

Privacy

## Privacy Policy

Your **strong partner.**

**Müller Martini AG**

Untere Brühlstrasse 17 | 4800 Zofingen, Switzerland | Phone +41 62 745 45 45  
info@ch.mullermartini.com | www.mullermartini.com

## Contents

|           |  |           |
|-----------|--|-----------|
| <b>1.</b> | <b>Data protection statement.....</b>  | <b>3</b>  |
| <b>2.</b> | <b>Name and address of controller .....</b>                                    | <b>3</b>  |
| 2.1       | Point of contact for privacy issues .....                                      | 3         |
| <b>3.</b> | <b>General information about data processing .....</b>                         | <b>3</b>  |
| 3.1       | Scope of personal data processing .....  | 3         |
| 3.2       | Regulations governing the processing of personal data .....                    | 4         |
| 3.3       | Data deletion and storage duration .....                                       | 4         |
| 3.4       | Data transmission to a third country.....                                      | 4         |
| 3.5       | Disclosure to third parties .....  | 4         |
| <b>4.</b> | <b>Provision of mullermartini.com and creation of logfiles.....</b>            | <b>5</b>  |
| 4.1       | Description and scope of data processing .....                                 | 5         |
| 4.2       | Legal regulations governing data processing .....                              | 5         |
| 4.3       | Purpose of data processing .....   | 5         |
| 4.4       | Storage duration .....   | 5         |
| 4.5       | Objection and deletion rights .....  | 5         |
| <b>5.</b> | <b>Use of cookies .....</b>  | <b>6</b>  |
| 5.1       | Description and scope of data processing .....                                 | 6         |
| 5.2       | Legal regulations governing data processing .....                              | 6         |
| 5.3       | Purpose of data processing .....   | 7         |
| 5.4       | Storage duration, objection and deletion options .....                         | 7         |
| <b>6.</b> | <b>Registration at mullermartini.com.....</b>                                  | <b>7</b>  |
| 6.1       | Description and scope of data processing .....                                 | 7         |
| 6.2       | Legal regulations governing data processing .....                              | 8         |
| 6.3       | Purpose of data processing .....   | 9         |
| 6.4       | Storage duration .....   | 9         |
| 6.5       | Objection and deletion rights .....  | 9         |
| <b>7.</b> | <b>Rights of the data subject.....</b>   | <b>9</b>  |
| 7.1       | Right of information .....   | 9         |
| 7.2       | Right to rectification .....   | 10        |
| 7.3       | Right of restriction of processing.....  | 11        |
| 7.4       | Right of deletion.....   | 11        |
| 7.4.1     | Deletion responsibilities .....  | 11        |
| 7.4.2     | Information to third parties .....   | 11        |
| 7.4.3     | Exceptions.....  | 12        |
| 7.5       | Right of information .....   | 12        |
| 7.6       | Right of data portability .....  | 12        |
| 7.7       | Objection rights.....  | 13        |
| 7.8       | Right to revoke the data protection consent declaration.....                   | 13        |
| 7.9       | Automated decision in individual cases, including profiling .....              | 13        |
| 7.10      | Right of complaint to a supervisory authority .....                            | 14        |
| <b>8.</b> | <b>Objection to advertising mails.....</b>                                     | <b>14</b> |
| <b>9.</b> | <b>Data protection information concerning external service providers .....</b> | <b>14</b> |
| 9.1       | Google Maps .....  | 14        |
| 9.2       | Google Ads.....  | 14        |

|            |                                       |           |
|------------|---------------------------------------|-----------|
| 9.3        | Google reCAPTCHA.....                 | 15        |
| 9.4        | Google Analytics.....                 | 15        |
| 9.5        | Google Web Fonts.....                 | 16        |
| 9.6        | Google Tag Manager .....              | 16        |
| 9.7        | Active Campaign .....                 | 17        |
| 9.7.1      | data processing agreement .....       | 17        |
| 9.8        | YouTube .....                         | 17        |
| <b>10.</b> | <b>Data transfer to the USA .....</b> | <b>18</b> |
| <b>11.</b> | <b>Changes .....</b>                  | <b>18</b> |

## 1. Data protection statement

The general section of this privacy policy (sections 2 to 3) informs you about how we handle your personal data within the Muller Martini Group; its specific sections (sections 4 to 6) explain how personal data are handled on the [eshop.mullermartini.com](https://eshop.mullermartini.com) online platform.

You will also find important information about your rights in relation to your personal data in section 7.

In section 9 you will find important information on the use of your personal data in connection with any external services that may be integrated with our applications.

## 2. Name and address of controller

For the purposes of the GDPR, controllers are:  
**for any Online-Services at mullermartini.com:**  
Müller Martini AG  
Untere Brühlstrasse 13  
4800 Zofingen  
Switzerland  
Phone: +41 62 745 45 45  
Email: [info@ch.mullermartini.com](mailto:info@ch.mullermartini.com)

For all other data that is processed in contact with our customers and suppliers by our independent **national subsidiaries** on their own responsibility, please consult our overview lists:

<https://mullermartini.com/en/map-en/>

### 2.1 Point of contact for privacy issues

Please contact us at the following email address with your privacy concerns:  
[privacy@mullermartini.com](mailto:privacy@mullermartini.com)

## 3. General information about data processing

### 3.1 Scope of personal data processing

Our approach is essentially to process personal data only to the extent that is necessary for the provision of our services. Personal data are generally processed only with the consent of the user. An exception applies in cases in which there are practical reasons why prior consent can not be obtained, and the law permits processing of the data.

### **3.2 Regulations governing the processing of personal data**

The legal regulation which governs obtaining a data subject's consent for the processing of their personal data is Art. 6 (1) a of the EU General Data Protection Regulation (GDPR, or DSGVO in German).

The legal regulation which governs the processing of personal data necessary for the fulfilment of a contract to which the data subject is a party is Art. 6 (1) b of the GDPR. This also applies to processing operations which are required for pre-contractual formalities.

In cases where personal data must be processed to fulfil a legal obligation to which our company is subject, the applicable legal regulation is Art. 6 (1) c of the GDPR.

In the event that vital interests of the data subject or another natural person require personal data to be processed, the applicable legal regulation is Art. 6 (1) d of the GDPR.

If processing is necessary to safeguard the legitimate interests of our company or of a third party, and where the data subject's own interests, fundamental rights and freedoms do not prevail over the aforementioned interests, the applicable legal regulation is Art. 6 (1) f of the GDPR.

### **3.3 Data deletion and storage duration**

Data subjects' personal data will be deleted or locked as soon as the purpose of the storage is satisfied. In addition, such storage may be provided for by the European or national legislator in EU regulations, laws or other regulations to which the controller is subject. Data are also deleted or locked when a storage period prescribed by the specified standards expires, unless there is a need for further storage of the data in order to complete or fulfil a contract.

### **3.4 Data transmission to a third country**

Personal data are transmitted to Switzerland. The reasons for this are twofold:

1. Our systems are provided (hosted) from Switzerland.
2. For the purposes of fulfilling contracts with our customers, personal data must be supplied to our headquarters and production facilities in Switzerland.

Data are transmitted subject to a decision on adequacy in accordance with Article 45 (1) of the GDPR, providing an adequate level of protection under Switzerland's national legislation.

See: 2000/518/EC: Commission Decision of 26 July 2000 pursuant to Directive 95/46/EC of the European Parliament and of the Council on the adequacy of the protection of personal data in Switzerland (published as file number K(2000) 2304).

### **3.5 Disclosure to third parties**

We transfer your personal data to third parties only where necessary for the fulfilment of contracts with your company.

The legal regulation governing the the data transmission is Art. 6 (1) b of the GDPR.

## **4. Provision of mullermartini.com and creation of logfiles**

### **4.1 Description and scope of data processing**

Each time our website is accessed, our system automatically collects data and information from the remote computer system in question.

The following data are collected:

1. Information about the browser type and version used
2. The user's operating system
3. The user's Internet service provider
4. The user's IP address
5. Date and time of access
6. Websites from which the user's system accesses our website
7. Websites that are accessed by the user's system via our website

The data are stored in log files on our system independently from other personal data belonging to the user.

### **4.2 Legal regulations governing data processing**

The legal regulation governing the temporary storage of data and log files is Art. 6 (1) f of the GDPR.

### **4.3 Purpose of data processing**

Data are stored in log files for purposes of website functionality. In addition, these data are used to optimise the website and to ensure the security of our information technology systems. Data collected in this way are not used for marketing purposes.

### **4.4 Storage duration**

Data in log files are stored for a maximum of seven days. In the event that they are stored for longer, users' IP addresses are deleted or anonymised, ensuring it is no longer possible to identify the visiting client.

### **4.5 Objection and deletion rights**

The collection of data for use by the website, and the storage of the data in log files, is essential for the website's operation. Consequently, users are not entitled to raise objections.

## **5. Use of cookies**

### **5.1 Description and scope of data processing**

Our website uses cookies. Cookies are text files that are stored in and read from the Internet browser on the user's computer system. When a user visits a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic string that allows the browser to be uniquely identified when the website is visited again.

We use cookies to make our website more user-friendly. Some aspects of our website require the visiting browser to be re-identified following a page change. The following data are stored and transmitted in cookies:

1. Language settings
2. Identification of the current shopping basket
3. Login information

In addition, we use cookies on our website that allow us to analyse users' browsing behaviour. To this end, the following data may be transmitted:

1. Entered search terms
2. Page view frequency
3. Use of website features
4. Browser
5. Operating system
6. Internet provider
7. Screen resolution
8. City
9. Country

User data collected in this way are pseudonymised using technical means. This removes the ability to link the data to a specific visiting user. The data will not be stored together with the user's other personal data.

### **5.2 Legal regulations governing data processing**

The legal regulation which governs the processing of personal data via cookies is Article 6 (1) b of the GDPR or Art. 6 (1) f of the GDPR.

### 5.3 Purpose of data processing

The purpose of using cookies, which are essential from a technical point of view, is to make websites easier for users to use. Some features of our website cannot be offered without the use of cookies. Such features require the browser to be re-identified after changing pages.

We require cookies for the following applications:

1. Language settings
2. Shopping basket
3. Login

User data collected through technically required cookies will not be used to create user profiles.

Cookies are used also for analysis purposes in order to improve the quality of our website and its contents. We use analysis cookies to discover how the website is used, enabling us to keep improving our service.

### 5.4 Storage duration, objection and deletion options

Cookies are stored on the user's computer, and sent to us from there. This means that as a user, you have full control over the use of cookies. By changing the settings in your internet browser, you can disable or restrict the sending of cookies. Cookies that have already been saved can be deleted at any time. This action can also be performed automatically. If cookies are disabled for our website, it may not be possible to use all the functions of the website to their full extent.

You also have the option of opting out of the use of analysis cookies by installing the browser add-on available via the following link:

<https://tools.google.com/dlpage/gaoptout>

## 6. Registration at mullermartini.com

### 6.1 Description and scope of data processing

Our shop offers users the opportunity to register by providing personal information. The data are entered via an input screen, and are then sent to us and stored. No data are transferred to third parties. The following data are collected during the registration process:

1. Company name
2. Customer number (if available)
3. First name



4. Surname
5. Address
6. Postcode
7. Place
8. Country
9. Telephone
10. Email address

The collected data are processed by the Muller Martini subsidiary responsible for your company.

## **6.2 Legal regulations governing data processing**

The legal regulations which govern the temporary storage of data are Art. 6 (1) f of the GDPR and, in cases where registration establishes a business relationship between your company and Muller Martini, Art. 6 (1) b of the GDPR.

### 6.3 Purpose of data processing

User registration is required to fulfil a contract with the user or to carry out pre-contractual measures.

### 6.4 Storage duration

The data will be deleted as soon as they are no longer required to achieve the purpose of their collection.

### 6.5 Objection and deletion rights

As a user, you have the option of cancelling the registration at any time. You can change the data stored about you at any time.

Please contact the responsible Muller Martini company of your country or [privacy@mullermartini.com](mailto:privacy@mullermartini.com)

If the data are required to fulfil a contract or complete pre-contractual formalities, those data may only be deleted ahead of schedule if not prevented by contractual or legal obligations.

## 7. Rights of the data subject

In cases where personal data relating to you are being processed, you are the data subject within the meaning of the GDPR and you have the following rights in respect of the controller:

### 7.1 Right of information

You may ask the controller to confirm whether personal data concerning you are being processed by us.

If such processing is taking place, you can request that the controller supply the following information:

1. the purposes for which the personal data are being processed;
2. the categories of personal data being processed;
3. the recipients, or categories of recipients, to whom the personal data relating to you have been disclosed or are still being disclosed;
4. the planned duration of storage of your personal data or, if specific information is not available, the criteria for determining the duration of storage;

1. the applicability of the following rights: the right to correct or delete any personal data relating to you, the right of restriction of processing by the controller, or the right of appeal against such processing;
2. the applicability of a right of appeal to a supervisory authority;
3. all available information on the source of the data if the personal data has not been collected from the data subject;
4. the use of automated decision-making processes, including profiling under the meaning of Art. 22 (1) and (4) of the GSGVO (GDPR) and - in these cases at least - meaningful information about the decision-making logic involved, as well as the scope and intended impact of such processing on the data subject.

You have the right to request information about whether your personal information is being transferred to a third-party country or an international organisation. In this respect, you can request the appropriate guarantees in accordance with Art. 46 of the GDPR in connection with the transfer.

## **7.2 Right to rectification**

You have a right to require the controller to correct and/or add to your data if the personal data relating to you are incorrect or incomplete. The controller must make the correction without delay.

## 7.3 Right of restriction of processing

You may request a restriction of processing of your personal data under the following circumstances:

1. should you contest the accuracy of your personal information, for a period of time that enables the controller to verify the accuracy of your personal data;
2. the use being made of the data is unlawful and you decline the option of the deletion of your personal data, demanding instead that the use of that personal data be restricted;
3. the controller no longer requires the personal data for processing purposes, but you require those data in order to assert, exercise or defend legal claims, or
4. if you objected to the processing of the data under the terms of Art. 21 (1) of the GDPR, and it has not yet been established whether the controller's legitimate reasons for use outweigh your own reasons.

In the event that the processing of personal data concerning you has been restricted, such data may be used only with your consent or for the purpose of asserting, exercising or defending legal claims or protecting the rights of another natural or legal person, or for reasons of important public interest of the Union or a Member State. If the restriction of processing has been applied in accordance with the above conditions, the controller will inform you before the restriction is lifted.

## 7.4 Right of deletion

### 7.4.1 Deletion responsibilities

You may require the controller to delete your personal information immediately, and the controller is required to delete that information immediately if any of the following reasons apply:

1. Your personal data are no longer necessary for the purposes for which they were collected or otherwise processed.
2. You withdraw your consent to the processing in accordance with Art. 6 (1) a or Art. 9 (2) a of the GDPR, and there is no other legal justification for the processing.
3. You raise an objection to the processing in accordance with Art. 21 (1) of the GDPR, and there are no prior justifiable reasons for the processing, or you raise an objection to processing in accordance with Art. 21 (2) of the GDPR.
4. Your personal data have been processed unlawfully.
5. The personal data concerning you are required to be deleted in order to fulfil a legal obligation under Union law, or the law of the Member States to which the controller is subject.
6. The personal data relating to you were collected in relation to information society services offered pursuant to Art. 8 (1) of the GDPR.

### 7.4.2 Information to third parties

If the controller has made the personal data concerning you public and is required to delete those data in accordance with Article 17 (1) of the GDPR, it must, with due regard to available technology and implementation costs, take appropriate measures, including those of a technical nature, to inform controllers who process the personal data that you,

as a data subject, have requested the deletion of all links to such personal data or of copies or replications of such personal data.

### **7.4.3 Exceptions**

The right to deletion does not apply if processing is necessary

1. in the interests of the right to freedom of expression and information;
2. to fulfil a legal obligation required by the law of the Union of Member States, or of Switzerland, to which the controller is subject, or to carry out a task in the public interest or in the exercise of public authority which has been delegated to the controller;
3. for reasons of public interest in the field of public health pursuant to Art. 9 (2) h and i and Art. 9 (3) of the GDPR;
4. for archival purposes of public interest, scientific or historical research purposes or for statistical purposes in accordance with Article 89 (1) of the GDPR, to the extent that the law referred to in subparagraph (a) is likely to prevent or seriously impair the achievement of the objectives of that processing operation, or
5. to assert, exercise or defend legal claims.

## **7.5 Right of information**

If you have approached the controller to exercise your right of data rectification, deletion or restriction, that controller is obliged to notify all recipients to whom your personal data have been disclosed of this data rectification, deletion or restriction, unless this task proves to be impossible or involves a disproportionate effort.

You have a right to require the controller to inform you about such recipients.

## **7.6 Right of data portability**

You have the right to receive personally identifiable information you have provided to the controller in a structured, standard and machine-readable format. You also have the right to transfer these data to another person without hindrance by the controller to whom the personal data was supplied, provided that

1. the processing is based on consent in accordance with Art. 6 (1) a of the GDPR or Art. 9 (2) of the GDPR or on a contract in accordance with Art. 6 (1) b of the GDPR, and
2. the processing is performed using automated procedures.

In exercising this right, you also have the right to ensure that the personal data relating to you are transmitted directly from one controller to another, insofar as this is technically feasible. The freedoms and rights of other persons must not be affected through this action.

The right of data portability does not apply in the case of processing personal data necessary to carry out a task in the public interest or in the exercise of public authority which has been delegated to the controller.

## 7.7 Objection rights

You have the right at any time, for reasons relating to your own particular situation, to raise an objection against any processing of your personal data in accordance with Art. 6 (1) e or f of the GDPR; this also applies to profiling based on such provisions.

The controller will no longer be entitled to process the personal data concerning you unless it can demonstrate compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or where the purpose of the processing is to enforce, exercise or defend legal claims.

If the personal data relating to you are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for the purpose of such advertising; this also applies to profiling to the extent that it is associated with such direct mail.

If you object to processing for direct marketing purposes, your personal data will no longer be processed for these purposes.

Regardless of Directive 2002/58/EC, you have the option, within the context of the use of information society services, of exercising your right to object by means of automated procedures that use technical specifications.

## 7.8 Right to revoke the data protection consent declaration

You have the right to revoke your data protection consent declaration at any time.

Revocation of this consent does not affect the legality of any processing carried out subject to that consent until your revocation.

## 7.9 Automated decision in individual cases, including profiling

You have the right not to have any decision made against you which is based solely on automated processing, including profiling, where that decision will have legal consequences for you, or affect you in a similar manner. This does not apply if the decision

1. is required for the purposes of concluding or fulfilling a contract between you and the controller,
2. is permitted under Union or Member State legislation to which the controller is subject, and where such legislation contains appropriate measures to safeguard your rights and freedoms and your legitimate interests, or
3. is taken with your express consent.

However, these decisions must not be based on special categories of personal data as defined in Art. 9 (1) of the GDPR, unless Art. 9 (2) a or g of the GDPR applies and appropriate measures have been taken to protect the relevant rights and freedoms and your own legitimate interests.

With regard to the cases mentioned in (1) and (3), the controller must take appropriate measures to uphold these rights and freedoms and their legitimate interests, including, at a minimum, the controller's right to secure the intervention of a person, the right to express his/her own position and the right to challenge the decision.

## 7.10 Right of complaint to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to complain to a supervisory authority, in particular in the Member State of your place of residence or employment, or the place of the alleged infringement, if you believe that the processing of the personal data concerning you is in violation of the GDPR.

The supervisory authority to which the complaint has been submitted shall inform the complainant of the appeal's status and outcome, including the option of a judicial remedy pursuant to Article 78 of the GDPR.

## 8. Objection to advertising mails

We hereby object to the use of the contact data published as part of the imprint for sending unsolicited advertising and information materials. We reserve the right to take legal action in the event of unsolicited sending of advertising information, such as spam e-mails.

## 9. Data protection information concerning external service providers

### 9.1 Google Maps

This website uses Google Maps. This enables us to show you interactive maps directly on the website and enables you to conveniently use the map function. When you visit the website, Google receives the information that you have accessed the corresponding subpage of our website. This happens regardless of whether Google provides a user account that you are logged in to or whether there is no user account. If you are logged in to Google, your data will be assigned directly to your account. If you do not wish to be assigned to your profile on Google, you must log out before activating the button.

Google saves your data as a usage profile and uses it for advertising, market research and / or needs-based design of its website. Such an evaluation takes place in particular (even for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, although you must contact Google to exercise this right. Further information on the purpose and scope of the data collection and its processing by Google can be found in addition to further information on your rights in this regard and setting options to protect your privacy at:

<https://policies.google.com/privacy?hl=en&gl=en>

### 9.2 Google Ads

This website uses Google conversion tracking. If you have reached our website via an advertisement placed by Google, Google Ads will set a cookie on your computer. The conversion tracking cookie is set when a user clicks on an ad placed by Google. These cookies lose their validity after 30 days and are not used for personal identification. If the user visits certain pages on our website and the cookie has not yet expired, we and

Google can see that the user clicked on the ad and was redirected to this page. Each Google Ads customer receives a different cookie. Cookies cannot therefore be tracked via the websites of Ads customers. The information obtained using the conversion cookie is used to generate conversion statistics for Ads customers who have opted for conversion tracking. The customers find out the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they do not receive any information with which users can be personally identified.

If you do not want to participate in the tracking, you can refuse the setting of a cookie required for this - for example, via a browser setting that generally deactivates the automatic setting of cookies or set your browser so that cookies from the "googleleadservices.com" domain are blocked.

Please note that you must not delete the opt-out cookies as long as you do not want measurement data to be recorded. If you have deleted all of your cookies in the browser, you must set the respective opt-out cookie again.

### 9.3 Google reCAPTCHA

This website uses the reCAPTCHA service from Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland "Google"). The purpose of the query is to distinguish whether the input is made by a person or by automated, machine processing. The query includes the sending of the IP address and any other data required by Google for the reCAPTCHA service to Google. For this purpose, your input will be transmitted to Google and used there. However, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. The full IP address will only be transmitted to a Google server in the USA and shortened there in exceptional cases. On behalf of the operator of this website, Google will use this information to evaluate your use of this service. The IP address transmitted by your browser as part of reCaptcha will not be merged with other Google data. Your data may also be transmitted to the USA. There is an adequacy decision by the European Commission, the "Privacy Shield", for data transfers to the USA. Google participates in the "Privacy Shield" and has submitted to the requirements. By clicking on the query, you consent to the processing of your data. The processing takes place on the basis of Art. 6 (1) lit. a GDPR with your consent. You can revoke your consent at any time without affecting the legality of the processing carried out on the basis of the consent up to the time of revocation.

You can find more information about Google reCAPTCHA and the associated data protection declaration at: <https://policies.google.com/privacy?hl=en>

### 9.4 Google Analytics

This website uses Google Analytics, a web analysis service from Google Ireland Limited. If the person responsible for data processing on this website is outside the European Economic Area or Switzerland, Google Analytics data processing is carried out by Google LLC. Google LLC and Google Ireland Limited are hereinafter referred to as "Google".

We can use the statistics obtained to improve our offer and make it more interesting for you as a user. This website also uses Google Analytics for a cross-device analysis of visitor flows, which is carried out via a user ID. If you have a Google user account, you



can deactivate the cross-device analysis of your usage in the settings there under “My data”, “Personal data”.

The legal basis for the use of Google Analytics is Article 6, Paragraph 1, Sentence 1, Letter f of the GDPR. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. We would like to point out that on this website Google Analytics has added the code «\_anonymizeIp ();» has been expanded to ensure an anonymous collection of IP addresses. As a result, IP addresses are further processed in abbreviated form, so that personal references can be ruled out. If the data collected about you can be linked to a person, this will be excluded immediately and the personal data will be deleted immediately.

The full IP address will only be transmitted to a Google server in the USA and shortened there in exceptional cases. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website activity and internet usage. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework> .

Google Analytics uses cookies. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. You can prevent the storage of cookies by setting your browser software accordingly; we would like to point out, however, that in this case you may not be able to use all functions of this website to their full extent. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading the browser plug-in available under the following link and install: [Deactivate Google Analytics](#).

You can also prevent the use of Google Analytics by clicking on this link: [Deactivate Google Analytics](#). This saves a so-called opt-out cookie on your data carrier, which prevents the processing of personal data by Google Analytics. Please note that if you delete all cookies on your device, these opt-out cookies will also be deleted, i.e. you will have to set the opt-out cookies again if you want to continue preventing this form of data collection. The opt-out cookies are set per browser and computer / device and must therefore be activated separately for each browser, computer or other device.

## 9.5 Google Web Fonts

This website uses so-called web fonts, which are provided by Google, for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly. If your browser does not support web fonts, a standard font will be used by your computer.

Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's data protection declaration: <https://www.google.com/policies/privacy>.

## 9.6 Google Tag Manager

Google Tag Manager is a solution with which we can manage so-called website tags via an interface and thus, for example, integrate Google Analytics and other Google marketing services into our online offer. The Tag Manager itself, which implements the tags, does not process any personal data of the users. With regard to the processing of

users' personal data, reference is made to the following information on Google services. Usage guidelines: <https://www.google.com/intl/en/tagmanager/use-policy.html> .

## 9.7 Active Campaign

This website uses the services of Active Campaign to send newsletters. The provider is the US provider ActiveCampaign, LLC, 150 N. Michigan Ave Suite 1230, Chicago, IL, US, USA.

Active Campaign is a service with which, among other things, the dispatch of newsletters can be organized and analyzed. If you enter data for the purpose of subscribing to the newsletter (e.g. your email address), it will be stored on Active Campaign's servers in the USA.

Active Campaign is certified according to the "EU-US Privacy Shield". The "Privacy Shield" is an agreement between the European Union (EU) and the USA, which aims to ensure compliance with European data protection standards in the USA.

With the help of Active Campaign we can analyze our newsletter campaigns. When you open an email sent with Active Campaign, a file contained in the email (so-called web beacon) connects to the Active Campaign servers in the USA. In this way it can be determined whether a newsletter message has been opened and which links have been clicked. In addition, technical information is recorded (e.g. time of access, IP address, browser type and operating system). This information cannot be assigned to the respective newsletter recipient. They are used exclusively for the statistical analysis of newsletter campaigns. The results of these analyzes can be used to better adapt future newsletters to the interests of the recipients.

If you do not want an analysis by Active Campaign, you have to unsubscribe from the newsletter. We provide a link for this in every newsletter message. You can also unsubscribe from the newsletter directly on our website.

The data processing takes place on the basis of your consent (Art. 6 Para. 1 lit. a GDPR). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

The data you have stored with us for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted from our servers as well as from the servers of Active Campaign after you unsubscribe from the newsletter. This does not affect data that we have stored for other purposes (e.g. email addresses for the members' area).

For more information, see the data protection provisions of Active Campaign at: <https://www.activecampaign.com/privacy-policy/>.

Link to the Privacy Shield certification: <https://www.privacyshield.gov>.

### 9.7.1 data processing agreement

We have concluded a Data Processing Agreement with Active Campaign, in which we oblige Active Campaign to protect our customers' data and not to pass it on to third parties.

## 9.8 YouTube

Functions of the “YouTube” service are integrated into this website. “YouTube” belongs to Google Ireland Limited, a company registered and operated under Irish law with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland, which operates the services in the European Economic Area and Switzerland.

Your legal agreement with “YouTube” consists of the terms and conditions that can be found under the following link:

<https://www.youtube.com/static?gl=en&template=terms&hl=en>. These provisions form a legally binding agreement between you and «YouTube» regarding the use of the services. Google’s privacy policy explains how “YouTube” handles your personal data and protects your data when you use the service.

## **10. Data transfer to the USA**

Tools from companies based in the USA are integrated on our website. When these tools are active, your personal data can be passed on to the US servers of the respective companies. We would like to point out that the USA is not a safe third country within the meaning of EU data protection law. US companies are obliged to disclose personal data to security authorities without you as the person concerned being able to take legal action against this. It can therefore not be ruled out that US authorities (e.g. secret services) process, evaluate and permanently store your data on US servers for monitoring purposes. We have no influence on these processing activities.

## **11. Changes**

We can adjust this data protection declaration at any time without prior notice. The current version published on our website applies. Insofar as the data protection declaration is part of an agreement with you, we will inform you of the change in the event of an update by e-mail or in another suitable manner.