scope of this technical procedure, Facebook is made aware of what specific subpage of our website was visited by the data subject.

If the data subject is logged in to Facebook at the same time, each time the data subject visits our website – and for the entire duration of their visit to our website – Facebook can detect which specific subpage of our website was visited by the data subject. This information is collected by the Facebook component and attributed to the respective Facebook account of the data subject. If the data subject clicks on one of the Facebook buttons integrated on our website, e.g. the "Like" button, or if the data subject submits a comment, then Facebook matches this information with the data subject's personal Facebook user account and stores the personal data.

Via the Facebook component, Facebook is always notified about visits to our website by the data subject whenever the data subject is also logged in to Facebook when our website is called up; this occurs regardless of whether the data subject clicks on the Facebook component or not. If such a transmission of information to Facebook is not wanted by the data subject, then he or she can prevent this by logging out of their Facebook account before visiting our website.

The data protection guideline published by Facebook, which is available at <https://de-de.facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. In addition, it explains what setting options Facebook offers to protect the privacy of the data subject. In addition, different configuration options allow the prevention of data transmission to Facebook. These applications may be used by the data subject to prevent a data transmission to Facebook.

### **13. DATA PROTECTION REGULATIONS ON THE APPLICATION AND USE OF GOOGLE ANALYTICS (WITH ANONYMIZATION FUNCTION)**

On this website, the controller has integrated the component of Google Analytics (with the anonymization function). Google Analytics is a web analytics service. Web analytics is the collection, gathering, and analysis of data on the behavior of visitors to websites. Among other things, a web analytics service collects data about the website which a person previously visited (known as the referrer), which subpages were visited, and how often and for what duration a subpage was viewed. Web analytics are mainly used for website optimization and in order to carry out a cost-benefit analysis of Internet advertising.

The operator of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, United States.

For web analytics through Google Analytics, the controller uses the application “\_gat.\_anonymizelp.” By means of this application, the IP address of the data subject’s Internet connection is abridged by Google and anonymized when accessing our websites from a Member State of the European Union or another Contracting State to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyze the traffic on our website. Among other things, Google uses the collected data and information to evaluate the use of our website and to provide online reports about the activities on our websites, and to provide other services concerning the use of our Internet site for us.

Google Analytics places a cookie on the data subject’s IT system. The definition of cookies is explained above. With the setting of the cookie, Google is enabled to analyze the use of our website. With each call-up of one of the individual pages of this Internet site, which is operated by the controller and into which a Google Analytics component has been integrated, the Internet browser on the data subject’s IT system will automatically submit data through the Google Analytics component for the purpose of online analytics. During the course of this technical procedure, Google gains knowledge of personal information, such as the data subject’s IP address, which helps Google, inter alia, to track the origin of visitors and clicks, and subsequently to create commission settlements.

The cookie is used to store personal information, such as the access time, the location from which the access took place, and the frequency of visits to our website by the data subject. With each visit to our Internet site, such personal data, including the IP address of the Internet access used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may transmit personal data collected through this technical procedure to third parties.



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The data subject may, as stated above, prevent the setting of cookies through our website at any time by means of a corresponding adjustment of the web browser used and thus permanently block the setting of cookies. Such an adjustment to the web browser used would also prevent Google Analytics from setting a cookie on the data subject's IT system. In addition, cookies already in use by Google Analytics may be deleted at any time via a web browser or other software programs.

In addition, the data subject has the possibility of objecting to the collection of data that has been generated by Google Analytics, as related to the use of this website, as well as the processing of this data by Google and the option to preclude any such. For this purpose, the data subject must download a browser add-on under the link <https://tools.google.com/dlpage/gaoptout> and install it. This browser add-on tells Google Analytics, through JavaScript, that any data and information about the visits of websites may not be transmitted to Google Analytics. Google shall consider the installation of the browser add-ons to represent an objection. If the data subject's IT system is later deleted, formatted, or reinstalled, then the data subject must reinstall the browser add-ons to disable Google Analytics. If the browser add-on was uninstalled or disabled by the data subject or any other person within their sphere of competence, it is possible to reinstall or reactivate the browser add-ons.

Further information and the applicable data protection regulations of Google can be retrieved at <https://www.google.com/intl/en/policies/privacy/> and <https://www.google.de/intl/de/policies/privacy/> and at <http://www.google.com/analytics/terms/de.html>.

#### **14. DATA PROTECTION REGULATIONS ON THE APPLICATION AND USE OF GOOGLE ADWORDS**

Google AdWords has been integrated into this website by the controller. Google AdWords is an Internet advertising service that allows advertisers to place ads in both Google and Google Network search engine results. Google AdWords allows an advertiser to pre-set keywords that will display an ad on Google's search engine results only when the search engine retrieves a keyword-related search result. In the Google Network, ads are distributed on relevant pages using an automated algorithm and according to pre-defined keywords.

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

The purpose of Google AdWords is to promote our website by displaying interest-based advertising on third-party websites and in the search engine results of Google's search engine, and by displaying advertisements on our website.





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If a data subject arrives at our website via a Google ad, a “conversion cookie” will be stored on Google’s IT system by Google. The definition of cookies is explained above. A conversion cookie expires after thirty days and is not used to identify the data subject. As long as the conversion cookie has not yet expired, it can be used to trace whether certain subpages, such as the shopping cart from an online shop system, were accessed on our website. The conversion cookie allows both us and Google to understand whether a data subject who came to our website via an AdWords ad generated revenue, i.e. completed or cancelled a purchase.

The data and information collected through the use of the conversion cookie is used by Google to create visitor statistics for our website. These statistics are then used by us to determine the total number of users who have been sent to us through AdWords ads, in order to determine the success or failure of each AdWords ad and to optimize our AdWords ads for the future. Neither our company nor any other Google AdWords advertiser receives any information from Google that could identify the data subject.

The conversion cookie stores personally identifiable information, such as the web pages visited by the data subject. Each time you visit our website, your personal information, including the IP address of the Internet connection used by the data subject, is transferred to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may transmit personal data collected through this technical procedure to third parties.

The data subject may, as stated above, prevent the setting of cookies through our website at any time by means of a corresponding adjustment of the web browser used and thus permanently block the setting of cookies. Such an adjustment of the web browser used would also prevent Google from setting a conversion cookie on the data subject’s IT system. In addition, a cookie already set by Google AdWords can be deleted at any time via the web browser or other software programs.

Furthermore, the data subject has the opportunity to object to Google’s interest-based advertising. To do this, the data subject must access the link [www.google.com/settings/ads](http://www.google.com/settings/ads) from each of the web browsers they use and adjust the desired settings there.

Additional information and Google’s privacy policy are available at <https://www.google.de/intl/de/policies/privacy/>.

## **15. DATA PROTECTION REGULATIONS ON THE APPLICATION AND USE OF LINKEDIN**

The controller has integrated components of the LinkedIn Corporation on this website. LinkedIn is a web-based social network that enables users to connect with existing business contacts and to make new business contacts. Over 400 million registered people in more than 200 countries use LinkedIn. Thus LinkedIn is currently the largest platform for business contacts and one of the most visited websites in the world.



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

With each call-up to one of the individual pages of this website, which is operated by the controller and on which a LinkedIn component (LinkedIn plug-in) is integrated, the web browser on the data subject's IT system is automatically prompted to download a display of the corresponding LinkedIn component from LinkedIn. Further information about the LinkedIn plug-in can be accessed under <https://developer.linkedin.com/plugins>. During the course of this technical procedure, LinkedIn gains knowledge of what specific subpage of our website was visited by the data subject.

If the data subject is logged in to LinkedIn at the same time, LinkedIn detects, with every call-up to our website by the data subject – and for the entire duration of their stay on our Internet site – which specific subpage of our website was visited by the data subject. This information is collected by the LinkedIn component and associated with the data subject's respective LinkedIn account. If the data subject clicks on one of the LinkedIn buttons integrated on our website, then LinkedIn assigns this information to the data subject's personal LinkedIn user account and stores the personal data.

LinkedIn is informed via the LinkedIn component that the data subject has visited our website, provided that the data subject is logged in to LinkedIn at the time of the call-up of our website. This occurs regardless of whether the person clicks on the LinkedIn button or not. If such transmission of information to LinkedIn is not desirable for the data subject, then he or she may prevent this by logging out of their LinkedIn account before calling up our website.

Under <https://www.linkedin.com/psettings/guest-controls>, LinkedIn provides the option of unsubscribing from e-mail messages, text messages and targeted ads, as well as the ability to manage ad settings. LinkedIn also uses affiliates such as Eire, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua, and Lotame. The setting of such cookies may be blocked at <https://www.linkedin.com/legal/cookie-policy>. The applicable Privacy Policy for LinkedIn is available at <https://www.linkedin.com/legal/privacy-policy>. The LinkedIn Cookie Policy is available at <https://www.linkedin.com/legal/cookie-policy>.

## **16. DATA PROTECTION REGULATIONS ON THE APPLICATION AND USE OF TWITTER**

The controller has integrated components of Twitter on this website. Twitter is a multilingual, publicly accessible microblogging service on which users may publish and spread so-called 'tweets,' e.g. short messages, which are limited to 140 characters. These short messages are available for everyone to read, including those who are not logged on to Twitter. The tweets are also displayed to "followers" of the respective user. Followers are other Twitter users who follow a user's tweets. Furthermore, Twitter allows users to address a wide audience via hashtags, links and retweets.





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The operating company of Twitter is Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, United States.

With each call-up to one of the individual pages of this website, which is operated by the controller and on which a Twitter component (Twitter button) has been integrated, the web browser on the data subject's IT system is automatically prompted to download a display of the corresponding Twitter component from Twitter. Further information about the Twitter buttons is available under <https://about.twitter.com/de/resources/buttons>. During the course of this technical procedure, Twitter gains knowledge of what specific subpage of our website was visited by the data subject. The purpose of integrating the Twitter component is a retransmission of the contents of this website, allowing our users to introduce this website to the digital world and increasing our visitor numbers.

If the data subject is logged in to Twitter at the same time, Twitter detects, with every call-up to our website by the data subject and for the entire duration of their stay on our website, which specific subpage of our website was visited by the data subject. This information is collected through the Twitter component and associated with the data subject's respective Twitter account. If the data subject clicks on one of the Twitter buttons integrated on our website, then Twitter assigns this information to the data subject's personal Twitter user account and stores the personal data.

Twitter is informed via the Twitter component that the data subject has visited our website, provided that the data subject is logged in to Twitter at the time of the call-up of our website. This occurs regardless of whether the person clicks on the Twitter component or not. If such transmission of information to Twitter is not desirable for the data subject, then he or she may prevent this by logging out of the Twitter account before calling up our website.

The applicable data protection provisions of Twitter can be accessed under <https://twitter.com/privacy?lang=en>.

## **17. DATA PROTECTION REGULATIONS ON THE APPLICATION AND USE OF XING**

On this website, the controller has integrated components of XING. XING is an Internet-based social network that enables users to connect with existing business contacts and to create new business contacts. The individual users can create a personal profile for themselves at XING. Companies can, e.g., create company profiles and publish job listings on XING.

The operating company of XING is XING AG, Dammtorstrasse 30, 20354 Hamburg, Germany.

With each call-up to one of the individual pages of this website, which is operated by the controller and on which a XING component (XING plug-in) has been integrated, the Internet browser on the data subject's IT system is automatically prompted to download a display of the corresponding XING component from XING. Further information about the XING plug-in can be accessed under <https://dev.xing.com/plugins>. During the course of this technical procedure, XING gains knowledge about what specific subpage of our website was visited by the data subject.

If the data subject is logged in to XING at the same time, XING detects, with every call-up of our website by the data subject – and for the entire duration of their stay on our website – which specific subpage of our website was visited by the data subject. This information is collected through the XING component and associated with the data subject's respective XING account. If the data subject clicks on the XING button integrated on our website, e.g. the "Share" button, then XING assigns this information to the data subject's personal XING user account and stores the personal data.

XING receives information via the XING component that the data subject has visited our website, provided that the data subject is logged in to XING at the time when our website was called up. This occurs regardless of whether the person clicks on the XING component or not. If such transmission of information to XING is not desirable for the data subject, then he or she can prevent this by logging out of the XING account before calling up our website.

The data protection provisions published by XING, which are available under <https://www.xing.com/privacy>, provide information about the collection, processing and use of personal data by XING. In addition, XING has published privacy notices for the XING share button under [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection).

## 18. LEGAL BASIS FOR PROCESSING

Art. 6 I lit. a GDPR is the legal basis used by our company for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is party, as is the case, for example, in processing operations required for the supply of goods or the provision of any other service or consideration, processing shall be based on Art. 6 I lit. b GDPR. The same applies to processing operations that are necessary to carry out pre-contractual measures, for example in the case of inquiries regarding our products or services. If our company is subject to a legal obligation that requires the processing of personal data, such as for the fulfilment of tax obligations, such processing is based on Art. 6 I lit. c GDPR. In rare cases, the processing of personal data may be required 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 premises were injured and his or her name, age, health insurance or other vital information had to be passed on to a physician, hospital or other third party as a result. In that case, the processing would be based on Art. 6 I lit. d GDPR. Finally, processing operations could be based

on Art. 6 I lit. f GDPR; on this legal basis, processing operations that are not covered by any of the above legal bases are required if processing is necessary to safeguard the legitimate interests of our company or a third party, unless the interests, fundamental rights and fundamental freedoms of the data subject prevail. Such processing operations are particularly allowed for us because they have been specifically mentioned by the European legislator. In this regard, the legislator considered that a legitimate interest could be assumed if the data subject is a customer of the controller (Recital 47, second sentence, GDPR).

## **19. LEGITIMATE INTERESTS IN PROCESSING THAT ARE BEING PURSUED BY THE CONTROLLER OR A THIRD PARTY**

If the processing of personal data is based on Article 6 I lit. f of the GDPR, our legitimate interest is the performance of our business for the benefit of all our employees and our shareholders.

## **20. DURATION FOR WHICH THE PERSONAL DATA IS STORED**

The criterion for the duration of personal data storage is the respective statutory retention period. After the deadline, the corresponding data is routinely deleted, where it is no longer required in order to fulfill or initiate a contract.

## **21. LEGAL OR CONTRACTUAL PROVISIONS FOR THE PROVISION OF PERSONAL DATA; NECESSITY FOR THE CONCLUSION OF A CONTRACT; OBLIGATION OF THE DATA SUBJECT TO PROVIDE PERSONAL DATA; POSSIBLE CONSEQUENCES OF NON-PROVISION**

We hereby point out that the provision of personal data is in part required by law (such as tax regulations) or may result from contractual arrangements (such as details regarding the contracting partner). Occasionally, it may be necessary, in order to conclude a contract, for a data subject to provide us with personal data that must subsequently be processed by us. For example, the data subject is required to provide us with personal information when our company enters into a contract with him or her. Failure to provide such personal data would mean that the contract with the data subject could not be concluded. Prior to providing any personal data, the data subject must contact our data protection officer. Our data protection officer will inform the data subject on a case-by-case basis whether the provision of the personal data is required by law or contract or required for the conclusion of the contract, whether there is an obligation to provide the personal data, and what would be the consequence of the non-provision of the personal data.



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## 22. AUTOMATED DECISION-MAKING

As a responsible company, we refrain from automatic decision-making and profiling.

This data protection declaration has been prepared by the data protection declaration generator for data protection in pharmacies (<https://dg-datenschutz.de>) in cooperation with RC GmbH, which recycles used laptops (<http://remarketing.company>), and the filesharing attorneys at WBS-LAW (<https://www.wbs-law.de/abmahnung-filesharing/>).