



# DATA PRIVACY

## Data privacy

Thank you for your interest in our company. Data protection is of particular importance to the management of König + Neurath AG. If you just want to surf our website, you need not enter any personal data. If, however, you wish to make use of our company's special services via our website, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the person concerned (hereinafter called "the data subject").

The processing of personal data, such as the name, address, e-mail address or telephone number of a data subject, is always carried out in accordance with the General Data Protection Regulation and in accordance with the country-specific data protection regulations applicable to König + Neurath AG. By means of this Privacy Statement, our company wants to inform the public about the type, scope and purpose of the personal data collected, used and processed by us. In addition, data subjects are informed of their rights by means of this Privacy Statement.

König + Neurath AG, as the company responsible for the processing, has implemented numerous technical and organisational measures to ensure that protection of the personal data processed via this website is as complete as possible. Nevertheless, Internet-based data transmissions can have security gaps so that absolute protection cannot be guaranteed. For this reason, every data subject is free to transmit personal data to us by alternative means, for example by telephone.

## 1. Definitions

The Privacy Statement of König + Neurath AG is based on the terms used by the European issuers of guidelines and regulations (hereinafter "the European legislators") when they issued the General Data Protection Regulation ("DS-GVO"). We want to ensure that our Privacy Statement is easy to read and understand both for the public and for our customers and business partners. The terms used are explained in this section.

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

### a) Personal data

"Personal data" means all information relating to an identified or identifiable natural person (hereinafter "the data subject"). A natural person is considered identifiable if this person can be identified directly or indirectly and, in particular, by assigning an identifier such as a name, an identification number, location data, an online identifier or one or more special characteristics that express the physical, physiological, genetic, psychological, economic, cultural or social identity of this natural person.

### (b) Data subject

"Data subject" means any identified or identifiable natural person whose personal data is processed by the data controller.

### c) Processing

"Processing" means any operation or series of operations carried out with or without the aid of automated procedures in connection with personal data, such as the collection, recording, organisation, sorting, storage, adaptation or alteration, reading, retrieval, use, disclosure by transmission, dissemination or any other form of provision, comparison or linking, restriction, erasure or destruction.

### d) Restriction of processing

"Restriction of processing" means the marking of stored personal data with the aim of restricting their future processing.

### e) Profiling

"Profiling" means any form of automated processing of personal data consisting in the use of such personal data in order to evaluate certain personal aspects relating to a natural person. In particular, it aims at analysing or predicting aspects pertaining to the work performance, economic situation, health,

personal preferences, interests, reliability, behaviour, residence or relocation of this natural person.

#### f) Pseudonymisation

"Pseudonymisation" means the processing of personal data so that the personal data can no longer be associated with a specific data subject without the use of additional information, provided that this additional information is kept separately and is subject to technical and organisational measures which ensure that the personal data are not assigned to an identified or identifiable natural person.

#### (g) Person responsible or data controller

The "person responsible or data controller" is the natural or legal person, authority, institution or other body which, either alone or jointly with others, decides on the purposes and means of processing personal data. Where the purposes and means of such processing are stipulated by European Union law or by the law of the Member States, the data controller or the specific criteria for his appointment may be laid down either according to the law of the European Union or the law of the Member States.

#### (h) Processor

A "processor" is a natural or legal person, authority, institution or other body that processes personal data on behalf of the data controller.

#### (i) Recipient

A "recipient" is a natural or legal person, authority, institution or other body to which personal data is disclosed, regardless of whether it is a third party or not. However, authorities which can receive personal data under European Union law or the law of the Member States within the framework of a particular investigation mandate shall not be regarded as recipients.

#### (j) Third parties

A "third party" is a natural or legal person, authority, institution or other body other than the data subject, the data controller, the processor and any person authorised to process the personal data under the direct responsibility of the data controller or processor.

#### k) Consent

"Consent" means any informed and unequivocal indication of the data subject's wishes, expressed voluntarily by the data subject in a particular case, either as a declaration or by another clearly affirmative act by which the data subject agrees to the processing of their personal data.

## 2. Name and address of the data controller

The data controller, as defined in the General Data Protection Regulation, other data protection laws in force in the Member States of the European Union and other provisions of a data protection nature, is:

König + Neurath AG

Industriestraße 1-3

61184 Karben

Deutschland

Tel.: +496039483234

E-Mail: [info@koenig-neurath.de](mailto:info@koenig-neurath.de)

Website: [www.koenig-neurath.com](http://www.koenig-neurath.com)

## 3. Name and address of the data protection officer

The data protection officer of the data controller is:

Klaus Neubacher

König + Neurath AG

Industriestraße 1-3

61184 Karben

Deutschland

Tel.: +496039483317

E-Mail: [klaus.neubacher@koenig-neurath.de](mailto:klaus.neubacher@koenig-neurath.de)

Data subjects can contact our data protection officer directly and at any time, if they have questions or suggestions regarding data protection.

#### 4. Cookies

Cookies are used on the internet pages of König + Neurath AG. Cookies are text files which are stored on a computer system via an Internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. The cookie ID is a unique identifier of the cookie. It consists of a string of characters by which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. Thus the Internet pages and servers visited are able to distinguish the data subject's individual browser from other Internet browsers containing different cookies. A particular Internet browser can be recognized again and identified by its unique cookie ID.

By using cookies, König + Neurath AG can provide the users of this website with user-friendly services that would not be possible without cookies.

By means of a cookie, the information and offers on our website can be optimized for the user. Cookies enable us, as mentioned above, to re-identify the users of our website. The purpose of this recognition is to simplify the use of our website. For example, the users of a website that uses cookies do not have to re-enter their access data each time they visit the website because this is carried out by the website and the cookie stored on the user's computer system.

The data subject can prevent the setting of cookies by our website at any time by making an appropriate setting of the Internet browser used and thus can permanently object to the setting of cookies. Cookies that have been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, some of the functions of our website may be impaired.

Each time the website of König + Neurath AG is accessed by a person or an automated system, it collects a series of general data and information. This general data and information is stored in the log files of the server. The following information may be recorded, (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system reaches our website (so-called referrer), (4) the sub-websites accessed on our website by an accessing system, (5) the date and time of access to our website, (6) an Internet Protocol address (IP address), (7) the Internet service provider of the accessing system, and (8) other data and information of a similar nature used for security purposes in the event of attacks on our information technology systems.

When using this general data and information, König + Neurath AG does not draw any conclusions about

the data subject. Rather, this information is required to (1) correctly deliver the contents of our website, (2) optimize the contents of our website and the advertising for it, (3) ensure the permanent functionality of our information technology systems and the technology of our website, and (4) provide law enforcement authorities with the information necessary for criminal prosecution in the event of a cyber attack. This anonymously collected data and information is therefore evaluated by König + Neurath AG both statistically and with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimum level of protection for the personal data processed by us. The anonymous data of the server log files is stored separately from all personal data provided by a data subject.

## **6. Registration on our website**

The data subject can register on the König + Neurath AG website by providing personal data. The personal data transmitted to König + Neurath AG can be seen from the respective input mask used for the registration. The personal data entered by the data subject are collected and stored exclusively for internal use at König + Neurath AG and for the company's own purposes. König + Neurath AG may arrange for the data to be passed on to one or more processors, for example to a parcel service provider, who will also use the personal data for internal use only, which includes use attributable to König + Neurath AG.

By registering on the König + Neurath AG website, the IP address assigned to the data subject by the Internet service provider (ISP), the date and the time of registration are also stored. This is the only way of preventing misuse of our services to enables us, if necessary, to investigate any criminal offences committed. Thus the storage of this data is required for securing König + Neurath AG. This data will not be disclosed to any third party, unless there is a statutory duty to do so or for the purpose of criminal prosecution.

The registration of a data subject who provides personal data on a voluntary basis enables König + Neurath AG to offer the data subject content or services which, due to their nature, can only be offered to registered users. Registered persons are free to modify the personal data provided during registration at any time or to have it completely deleted from the König + Neurath AG database.

Upon request, König + Neurath AG will provide each data subject with information on the person's personal data stored. König + Neurath AG will also correct or delete personal data at the request or notice of the data subject, on condition that there are no legal obligations to store such data.

## **7. Subscription to our newsletter**

On the König + Neurath AG website, users are given the opportunity to subscribe to our company's newsletter. The personal data transmitted to König + Neurath AG when ordering the newsletter can be seen on the input mask used for this purpose.

By means of its newsletter, König + Neurath AG regularly informs its customers and business partners about offers made by the company. The newsletter can only be received by the data subject, if (1) the data subject has a valid e-mail address and (2) the data subject subscribes to the newsletter. When a data

subject first enters his or her e-mail address in order to subscribe to the newsletter, an e-mail is sent to the e-mail address entered in the double opt-in procedure. This confirmation e-mail serves to check whether the owner of the e-mail address has authorized the receipt of the newsletter as data subject.

When subscribing to the newsletter, we also store the IP address of the computer system used by the data subject at the time of registration, which is assigned by the Internet Service Provider (ISP), as well as the date and time of registration. The collection of this data is necessary to trace any (possible) misuse of the e-mail address of a data subject at a later stage and therefore serves to legally protect König + Neurath AG.

The personal data collected when registering for the newsletter will be used exclusively for sending our newsletter. In addition, subscribers to the newsletter may be informed by e-mail if this is required for the operation of the newsletter service or for registration, for instance if the newsletter offer changes or if any of the technical conditions are modified. The personal data collected in the context of the newsletter service will not be passed on to any third party. The subscription to our newsletter can be cancelled by the data subject at any time. The data subject can withdraw his or her consent to the storage of personal data given to us for the newsletter despatch at any time. There is a link in every newsletter for the purpose of revoking. Furthermore, data subjects can unsubscribe directly on the König + Neurath AG website or notify König + Neurath AG in another way, e.g. by using the contact form (<https://www.koenig-neurath.com/en/contact/>).

## 8. Newsletter tracking

König + Neurath AG's newsletters contain so-called tracking pixels. A tracking pixel is a miniature graphic embedded in e-mails sent in HTML format to enable log file recording and analysis. Thus a statistical evaluation of the success or failure of online marketing campaigns can be carried out. Using the embedded pixel-code, König + Neurath AG can determine whether and when an e-mail was opened by a data subject and which of the links contained in the e-mail were called up by the data subject.

Personal data collected by means of tracking pixels in newsletters are stored and evaluated by König + Neurath AG in order to optimise the newsletter despatch and to adapt the content of future newsletters even better to the interests of the data subjects. This personal data will not be disclosed to any third party. Data subjects are entitled, at any time, to revoke their separate declaration of consent given for this by using the double opt-in procedure. Following unsubscription, this personal data will be deleted by König + Neurath AG. If a data subject unsubscribes from receiving the newsletter, König + Neurath AG will automatically interpret this as a revocation.

## 9. Contact via the website

Due to statutory regulations, the König + Neurath AG website contains information that allows for rapid electronic contact with our company as well as direct communication with us. This includes a general address for so-called electronic mail (e-mail address). If a data subject contacts König + Neurath AG by e-mail or by means of the contact form (<https://www.koenig-neurath.com/en/contact/>), the personal data

transmitted by the data subject will be stored automatically. Such personal data which is voluntarily transmitted by a data subject to König + Neurath AG will be stored for the purpose of processing or for contacting the data subject. This personal data will not be passed on to any third party.

## 10. Routine deletion and blocking of personal data

König + Neurath AG processes and stores the personal data of the data subject only for the period required to achieve the storage purpose or as laid down by the European legislators or by another legislator in laws or regulations to which König + Neurath AG is subject.

Whenever the storage purpose ceases to apply or if a storage period prescribed by the European legislators or by another competent legislator expires, the personal data is routinely blocked or deleted in accordance with the statutory provisions.

## 11. Rights of the data subject

### a) Right to confirmation

Any data subject has the right, granted by the European legislators, to obtain information from König + Neurath AG as to whether the company processes any personal data relating to the data subject. If a data subject wishes to make use of this right to confirmation, they can contact the data protection officer of König + Neurath AG at any time.

### b) Right to information

Any data subject whose personal data is processed has the right, granted by the European legislators, to receive free information at any time from König + Neurath AG regarding their personal data stored and to obtain a copy of this information. Moreover, the European legislators have granted the data subject the right to be informed of the following:

- the purpose of the processing
- the categories of personal data to be processed
- the recipients or categories of recipients to whom the personal data have been or are still being disclosed, in particular recipients in third countries or international organisations
- if possible, the planned period for which the personal data will be stored or, if this is not possible, the criteria for determining this period



- the existence of a right to have personal data concerning them rectified or deleted or a right to have its processing restricted by the data controller or a right to oppose the processing
- the existence of a right to appeal to a supervisory authority
- in case the personal data is not collected from the data subject, to obtain all information available on the origin of the data
- the existence of automated decision-making, including profiling pursuant to Article 22 para. 1 and 4 DS GVO and, at least in these cases, meaningful information on the logic involved and the scope and intended effects of such processing for the data subject.

In addition, the data subject may demand information as to whether personal data have been transmitted to a third country or to an international organisation. If this is the case, the data subject has the right to obtain information on appropriate guarantees existing in connection with the transmission.

If a data subject wishes to make use of this right to information, they can contact the data protection officer of König + Neurath AG at any time.

#### (c) Right to rectification

Any data subject whose personal data is processed has the right, granted by the European legislators, to request that any inaccurate personal data concerning him or her be immediately rectified. Furthermore, taking into account the purposes of the processing, the data subject has the right to request that incomplete personal data be completed, also by means of a supplementary declaration.

If a data subject wishes to make use of this right to rectification, they can contact the data protection officer of König + Neurath AG at any time.

#### d) Right to deletion (right to be forgotten)

Any data subject whose personal data is processed has the right, granted by the European legislators, to request the data controller that their personal data be deleted immediately, provided that one of the following reasons applies and that processing is not necessary:

- The personal data have been collected or otherwise processed for purposes for which they are no longer required.
- The data subject revokes his or her consent which formed the basis of the processing pursuant to Article 6 para. 1(a) DS-GVO or Article 9 para. 2(a) DS-GVO and there is no other legal basis for the processing.

- The data subject objects to processing pursuant to Article 21 para. 1 DS-GVO and there are no overriding legitimate grounds for processing, or the data subject objects to processing pursuant to Article 21(2) DS-GVO.
- The personal data have been processed unlawfully.
- The deletion of the personal data is necessary due to a legal obligation under European Union law or the law of the Member States the data controller has to comply with.
- The personal data was collected in relation to services offered by the informing company pursuant to Art. 8 para. 1 DS-GVO.

If one of the above reasons applies and a data subject wants to request the deletion of personal data stored at König + Neurath AG, they can contact the data protection officer of König + Neurath AG at any time. The data protection officer of König + Neurath AG will arrange for the request for deletion to be complied with without delay.

In the event that the personal data have been made public by König + Neurath AG and our company is responsible pursuant to Art. 17 para. 1 DS-GVO, König + Neurath AG shall take appropriate measures, including technical measures, taking into account the available technology and implementation costs, to inform other data controllers who process the published personal data that the data subject has requested the deletion of all links to this personal data or of copies or replications of this personal data by these other data controllers, provided that processing is not necessary. The data protection officer of König + Neurath AG will take the necessary steps in each individual case.

#### (e) Right to restrict processing

Any data subject whose personal data is processed has the right, granted by the European legislators, to request the data controller to restrict processing, provided that one of the following conditions is fulfilled:

- The data subject disputes the accuracy of the personal data and does so for a period which enables the data controller to verify the accuracy of the personal data.
- Processing is unlawful and the data subject refuses to have the personal data deleted. Instead, the data subject demands that the use of the personal data be restricted.
- The data controller no longer needs the personal data for the purposes of processing. The data subject, however, needs them in order to assert, exercise or defend a legal claim.
- The data subject has lodged an objection to the processing pursuant to Art. 21 para. 1 DS-GVO and it is not yet clear whether the data controller's legitimate reasons outweigh those of the data subject.

If one of the above conditions is fulfilled and a data subject wants to request the restriction of personal data stored by König + Neurath AG, they can contact the data protection officer of König + Neurath AG at any time. The employee of König + Neurath AG will arrange for processing to be restricted.

#### f) Right to data transferability

Any data subject whose personal data is processed has the right, granted by the European legislators, to obtain a statement of the personal data relating to and provided by the data subject to a data controller in a structured, current and machine-readable format. The data subject also has the right to transmit such data to another data controller without being obstructed by the data controller to whom the personal data was made available, provided that the processing is based on the consent pursuant to Article 6 para. 1(a) DS GVO or Article 9 para. 2(a) DS GVO or on a contract pursuant to Article 6 para. 1(b) DS GVO and that the processing is carried out using automated procedures. This does not apply if the processing is required to perform a task in the public interest or to exercise public authority conferred on the data controller.

In exercising the right to data transferability pursuant to Article 20 para. 1 DS-GVO, the data subject may also effect that the personal data be transmitted directly by one data controller to another data controller, provided that this is technically feasible and that the rights and freedoms of other persons are not thereby affected.

To assert the right to data transferability, the data subject can contact the data protection officer of König + Neurath AG at any time.

#### g) Right to object

Any data subject whose personal data is processed has the right, granted by the European legislators, to object at any time and for reasons arising from their particular situation to the processing of personal data concerning him or her pursuant to Article 6 para. 1(e) or (f) DS-GVO. This also applies to profiling based on these provisions.

In the event of an objection, König + Neurath AG will end the processing of the personal data, unless König + Neurath AG can give compelling reasons why such processing needs to be protected and outweighs the interests, rights and freedoms of the data subject and unless the processing serves to assert, exercise or defend a legal claim.

If personal data is processed by König + Neurath AG to do direct advertising, the data subject has the right to object, at any time, to the processing of personal data for the purpose of such advertising. This also applies to profiling, if associated with such direct advertising. If the data subject objects to König + Neurath AG processing personal data for the purpose of direct advertising, König + Neurath AG will no longer process the personal data for these purposes.

Furthermore, the data subject may, for reasons arising from their particular situation, object to the

processing of personal data which is carried out at König + Neurath AG for scientific or historical research or for statistical purposes pursuant to Art. 89 para. 1 DS-GVO, unless such processing is necessary to fulfil a task in the public interest.

To exercise the right of objection, the data subject can directly contact the data protection officer of König + Neurath AG.

#### h) Automated decisions in individual cases including profiling

Any data subject whose personal data is processed has the right, granted by the European legislators, not to be subjected to a decision based exclusively on automated processing, including profiling, which has legal effect on the data subject or significantly affects them in a similar way, provided that (1) this decision is not a prerequisite for the conclusion or performance of a contract between the data subject and the data controller, or (2) the decision is admissible under European Union or Member State law to which the data controller is subject and that such law contains appropriate measures to safeguard the rights, freedoms and legitimate interests of the data subject, or (3) the decision is taken with the express consent of the data subject.

If the decision (1) is a prerequisite for the conclusion or performance of a contract between the data subject and the data controller or (2) is taken with the express consent of the data subject, König + Neurath AG shall take appropriate measures to safeguard the rights, freedoms and legitimate interests of the data subject. This includes at least the right to obtain intervention by a person on the part of the data controller and to state their own position and to challenge the decision.

If the data subject wishes to assert any rights with regard to automated decisions, the data subject can contact the data protection officer of König + Neurath AG at any time.

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

#### i) Right to revoke the consent given under data protection law

Any data subject whose personal data is processed has the right, granted by the European legislators, to revoke the consent given to the processing of personal data at any time.

If the data subject wants to assert his or her right to revoke the consent, the data subject can contact the data protection officer of König + Neurath AG at any time.

## 12. Privacy provisions concerning the use of Facebook

König + Neurath AG has integrated components of the company Facebook on this website (Facebook plugin). Facebook is a social network. A social network is an Internet-based social meeting place. It is an online

community that usually enables users to communicate with each other and to interact in virtual space. A social network can serve as a platform for the exchange of opinions and experiences or it allows the Internet community to provide personal or company-related information. Facebook enables social network users to create, among other things, private profiles, upload photographs and network via friendship requests.

Facebook is operated by Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. For data subjects living outside of the USA or Canada, the data controller is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Each time an individual page of this website, which is operated by König + Neurath AG and on which a Facebook component (Facebook plug-in) has been integrated, is accessed, the Internet browser on the data subject's IT system is automatically prompted by the respective Facebook component to download a representation of the corresponding Facebook component from Facebook. An overview of all Facebook plug-ins can be found at [https://developers.facebook.com/docs/plugins/?locale=en\\_DE](https://developers.facebook.com/docs/plugins/?locale=en_DE). As part of this technical process, Facebook gains knowledge of which specific sub-page of our website is visited by the data subject.

If the data subject is simultaneously logged on to Facebook, Facebook recognizes each specific sub-page of our website visited by the data subject during the entire visit to our website. The information is collected by the Facebook component and assigned by Facebook to the respective Facebook account of the data subject. If the data subject clicks a Facebook button integrated on our website, e.g. the "Like" button, or makes a comment, Facebook will assign this information to the data subject's personal Facebook user account and store this personal data.

Via the Facebook component, Facebook is notified that the data subject has visited our website, provided that the data subject is also logged on to Facebook while accessing it. This is independent of whether the data subject clicks on the Facebook component or not. To prevent that this information is transmitted to Facebook, the data subject can log out of their Facebook account before calling up our website.

The data policy 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. It also explains what setting options Facebook offers to protect the privacy of the data subject. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the data subject to suppress data transmission to Facebook.

### **13. Privacy provisions regarding the use of Google Analytics (with anonymisation function)**

König + Neurath AG has integrated the Google Analytics component (with anonymisation function) into this website. Google Analytics is a web analytics service. Web analysis is the collection, recording and evaluation of data reflecting the behaviour of visitors to websites. A web analysis service records, among other things, from which website a data subject has accessed a website (so-called referrer), which sub-pages of the website have been accessed or how often and for how long a sub-page has been viewed. A

web analysis is mainly used to optimize a website and to carry out cost-benefit analyses of Internet advertising.

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

König + Neurath AG uses the suffix "*gat.anonymizelp*" for web analyses by Google Analytics. By means of this suffix, Google abbreviates and anonymizes the IP address of the data subject's Internet connection when accessing our website from a member state of the European Union or from another state that is party to the Agreement on the European Economic Area.

The Google Analytics component aims at analysing the flow of visitors to our website. Google uses the data and information collected to evaluate the use of our website, among other things, in order to compile online reports for us that show the activities on our website and to provide other services in connection with the use of our website.

Google Analytics places a cookie on the IT system of the data subject. For a definition of cookies, see section 4 above. By setting the cookie, Google is able to analyse the use of our website. Whenever an individual page of this website, which is operated by König + Neurath AG and on which a Google Analytics component has been integrated, is visited, the Internet browser on the data subject's IT system is automatically prompted by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google gains knowledge of personal data, such as the IP address of the data subject. This knowledge is used by Google to trace the origin of visitors and clicks and, subsequently, to arrange for commission accounting etc.

Cookies are used to store personal information, such as the access time, the location from which access originates and the frequency with which a data subject visits our website. Whenever you visit our website, this personal data, including the IP address of the Internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google, U.S.A. Google may disclose the personal data collected by way of this technical process to third parties.

The data subject can prevent the setting of cookies by our website at any time, as explained in section 4 above, by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a conversion cookie on the data subject's IT system. In addition, a cookie set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject can object to and prevent the collection of data generated by Google Analytics and relating to the use of this website and the processing of this data by Google. To do so, the data subject has to download and install a browser add-on from the link <https://tools.google.com/dlpage/gaoptout>. This browser add-on informs Google Analytics via JavaScript that data and information on visits to the website must not be transmitted to Google Analytics. The installation of the browser add-on is regarded as a contradiction by Google. Should the information

technology system of the data subject be deleted, formatted or reinstalled at a later stage, the data subject has to reinstall the browser add-on to disable Google Analytics. If the browser add-on is uninstalled or deactivated by the data subject or another person within their control, it is possible to reinstall or reactivate the browser add-on.

Further information and Google's applicable privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/> and <http://www.google.com/analytics/terms/de.html>. Google Analytics is explained in detail under the following link [https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/).

#### **14. Privacy policy for the use of Google AdWords and Google Maps**

König + Neurath AG has integrated Google AdWords into this website. Google AdWords is an Internet advertising service which allows advertisers to place ads in both Google's search engine results and the Google advertising network. Using Google AdWords, an advertiser can pre-define certain keywords. An ad in Google's search engine results is displayed only if a keyword-relevant search result is retrieved by the user. On the Google advertising network, ads are distributed to thematically relevant websites using an automatic algorithm and taking into account the previously defined keywords.

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

The purpose of Google AdWords is to advertise our website by displaying interest-relevant advertising on the websites of third parties and in the search engine results of the Google search engine and by displaying third-party advertising on our website.

If a data subject goes to our website via a Google ad, a so-called conversion cookie is stored on the IT system of the data subject by Google. For a definition of cookies, see section 4 above. A conversion cookie becomes invalid after thirty days and is not used to identify the data subject. Valid conversion cookies are used to determine whether certain sub-pages, such as the shopping basket of an online shop system, have been called up on our website. The conversion cookie enables both us and Google to track whether a person who has accessed our website via an AdWords ad has generated revenue, i.e. has completed or cancelled a purchase of goods.

The data and information collected by the conversion cookie is used by Google to generate visitor statistics for our website. We use these statistics to determine the total number of users who have been referred to us via AdWords ads, i.e. to determine the success or failure of the respective AdWords ad and to optimize our future AdWords ads. Neither our company nor other Google AdWords advertisers receive information from Google by which they could identify the data subject.

The conversion cookie is used to store personal information, such as the websites visited by the data subject. Personal data, including the IP address of the Internet connection used by the data subject, is therefore transferred to Google in the United States of America each time they visit our website. This

personal data is stored by Google U.S.A. Google may disclose personal data collected through its technical process to third parties.

The data subject can prevent the setting of cookies by our website at any time, as described in section 4 above, by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a conversion cookie on the data subject's IT system. In addition, a cookie set by Google AdWords can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject can object to interest-based advertising by Google. To do so, the data subject has to access the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from each Internet browser used and make the required settings there.

Further information and Google's applicable privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/>.

This website uses the product Google Maps from Google Inc. for the services dealer search and to plan the directions to our sites. By using this website, you agree to the collection, processing and the use of data collected automatically by Google Inc, its representatives and third parties.

The Google Maps Terms of Use can be found under "[Google Maps Terms of Use](#)".

## 15. Privacy policy for the use and application of YouTube

König + Neurath AG has integrated YouTube components on this website. YouTube is an Internet video portal that allows video publishers to post video clips and other users to view, rate and comment on them free of charge. YouTube allows the publication of all types of videos, which is why complete film and television programmes, music videos, trailers or videos produced by users themselves can be called up via the Internet portal.

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

Whenever an individual page of the König + Neurath AG website is visited on which a YouTube component (YouTube video) has been integrated, the Internet browser on the data subject's IT system is automatically prompted by the respective YouTube component to download a representation of the corresponding YouTube component from YouTube. For more information about YouTube, go to <https://www.youtube.com/yt/about/de/>. The specific sub-page of our website visited by the data subject is advised to YouTube and Google in the course of this technical process.

If the data subject is simultaneously logged on to YouTube, YouTube will recognize the specific sub-page of our website visited by the data subject when the sub-page containing a YouTube video is accessed. This information is collected by YouTube and Google and assigned to the respective YouTube account of



the data subject.

Due to the YouTube component, YouTube and Google are notified of the data subject visiting our website whenever the data subject is also logged on to YouTube when accessing our website. This is independent of whether the data subject clicks on a YouTube video or not. If the data subject does not want this information to be transmitted to YouTube and Google, they can prevent the transmission by logging out of their YouTube account before calling up our website.

The privacy statement published by YouTube, which can be accessed at <https://www.google.de/intl/de/policies/privacy/>, provides information about the collection, processing and use of personal data by YouTube and Google.

## **16. Legal basis of processing**

Art. 6 I lit. a DS-GVO serves our company as the legal basis for processing operations for which we obtain consent with regard to a specific processing purpose. If the processing of personal data is required for the performance of a contract to which the data subject is a party, which is the case, for example, for the processing required for the delivery of goods or the provision of other services or counter-performances, then this processing is based on Art. 6 I lit. b DS-GVO. The same applies to processing required for the implementation of pre-contractual measures, such as inquiries as to our products or services. If our company is subject to a legal obligation which requires the processing of personal data, e.g. to fulfil tax obligations, then the processing shall be based on Art. 6 I lit. c DS-GVO. In rare cases, it may be necessary to process personal data to protect the vital interests of the data subject or another natural person. To give an example, this would apply if a visitor was injured at our premises. His name, age, health insurance data or other vital details would have to be disclosed to a doctor, a hospital or other third parties. The processing would be based on Art. 6 I lit. d DS-GVO. Ultimately, processing operations could be based on Art. 6 I lit. f DS-GVO. This applies to processing operations which are not covered by any of the legal bases mentioned above, but have to be carried out in order to safeguard a legitimate interest of our company or a third party, provided that the interests, fundamental rights and freedoms of the data subject do not prevail. Such processing is permitted to us in particular because it has been specifically mentioned by the European legislators. As to this, they take the view that a legitimate interest can be assumed if the data subject is a customer of the data controller (recital 47, sentence 2, DS-GVO).

## **17. Legitimate interests in the processing carried out by the data controller or a third party**

If the processing of personal data is based on Article 6 I lit. f DS-GVO, it is in our legitimate interest to conduct our business for the well-being of all of our employees and of our shareholders.

## **18. Duration for which personal data is stored**

The respective legal retention period serves as a criterion for how long personal data is stored. After expiry of this period, the corresponding data will be routinely deleted, provided it is no longer required for the fulfilment or initiation of the contract.

## 19. Legal or contractual requirements for the provision of personal data; necessity for entering into the contract; obligation of the data subject to provide personal data; possible consequences of failure to provide them

We hereby inform you that the provision of personal data is, to some extent, required by law (e.g. tax regulations) or that it may result from contractual regulations (e.g. information on the contracting partner). For a contract to be concluded, it may be necessary to obtain personal data from a data subject which must then be processed by us. For example, the data subject is obliged to provide us with personal data in order to enter into a contract with us. Otherwise the contract could not be concluded with the data subject. The data subject has to contact our data protection officer prior to the provision of personal data. Our employee will instruct the data subject on a case by case basis on whether the provision of personal data is required by law or contract or whether it is required for the signing of the contract, whether there is an obligation to provide the personal data and what would be the consequences, if the personal data would not be provided.

## 20. Existence of automated decision making

As a responsible company, we refrain from automatic decision-making or profiling. This Privacy Statement was prepared by the privacy statement generator of datenschutz 72 stunden in cooperation with RC GmbH, which recycles used notebooks, and the file sharing attorneys of WBS-LAW.