

## Privacy Statement

### 1. An overview of data protection

#### General information

The following information will provide you with an easy to navigate overview of what will happen with your personal data when you visit our website. The term "personal data" comprises all data that can be used to personally identify you. For detailed information about the subject matter of data protection, please consult our Data Protection Declaration, which we have included beneath this copy.

#### 1.1 Data recording on our website

##### Who is the responsible party for the recording of data on this website (i.e. the "controller")?

The data on this website is processed by the operator of the website, whose contact information is available under section "Information Required by Law" on this website.

##### How do we record your data?

We collect your data as a result of your sharing of your data with us. This may, for instance be information you enter into our contact form.

Our IT systems automatically record other data when you visit our website. This data comprises primarily technical information (e.g. web browser, operating system or time the site was accessed). This information is recorded automatically when you access our website.

#### What are the purposes we use your data for?

A portion of the information is generated to guarantee the error free provision of the website. Other data may be used to analyse your user patterns.

#### What rights do you have as far as your information is concerned?

You have the right to receive information about the source, recipients and purposes of your archived personal data at any time without having to pay a fee for such disclosures. You also have the right to demand that your data are rectified, blocked or eradicated. Please do not hesitate to contact us at any time under the address disclosed in section "Information Required by Law" on this website if you have questions about this or any other data protection related issues. You also have the right to log a complaint with the competent supervising agency.

Moreover, under certain circumstances, you have the right to demand the restriction of the processing of your personal data. For details, please consult the Data Protection Declaration under section "Right to Restriction of Data Processing."

#### 1.2 Analysis tools and tools provided by third parties

There is a possibility that your browsing patterns will be statistically analysed when your visit our website. Such analyses are performed primarily with cookies and with what we refer to as analysis programmes. As a rule, the analyses of your browsing patterns are con-

ducted anonymously; i.e. the browsing patterns cannot be traced back to you. You have the option to object to such analyses or you can prevent their performance by not using certain tools. For detailed information about this, please consult our Data Protection Declaration below. You do have the option to object to such analyses. We will brief you on the objection options in this Data Protection Declaration.

### 2. General information and mandatory information

#### Data protection

The operators of this website and its pages take the protection of your personal data very seriously. Hence, we handle your personal data as confidential information and in compliance with the statutory data protection regulations and this Data Protection Declaration. Whenever you use this website, a variety of personal information will be collected. Personal data comprises data that can be used to personally identify you. This Data Protection Declaration explains which data we collect as well as the purposes we use this data for. It also explains how, and for which purpose the information is collected.

We herewith advise you that the transmission of data via the Internet (i.e. through e-mail communications) may be prone to security gaps. It is not possible to completely protect data against third party access.

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

The data processing controller on this website is:

Novotechnik  
Messwertaufnehmer OHG  
Postfach 4220  
73745 Ostfildern (Ruit)  
Horbstraße 12  
73760 Ostfildern (Ruit)  
Telefon: (+49) 711 / 44 89 - 0  
E-Mail: datenschutz@novotechnik.de

The controller is the natural person or legal entity that single-handedly or jointly with others makes decisions as to the purposes of and resources for the processing of personal data (e.g. names, e-mail addresses, etc.).

#### 2.2 SSL and/or TLS encryption

For security reasons and to protect the transmission of confidential content, such as purchase orders or inquiries you submit to us as the website operator, this website uses either an SSL or a TLS encryption programme. You can recognise an encrypted connection by checking whether the address line of the browser switches from "http://" to "https://" and also by the appearance of the lock icon in the browser line. If the SSL or TLS encryption is activated, data you transmit to us cannot be read by third parties.

#### 2.3 Revocation of your consent to the processing of data

A wide range of data processing transactions are possible only subject to your express consent. You can also revoke

at any time any consent you have already given us. To do so, all you are required to do is send us an informal notification via e-mail. This shall be without prejudice to the lawfulness of any data collection that occurred prior to your revocation.

#### **2.4 Right to object to the collection of data in special cases; right to object to direct advertising (Art. 21 GDPR)**

In the event that data are processed on the basis of Art. 6 Sect. 1 lit. e or f GDPR, you have the right to at any time object to the processing of your personal data based on grounds arising from your unique situation. This also applies to any profiling based on these provisions. To determine the legal basis, on which any processing of data is based, please consult this Data Protection Declaration. If you log an objection, we will no longer process your affected personal data, unless we are in a position to present compelling protection worthy grounds for the processing of your data, that outweigh your interests, rights and freedoms or if the purpose of the processing is the claiming, exercising or defence of legal entitlements (objection pursuant to Art. 21 Sect. 1 GDPR).

If your personal data is being processed in order to engage in direct advertising, you have the right to at any time object to the processing of your affected personal data for the purposes of such advertising. This also applies to profiling to the extent that it is affiliated with such direct advertising. If

you object, your personal data will subsequently no longer be used for direct advertising purposes (objection pursuant to Art. 21 Sect. 2 GDPR).

#### **Right to log a complaint with the competent supervisory agency**

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

#### **Right to data portability**

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

#### **Information about, blockage, rectification and eradication of data**

Within the scope of the applicable statutory provisions, you have the right to at any time demand information about your archived personal data, their source and recipients as well as the purpose of the processing of your data. You may also have a right to have your data rectified, blocked or eradicated. If you have questions about this subject matter or any other

questions about personal data, please do not hesitate to contact us at any time at the address provided in section "Information Required by Law."

#### **Right to demand processing restrictions**

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

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

restriction of the processing of your personal data.

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

#### **Rejection of unsolicited e-mails**

We herewith object to the use of contact information published in conjunction with the mandatory information to be provided in section "Information Required by Law" to send us promotional and information material that we have not expressly requested. The operators of this website and its pages reserve the express right to take legal action in the event of the unsolicited sending of promotional information, for instance via SPAM messages.

#### **3. Designation of a data protection officer as mandated by law**

Fabian Henkel  
Diplom-Betriebswirt (FH)  
Zertifizierter Datenschutzbeauftragter  
Kantstraße 14  
71277 Rutesheim  
<https://www.externer-datenschutzbeauftragter-stuttgart.de>  
Telefon: +497152564773  
E-Mail: [info@externer-datenschutzbeauftragter-stuttgart.de](mailto:info@externer-datenschutzbeauftragter-stuttgart.de)

#### 4. Recording of data on our website

##### Cookies

In some instances, our website and its pages use so-called cookies. Cookies do not cause any damage to your computer and do not contain viruses. The purpose of cookies is to make our website more user friendly, effective and more secure. Cookies are small text files that are placed on your computer and stored by your browser.

Most of the cookies we use are so-called "session cookies." They are automatically deleted after you leave our site. Other cookies will remain archived on your device until you delete them. These cookies enable us to recognise your browser the next time you visit our website.

You can adjust the settings of your browser to make sure that you are notified every time cookies are placed and to enable you to accept cookies only in specific cases or to exclude the acceptance of cookies for specific situations or in general and to activate the automatic deletion of cookies when you close your browser. If you deactivate cookies, the functions of this website may be limited. Cookies that are required for the performance of the electronic communications transaction or to provide certain functions you want to use (e.g. the shopping cart function), are stored on the basis of Art. 6 Sect. 1 lit. f GDPR. The website operator has a legitimate interest in storing cookies to ensure the technically error free and optimised provision of the operator's services. If other cookies (e.g. cookies for the

analysis of your browsing patterns) should be stored, they are addressed separately in this Data Protection Declaration.

##### Server log files

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

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

This data is not merged with other data sources.

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

##### Contact form

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

Hence, the processing of the data entered into the contact form occurs exclusively based on your consent (Art. 6 Sect. 1 lit. a GDPR). You have the

right to revoke at any time any consent you have already given us. To do so, all you are required to do is send us an informal notification via e-mail (datenschutz@novotechnik.de). This shall be without prejudice to the lawfulness of any data collection that occurred prior to your revocation.

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

##### Form for requesting informational materials

You can request information materials using a form on our website. When you request information using the provided form, we save your data, including contact data you provide, for the purpose of processing your inquiry and in case of any follow-up questions. We do not transmit this data to other parties without your consent.

Therefore, we process data you enter into the form based on your consent (Art. 6 para. 1 lit. a GDPR) and to carry out steps prior to entering into a contract (Art. 6 para. 1 lit. b GDPR). You can revoke your consent at any time. There are no formal requirements to do so, and a notification via e-mail is sufficient (datenschutz@novotechnik.de). The legality of data processing procedures carried out before

you revoke your consent is not affected by the revocation. We retain the data you enter in the form until you request that we delete it, revoke your consent to save data, or the purpose for which the data was saved no longer applies (for instance after we finish processing your request). Mandatory statutory provisions – in particular retention periods – remain unaffected.

##### Form for processing return deliveries (RMA form)

If you would like to send products back to us, we request that you use the RMA form provided on our home page to request a return delivery number and provide information. We use your information from the inquiry form, including the contact data you provide there, to process your complaint and for any follow-up questions. We do not transmit this data to other parties without your consent.

Your data is saved for the purpose of carrying out contractual services (Art. 6 para. 1 lit. b GDPR). We retain the data you enter into the RMA form until the purpose for which it was saved no longer applies. For verification reasons, we save your data in our legitimate interest until the purpose for which the data was saved no longer applies (for example the warranty period expires). Mandatory statutory provisions – in particular retention periods – remain unaffected.

##### Request by e-mail, telephone or fax

If you contact us by e-mail, telephone or fax, your request, including all resulting personal

data (name, request) will be stored and processed by us for the purpose of processing your request. We do not pass these data on without your consent.

The processing of these data is based on Art. 6 para. 1 lit. b GDPR, if your request is related to the execution of a contract or if it is necessary to carry out pre-contractual measures. In all other cases, the processing is based on your consent (Article 6 (1) a GDPR) and/or on our legitimate interests (Article 6 (1) (f) GDPR), since we have a legitimate interest in the effective processing of requests addressed to us.

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

#### **Registration on this website for the Mediaserver dealer area**

Our commercial representatives can register in the dealer area of our website in order to use additional functions on the page such as the Mediaserver or FAQ area. We will use the data entered there for the purpose of using the offer or service for which you have registered. The mandatory information requested during registration must be entered in full. Otherwise, we will reject the registration.

If there are important changes, for instance to the scope of

the offer or technically required changes, we use the e-mail

address you entered during registration to inform you of these.

Data entered during registration is processed on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke any consent you have granted at any time. There are no formal requirements to do so, and a notification via e-mail is sufficient. The legality of data processing carried out up to that point is not affected by the revocation.

We will save data recorded during registration for as long as you are registered on our website, after which it will be deleted. Statutory retention periods remain unaffected.

#### **5. Analysis tools**

##### **Matomo (formerly called Piwik)**

This website uses the open source web analysis service Matomo. Matomo uses so-called "cookies," which are text files that are stored on your computer and that make it possible to analyse your use of this website. In conjunction with this, the information about the use of this website generated by the cookie will be archived on our server. Prior to archiving, the IP address will first be anonymized. Matomo cookies will remain on your device until you delete them.

The storage of Matomo cookies and the use of this analysis tool are based on Art. 6 Sect. 1 lit. f GDPR. The website operator has a legitimate interest in the analysis of user patterns, in

order to optimize the operator's web offerings and advertising. The information generated by cookies concerning the use of this website shall not be shared with any third parties. You may prevent the storage of cookies at any time by making pertinent changes to your browser software settings; however, we have to point out that in this case you may not be able to use all of the functions of this website to their fullest extent. If you do not consent to the storage and use of your data, you have the option to deactivate the storage and use of such data here. In this case, an opt out cookie will be placed in our browser, which prevent the storage of usage data by Matomo. If you delete your cookies, this will also result in the deletion of the Matomo opt out cookie. Hence, you will have to reactivate the opt out when you return to visit our website.

Please go to our homepage <https://www.novotechnik.de/intern/datenschutz> to get an opt-out cookie per click.

#### **6. Plug-ins and Tools**

##### **Google Maps**

Via an API, this website uses the mapping service Google Maps. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. To enable the use of the Google Maps features, your IP address must be stored. As a rule, this information is transferred to one of Google's servers in the United States, where it is archived. The operator of this website has no control over the

data transfer.

We use Google Maps to present our online content in an appealing manner and to make the locations disclosed on our website easy to find. This constitutes a legitimate interest as defined in Art. 6 Sect. 1 lit. f GDPR.

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

#### **7. Data protection in applications and in the application process**

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

##### **Scope and purpose of the collection of data**

If you submit a job application to us, we will process any affiliated personal data (e.g. contact and communications data, application documents, notes taken during job interviews, etc.), if they are required to make a decision concerning the establishment or an employment relationship. The legal grounds for the aforementioned

are § 26 New GDPR according to German Law (Negotiation of an Employment Relationship), Art. 6 Sect. 1 lit. b GDPR (General Contract Negotiations) and – provided you have given us your consent – Art. 6 Sect. 1 lit. a GDPR. You may revoke any consent given at any time. Within our company, your personal data will only be shared with individuals who are involved in the processing of your job application.

If your job application should result in your recruitment, the data you have submitted will be archived on the grounds of § 26 New GDPR and Art. 6 Sect. 1 lit. b GDPR for the purpose of implementing the employment relationship in our data processing system.

#### **Data Archiving Period**

If we should not be able to offer you a position, if you refuse a job offer, retract your application, revoke your consent to the processing of your data or ask us to delete your data, we will store your transferred data, incl. any physically submitted application documents for a maximum of 6 months after the conclusion of the application process (retention period) to enable us to track the details of the application process in the event of disparities (Art. 6 Sect. 1 lit. f GDPR).

YOU HAVE THE OPTION TO OBJECT TO THIS STORAGE/RETENTION OF YOUR DATA IF YOU HAVE LEGITIMATE INTERESTS TO DO SO THAT OUTWEIGH OUR INTERESTS.

Once the retention period has expired, the data will be deleted, unless we are subject to any other statutory retention

obligations or if any other legal grounds exist to continue to store the data. If it should be foreseeable that the retention of your data will be necessary after the retention period has expired (e.g. due to imminent or pending litigation), the data shall not be deleted until the data have become irrelevant. This shall be without prejudice to any other statutory retention periods.

#### **8. Additional information in the sense of Art. 13 and 14 GDPR**

##### **Types of data we process in the course of initiating and carrying out contractual relationships**

We process the personal data of our customers, stakeholders, service providers and partners which we receive directly in the course of our business relationship. If we have received data from you, we generally only process it for the purposes for which we have received or collected it.

Typically, we process the following categories of data from you

- Last name, first name
- Address and/or company address
- Telecommunication data
- E-mail address
- Company
- Professional function and/or position
- Banking information / credit card number / other payment information
- Data on the history of the business relationship
- Interest in direct marketing campaigns

During the phase in which we

initiate our business relationship and during the course of that relationship, in particular if you or one of our employees initiates personal contact via telephone or in writing, further personal data may be collected, such as information on contact channels, dates, occasions and results; (electronic) copies of correspondence and information on participation in direct marketing campaigns. We also process personal data we have lawfully obtained and may process from publicly accessible sources (such as commercial and association registers, press, media, internet). We only process data for other purposes if required legal grounds to do so exist in accordance with Art. 6 para. 4 GDPR. Of course, we will fulfil any informational obligations under Art. 13 para. 3 GDPR and Art. 14 para. 4 GDPR.

#### **8.1 Legal grounds on which we process your data**

##### **Based on your consent (Art. 6 para. 1 lit. a) GDPR)**

We process personal data for one or more specific purposes if you have granted us consent to do so. If we process your personal data based on your consent, you have the right to revoke said consent at any time with future effect.

##### **Data processing to fulfil contracts (Art. 6 para. 1 lit. b) GDPR**

We process personal data to fulfil contracts. Fulfilling contracts includes, for instance, concluding, processing, and rescinding the contract. In addition, we process personal data necessary to carry out

measures before entering into a contract, for instance to initiate a contract, upon your request.

##### **Data processing based on a weighing of interests (Art. 6 Abs. 1 lit. f) DSGVO)**

If we process data based on a weighing of interests, you as a data subject have the right to object to the processing of your personal data in consideration of the specifications of Art. 21 GDPR. If the specific purpose allows, we will process your data in a pseudonymised or anonymised manner.

Further legal bases are determined based on commercial law and tax law specifications.

#### **8.2 Other recipients of your data**

##### **Transmission to contract processors under Art. 28 GDPR**

Contract processors employed by us (Art. 28 GDPR), in particular for IT services and printing services, for instance, who process your data for us and are bound to observe our instructions. If we commission service providers to fulfil our duties, we always observe data privacy law provisions. In particular, data is only transmitted after contract data processing agreements are concluded.

##### **To carry out a contractual relationship**

We transmit your data to entities like banks or shipping service providers if necessary to carry out our agreement with you.

##### **Transmission based on a legal obligation**

If we have a statutory or official obligation to do so, we will transmit your data to public agen-





cies or institutions (officials, for example as part of a criminal prosecution).

### **Other entities, if you have granted your consent**

We will also transmit your data to other entities if you have granted your explicit consent. However, we do so only within the framework of your verifiable consent.

### **Transmission to obtain information**

If we provide services before receiving payment, in order to safeguard our legitimate interests we reserve the right to obtain an identity and credit check from specialised service companies for this purpose (credit agencies). Typically, however, we only do so after obtaining your consent to request such information.

## **8.3 General information on deletion deadlines for personal data**

### **Basic principle of specific purpose and observance of statutory retention periods**

We process data as long as necessary for the specific purpose. If necessary, we process your personal data for the duration of our business relationship, which also includes the initiating and processing of an agreement.

Furthermore, like all companies, we are obligated to comply with statutory retention periods, such as the deadlines under tax and commercial law. If there are applicable statutory retention periods, the personal data in question will be saved for the duration of the retention period. Data will also be saved in

accordance with the statutory limitation periods, which are typically three years in accordance with Sections 195 et seqq. of the German Civil Code (BGB), although they may be up to thirty years in some cases. After expiration of the retention period, we check whether it is still necessary to process the data. If it is no longer necessary, the data is deleted.

### **Concrete example**

If you share your contact data with us, for instance via e-mail, telephone or by providing us your business card, we save this data based on Art. 6 para. 1 lit. b GDPR in order to carry out measures before entering into a contract, and in our legitimate interest (Art. 6 para. 1 lit. f GDPR) in smooth and targeted communication. If no legal contract comes into being, we delete your data when you request that we do so or if no further contact takes place within three years. If you enter into a legal contract with us (Art. 6 para. 1 lit b GDPR), we save your data for ten years, until the end of required periods under tax and commercial law. After these periods, we check whether we can delete the data and delete it if possible.

### **E-mails and business correspondence**

We archive all of our e-mail correspondence for ten years. When you write us an e-mail, your data and all of the contents of the e-mail are saved accordingly for 10 years. Most e-mails are considered business correspondence; e-mails may also include information relevant under tax law. In our opinion, the work required to

review every e-mail for this purpose is not reasonable for the benefit of doing so, nor is it in the protected interest of the sender. Of course, however, you can request us to delete such information at any time, and we will review the case and inform you of the results. This may result in deletion or a restriction of processing, depending on the content of the correspondence.

### **Revocation of your consent**

Insofar as we process your data based on your consent (Art. 6 para. 1 lit. a GDPR), we will delete your data following your revocation, unless we have legitimate interests that would prevent us from completely deleting your data. For example, we typically store declarations of consent up to three years after we receive your revocation in our legitimate interest (Art. 6 para. 1 lit. f GDPR). We only store the consent with a restriction of processing, so that we can defend ourselves in case of a dispute.

## **8.4 Transmission to a third country**

We generally process your personal data in computing centres within the Federal Republic of Germany or the European Union.

Data is only transmitted to a third country if you have granted your consent that we may do so, or if we have concluded an agreement for contract data processing according to Art. 28 GDPR in consideration of suitable warranties, or have concluded other suitable warranties. However, online certain plug-

ins and tools may process data at computing centres in a third country. However, we use such plug-ins or tools carefully. Detailed information on specific situations is provided in the passages for the specific plug-ins or tools. Please contact us if you have any questions.

## **8.5 Statutory or contractual obligation to provide personal data**

It is typically necessary to provide personal data in order to initiate, conclude, carry out and rescind an agreement. If you do not provide the required personal data, we will not be able to conclude or fulfil agreements with you.