

Updated: 24 January 2019 18:08:36

1. An overview of data protection

1.1 General

J. Wagner GmbH (further legal information can be found in the Legal Information section) is the entity responsible for complying with data protection legislation relating to this website. We are delighted by your interest in our website, and we want you to feel secure and happy during your visit. J. Wagner GmbH (hereinafter "WAGNER") therefore takes the protection of your personal data very seriously. This data privacy statement is intended to inform you about which personal data we collect from you when you use our website, and for what purposes we process and use this data.

The data privacy statement has a modular structure to make it easy for you to find specific information. By following this link https://go.wagner-group.com/internet_dataprotection_en you can view or download the complete text as a PDF file.

WAGNER reserves the right to modify its data privacy statement at any time to reflect changing legal provisions and requirements, or to make other updates as it sees fit. Please keep yourself up to date about changes to the data privacy statement by visiting the relevant link from our website to view it.

If you have any general questions about our website, please get in touch with us:

Tel: +49 7544 505 0

E-mail: online-services@wagner-group.com

1.2 Data collection on our website

Who is responsible for the data collection on this website?

The data collected on this website are processed by the website operator. The operator's contact details can be found in the website's required legal notice.

How do we collect your data?

Some data are collected when you provide it to us. This could, for example, be data you enter on a contact form.

Other data are collected automatically by our IT systems when you visit the website. These data are primarily technical data such as the browser and operating system you are using or when you accessed the page. These data are collected automatically as soon as you enter our website.

What do we use your data for?

Part of the data is collected to ensure the proper functioning of the website. Other data can be used to analyze how visitors use the site.

What rights do you have regarding your data?

You always have the right to request information about your stored data, its origin, its recipients, and the purpose of its collection at no charge. You also have the right to request that it be corrected, blocked, or deleted. You can contact us at any time using the address given in the legal notice if you have further questions about the issue of privacy and data protection.

You may also, of course, file a complaint with the competent regulatory authorities.

Analytics and third-party tools

When visiting our website, statistical analyses may be made of your surfing behaviour. This happens primarily using cookies and analytics. The analysis of your surfing behaviour is usually anonymous, i.e. we will not be able to identify you from this data. You can object to this analysis or prevent it by not using certain tools. Detailed information can be found in the following privacy policy. You can object to this analysis. We will inform you below about how to exercise your options in this regard.

2. General information and mandatory information

2.1 Data protection

If you use this website, various pieces of personal data will be collected. Personal information is any data with which you could be personally identified. This privacy policy explains what information we collect and what we use it for. It also explains how and for what purpose this happens.

Please note that data transmitted via the internet (e. g. via email communication) may be subject to security breaches.

Complete protection of your data from third-party access is not possible.

Notice concerning the party responsible for this website

The party responsible for processing data on this website is:

J. Wagner GmbH
Otto-Lilienthal-Str. 18



88677 Markdorf
Phone: +49 7544 505-0
Fax: +49 7544 505-200
Email: wagner@wagner-group.com

The responsible party is the natural or legal person who alone or jointly with others decides on the purposes and means of processing personal data (names, email addresses, etc.).

2.2 Information, blocking, deletion and correction

You have the right to find out about the personal details we have stored about you and also the right to block, delete and correct erroneous data.

In such instances, please use the contact form so that we are able to attend to your request.

If you would prefer to contact WAGNER's Data Security Officer to exercise these rights rather than WAGNER itself, you are of course welcome to do so (Datenschutz.Deutschland@wagner-group.com).

2.3 Revocation of your consent to the processing of your data

Many data processing operations are only possible with your express consent. You may revoke your consent at any time with future effect. An informal email making this request is sufficient. The data processed before we receive your request may still be legally processed.

2.4 Right to file complaints with regulatory authorities

If there has been a breach of data protection legislation, the person affected may file a complaint with the competent regulatory authorities. The competent regulatory authority for matters related to data protection legislation is the data protection officer of the German state in which our company is headquartered.

2.5 Right to data portability

You have the right to have data which we process based on your consent or in fulfilment of a contract automatically delivered to yourself or to a third party in a standard, machine-readable format. If you require the direct transfer of data to another responsible party, this will only be done to the extent technically feasible.

2.6 SSL or TLS encryption

This site uses SSL or TLS encryption for security reasons and for the protection of the transmission of confidential content, such as the inquiries you send to us as the site operator. You can recognize an encrypted connection in your browser's address line when it changes from "http://" to "https://" and the lock icon is displayed in your browser's address bar.

If SSL or TLS encryption is activated, the data you transfer to us cannot be read by third parties.

Information, blocking, deletion

3. Data protection officer

Statutory data protection officer

We have appointed a data protection officer for our company. If you have any questions regarding the use of your personal data or the enforcement of your rights, please do not hesitate to contact them.

Contact:

Email: Datenschutz.Deutschland@wagner-group.com

Phone: +49 7544 505-0

Fax: +49 7544 505-200

J. Wagner GmbH

Statutory data protection officer

Otto-Lilienthal-Str. 18

88677 Markdorf

4. Data collection on our website

4.1 Contact forms

The reasons for processing the data collected in our contact forms are based on the purpose of your enquiry. Essentially, we process your information in order to respond to your query. Other reasons for processing this data are outlined below.

Personal details

We collect your salutation, your name, your address and your postcode so that we know who is contacting us and for what purpose, and so that we can forward your request instantly to the correct person.



The details of your email address are mandatory, since we will use it to process your request depending on the reason for you contacting us. It is not used for any other purpose.

We want you to voluntarily provide your telephone number since we will use it to process your request depending on the reason for you contacting us. Your personal details are stored in our CRM system so that it can be used if you get in touch with us again. It is not used for any other purpose.

Support requests, complaints

The information you provide us about the product will be stored in the event of a support request along with your personal details in our CRM and SAP system.

Transfer of your details to authorised distributors

If your enquiry relates to a complaint, warranty claim or similar, we will also transfer this data together with your personal details to the distributor from which you purchased the device, or to another distributor near you so that your request can be dealt with.

Storage, use and deletion

If your device is repaired or replaced by WAGNER, your data will be stored in our support, accounting and logistics system until the statutory storage period has elapsed, and then deleted.

The data entered in the contact form will be processed on the basis of your consent (Art. 6 (1) (b) DSGVO) or on the basis of the data processing pursuant to Art. 6 (1) (b) DSGVO, which permits the processing of data to fulfil a contract or pre-contractual measures. You can revoke the processing on the basis of your consent at any time. All you need to do is send an informal message via the contact form or by e-mail to our data protection officer. The legality of the data processing processes carried out up to the revocation remains unaffected by the revocation.

The data entered by you in the contact form will remain with us until you request deletion, revoke your consent for storage or the purpose for data storage ceases to apply. Mandatory statutory provisions - in particular retention periods - remain unaffected.

4.2 Newsletter data

On our websites, we offer you the opportunity to receive regular newsletters about our products, new products and special offers. You receive an electronic newsletter from us because you have given us your consent to the use of your e-mail address for this purpose by sending the newsletter order form and have confirmed this order with a so-called second opt-in. Further information on the newsletter form is obligatory and will be used to address you with a personal form of address and, if necessary, to provide you with information tailored to your needs. We use these data exclusively for the dispatch of the requested information. The mandatory information requested during registration must be provided in full, otherwise we will refuse the registration.

We will, therefore, process any data you enter onto the contact form only with your consent per Art. 6 (1) (b) DSGVO. You can revoke consent to the storage of your data and email address as well as their use for sending the newsletter at any time, e.g. through the "unsubscribe" link in the newsletter. The data processed before we receive your request may still be legally processed.

The data provided when registering for the newsletter will be used to distribute the newsletter until you cancel your subscription when said data will be deleted. Data we have stored for other purposes (e.g. email addresses for the members area) remain unaffected.

This website uses the services of MailChimp to send newsletters. This service is provided by Rocket Science Group LLC, 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA. MailChimp is a service which organizes and analyzes the distribution of newsletters. If you provide data (e. g. your email address) to subscribe to our newsletter, it will be stored on MailChimp servers in the USA.

MailChimp is certified under the EU-US Privacy Shield. The Privacy Shield is an agreement between the European Union (EU) and the US to ensure compliance with European privacy standards in the United States.

We use MailChimp to analyze our newsletter campaigns. When you open an email sent by MailChimp, a file included in the email (called a web beacon) connects to MailChimp's servers in the United States. This allows us to determine if a newsletter message has been opened and which links you click on. In addition, technical information is collected (e.g. time of retrieval, IP address, browser type, and operating system). This information cannot be assigned to a specific recipient. It is used exclusively for the statistical analysis of our newsletter campaigns. The results of these analyses can be used to better tailor future newsletters to your interests.

If you do not want your usage of the newsletter to be analyzed by MailChimp, you will have to unsubscribe from the newsletter. For this purpose, we provide a link in every newsletter we send. You can also unsubscribe from the newsletter directly on the website.



Data processing is based on Art. 6 (1) (b) DSGVO. You may revoke your consent at any time by unsubscribing to the newsletter. The data processed before we receive your request may still be legally processed.

The data provided when registering for the newsletter will be used to distribute the newsletter until you cancel your subscription when said data will be deleted from our servers and those of MailChimp. Data we have stored for other purposes (e. g. email addresses for the members area) remains unaffected.

For details, see the MailChimp privacy policy at <https://mailchimp.com/legal/terms/>.

Completion of a data processing agreement

We have entered into a data processing agreement with MailChimp, in which we require MailChimp to protect the data of our customers and not to disclose said data to third parties. This agreement may be viewed at the following link: <https://mailchimp.com/legal/forms/data-processing-agreement/sample-agreement/>.

4.3 Registration on this website (InfoNet)

You can register for the InfoNet on our website to use additional functions on the site. We use the data entered for this purpose only for the purpose of using the InfoNet. The mandatory information requested during registration must be provided in full. Otherwise we will refuse the registration.

In the event of important changes, such as the scope of the offer or technically necessary changes, we will use the e-mail address provided during registration to inform you in this way.

Personal data is only captured and stored if you provide this information voluntarily, for example during the registration process or when ordering or as part of the order handling process.

To set up your personal customer account we need the following information from you: Surname, first name, company, address, e-mail address, telephone number and a user name and password of your choice. When you click the "Submit" button, your data will be stored in our InfoNet database. After registration, you will receive confirmation by e-mail after the approval process has been completed that your customer account has been set up. The user name you have provided and your chosen password will also be used as your means of accessing your customer account. You can modify your data in your customer account at any time. To modify the data in your customer account or to delete the account, please contact the InfoNet administration team (infonet@wagner-group.com).

Your access ID and password should be kept secret and must not be shared with third parties. You are obliged to protect your access ID and password against unauthorised access by third parties.

The data entered during registration will be processed on the basis of your consent (Art. 6 (1) (b) DSGVO). You can revoke your consent at any time. All you need to do is send an informal message via the contact form or by e-mail to our data protection officer. The legality of the data processing already carried out remains unaffected by the revocation.

The data collected during registration is stored by us as long as you are registered on our website and is subsequently deleted. Legal retention periods remain unaffected.

4.4 Processing of data (customer and contract data)

We collect, process, and use personal data only insofar as it is necessary to establish, or modify legal relationships with us (master data). This is done based on Art. 6 (1) (b) DSGVO, which allows the processing of data to fulfil a contract or for measures preliminary to a contract.

In order to avoid bad debts, we can, on the basis of Art. 6 (1) (b) DSGVO, in accordance with our legitimate interest, after placing an order with Coface Finanz GmbH, Isaac-Fulda-Allee 1, 55124 Mainz, Germany, to submit your credit assessment data. In a credit check, a so-called score value is calculated on the basis of a mathematical procedure, which makes statements about your solvency. This usually happens as soon as a credit limit of € 1,000 is exceeded. We would like to point out that Coface Finanz GmbH continues to use the transmitted data for its own purposes. You can object to the transmission of this data to Coface Finanz GmbH at any time, however, the execution of the purchase contract may then not be possible.

Collected customer data shall be deleted after completion of the order or termination of the business relationship. Legal retention periods remain unaffected.

4.5 Cookies

Cookies are small text files that our server stores in a separate area of your browser on your PC if your browser allows this. Cookies are distinguished partly based on how long they are stored for. Session cookies are deleted automatically when you close your browser. A session cookie can be used to manage a shopping basket or define which products are of particular interest to you. Permanent cookies, on the other hand, remain stored on your PC. Your browser can tell you how long they are stored for. A permanent cookie can be re-read next time you visit our website. To prevent this, you can delete the permanent cookie after visiting our website. Permanent cookies can be used, for example, to store your preferred language in your browser after you have visited us.

Cookies are also distinguished based on their origin. First-party cookies always come from the website specified in the address bar of your browser. Third-party cookies come from websites that you have not visited directly, but which have been integrated



through images or advertising on the first party's website. Your browser can then tell you where the cookies stored on your PC come from.

The first time you visit our site, a banner will appear indicating our use of cookies. By clicking on the "I agree" button, you agree to our use of cookies on the basis of your consent (Art. 6 (1) (b) DSGVO).

Third-party cookies are also set by our web server. These include for instance Google Analytics and Mouseflow.

Most browsers are set to accept cookies. To turn this off, please change the corresponding settings of your browser. If your browser does not allow cookies, you may not be able to visit all pages of our website without interruption.

4.6 Server log files

The website provider automatically collects and stores information that your browser automatically transmits to us in "server log files". These are:

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server request
- IP address

These data will not be combined with data from other sources.

The basis for data processing is Art. 6 (1) (b) DSGVO, which allows the processing of data to fulfil a contract or for measures preliminary to a contract.

5. Social media, Plugins and Tools

The content on our pages can be shared on other social networks like Facebook, LinkedIn, XING, Pinterest and Instagram. Our website contains links to social media (Facebook, YouTube). The buttons to these links are designed so that a connection between your PC and the respective network is only established if you follow the link by clicking it. You are then connected directly with the respective server of the selected social medium. The respective operators of social media networks are responsible for their own data privacy.

This also applies to websites to which our portal links but which are operated by third-party providers. An example of such links would be videos on our main page that are retrieved from YouTube. Information about the data privacy policies of linked pages can be found in the respective providers' data privacy statements.

When the user actively clicks on one of these buttons, your browser establishes a direct connection to the respective servers. This tool does not automatically transfer user data to the operators of these platforms. If users are logged into one or more of the social networks, it will display an information window in which the user can edit the text before it is sent.

Our users can share the content of this page on social networks without their providers creating profiles of users' surfing behaviour

5.1 Facebook plugins

Our website includes plugins for the social network Facebook, Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA.

The Facebook plugins can be recognized by the Facebook logo or the Like button on our site. For an overview of Facebook plugins, see <https://developers.facebook.com/docs/plugins/>.

When you visit our site, a direct connection between your browser and the Facebook server is established via the plugin. This enables Facebook to receive information that you have visited our site from your IP address. If you click on the Facebook "Like button" while you are logged into your Facebook account, you can link the content of our site to your Facebook profile. This allows Facebook to associate visits to our site with your user account. Please note that, as the operator of this site, we have no knowledge of the content of the data transmitted to Facebook or of how Facebook uses these data. For more information, please see Facebook's privacy policy at <https://de-de.facebook.com/policy.php>.

If you do not want Facebook to associate your visit to our site with your Facebook account, please log out of your Facebook account.

5.2 LinkedIn plugin

Our site uses functions from the LinkedIn network. The service is provided by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

Each time one of our pages containing LinkedIn features is accessed, your browser establishes a direct connection to the LinkedIn servers. LinkedIn is informed that you have visited our web pages from your IP address. If you use the LinkedIn "Recommend" button and are logged into your LinkedIn account, it is possible for LinkedIn to associate your visit to our website to your user account. We would like to point out that, as the provider of these pages, we have no knowledge of the content of the data transmitted or how it will be used by LinkedIn.

More information can be found in the LinkedIn privacy policy at <https://www.linkedin.com/legal/privacy-policy>.

If you do not want LinkedIn to associate your visit to our site with your LinkedIn account, please log out of your LinkedIn account.

5.3 XING Plugin



Our website uses features provided by the XING network. The provider is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany.

Each time one of our pages containing XING features is accessed, your browser establishes a direct connection to the XING servers. To the best of our knowledge, no personal data is stored in the process. In particular, no IP addresses are stored nor is usage behaviour evaluated.

For more information about data protection and the XING Share button, please see the XING privacy policy at https://www.xing.com/app/share?op=data_protection.

5.4 Pinterest plugin

Our website contains functions of the Pinterest social network, operated by Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA.

When you visit a page containing the Pinterest social plugin, your browser establishes a direct connection to the Pinterest servers. The plugin transmits this log data to Pinterest servers in the United States. This log data may include your IP address, the address of the websites visited, which also includes Pinterest features, browser type and settings, the date and time of the request, how you use Pinterest, and cookies.

More information about the purpose, scope and further processing and use of data by Pinterest, as well as your rights and options to protect your privacy, can be found in the privacy notices of Pinterest: <https://about.pinterest.com/de/privacy-policy>.

5.5 Instagram plugin

Our website contains functions of the Instagram service. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA.

If you are logged into your Instagram account, you can click the Instagram button to link the content of our pages with your Instagram profile. This means that Instagram can associate visits to our pages with your user account. As the provider of this website, we expressly point out that we receive no information on the content of the transmitted data or its use by Instagram. For more information, see the Instagram Privacy Policy: <https://instagram.com/about/legal/privacy/>.

5.6 YouTube

Our website uses plugins from YouTube, which is operated by Google. The operator of the pages is YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

If you visit one of our pages featuring a YouTube plugin, a connection to the YouTube servers is established. Here the YouTube server is informed about which of our pages you have visited.

If you're logged in to your YouTube account, YouTube allows you to associate your browsing behaviour directly with your personal profile. You can prevent this by logging out of your YouTube account.

YouTube is used to help make our website appealing. This constitutes a justified interest pursuant to Art. 6 (1) (f) DSGVO. Further information about handling user data, can be found in the data protection declaration of YouTube under <https://www.google.de/intl/de/policies/privacy/>.

5.7 Google Web Fonts

For uniform representation of fonts, this page uses web fonts provided by Google. When you open a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly.

When you call up a page of our website that contains a social plugin, your browser makes a direct connection with Google servers. Google thus becomes aware that our web page was accessed via your IP address. The use of Google Web fonts is done in the interest of a uniform and attractive presentation of our website. This constitutes a justified interest pursuant to Art. 6 (1) (f) DSGVO.

If your browser does not support web fonts, a standard font is used by your computer.

Further information about handling user data, can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy at <https://www.google.com/policies/privacy/>.

5.8 Google Maps

This site uses the Google Maps map service via an API. It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To use Google Maps, it is necessary to save your IP address. This information is generally transmitted to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer.

The use of Google Maps is in the interest of making our website appealing and to facilitate the location of places specified by us on the website. This constitutes a justified interest pursuant to Art. 6 (1) (f) DSGVO.

Further information about handling user data, can be found in the data protection declaration of Google at <https://www.google.de/intl/de/policies/privacy/>.

6. Analytics and advertising

6.1 Google Analytics

This website uses Google Analytics, a web analytics service. It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there.

Google Analytics cookies are stored based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analysing user behaviour to optimize both its website and its advertising.

IP anonymization



We have activated the IP anonymization feature on this website. Your IP address will be shortened by Google within the European Union or other parties to the Agreement on the European Economic Area prior to transmission to the United States. Only in exceptional cases is the full IP address sent to a Google server in the US and shortened there. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity, and to provide other services regarding website activity and Internet usage for the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with any other data held by Google.

Browser plugin

You can prevent these cookies being stored by selecting the appropriate settings in your browser. However, we wish to point out that doing so may mean you will not be able to enjoy the full functionality of this website. You can also prevent the data generated by cookies about your use of the website (incl. your IP address) from being passed to Google, and the processing of these data by Google, by downloading and installing the browser plugin available at the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en>.

Objecting to the collection of data

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set to prevent your data from being collected on future visits to this site: Disable Google Analytics.

For more information about how Google Analytics handles user data, see Google's privacy policy:

<https://support.google.com/analytics/answer/6004245?hl=en>.

Outsourced data processing

We have entered into an agreement with Google for the outsourcing of our data processing and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Demographic data collection by Google Analytics

This website uses Google Analytics' demographic features. This allows reports to be generated containing statements about the age, gender, and interests of site visitors. This data comes from interest-based advertising from Google and third-party visitor data. This collected data cannot be attributed to any specific individual person. You can disable this feature at any time by adjusting the ads settings in your Google account or you can forbid the collection of your data by Google Analytics as described in the section "Refusal of data collection".

6.2 Mouseflow

This website uses Mouseflow, a web analysis tool from Mouseflow ApS, Flaeskatorvet 68, 1711 Copenhagen, Denmark, in order to record randomly selected individual visits (only with an anonymised IP address). This creates a log of mouse movements and clicks with the intention of playing back individual website visits randomly and deriving potential improvements to the website as a result. The information is not personalised and is not passed on to third parties.

The web analysis tool 'Mouseflow' is used on the basis of Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analysing user behaviour to optimize both its website and its advertising.

Objecting to the collection of data

If you do not want the information to be recorded, you can disable this on all websites that use Mouseflow by clicking the following link: www.mouseflow.com/opt-out/.

6.3 Google Analytics Remarketing

Our websites use the features of Google Analytics Remarketing combined with the cross-device capabilities of Google AdWords and DoubleClick. This service is provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

This feature makes it possible to link target audiences for promotional marketing created with Google Analytics Remarketing to the cross-device capabilities of Google AdWords and Google DoubleClick. This allows advertising to be displayed based on your personal interests, identified based on your previous usage and surfing behaviour on one device (e.g. your mobile phone), on other devices (such as a tablet or computer).

Once you have given your consent, Google will associate your web and app browsing history with your Google Account for this purpose. That way, any device that signs in to your Google Account can use the same personalized promotional messaging.

To support this feature, Google Analytics collects Google-authenticated IDs of users that are temporarily linked to our Google Analytics data to define and create audiences for cross-device ad promotion.

You can permanently opt out of cross-device remarketing/targeting by turning off personalized advertising in your Google Account; follow this link: <https://www.google.com/settings/ads/onweb/>.

The aggregation of the data collected in your Google Account data is based solely on your consent, which you may give or withdraw from Google per Art. 6 (1) (a) DSGVO. For data collection operations not merged into your Google Account (for example, because you do not have a Google Account or have objected to the merge), the collection of data is based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analysing anonymous user behaviour for promotional purposes.

For more information and the Google Privacy Policy, go to: <https://www.google.com/policies/technologies/ads/>.

6.4 Google AdWords and Google Conversion Tracking

This website uses Google AdWords. AdWords is an online advertising program from Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, United States ("Google").

As part of Google AdWords, we use so-called conversion tracking. When you click on an ad served by Google, a conversion tracking cookie is set. Cookies are small text files that your internet browser stores on your computer. These cookies expire after 30 days and are not used for personal identification of the user. Should the user visit certain pages of the website and the cookie has not yet expired, Google and the website can tell that the user clicked on the ad and proceeded to that page. Each Google AdWords advertiser has a different cookie. Thus, cookies cannot be tracked using the website of an AdWords advertiser. The information obtained using the conversion cookie is used to create conversion statistics for the AdWords advertisers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, advertisers do not obtain any information that can be used to personally identify users. If you do not want to participate in tracking, you can opt-out of this by easily disabling the Google Conversion Tracking cookie by changing your browser settings. In doing so, you will not be included in the conversion tracking statistics.

Conversion cookies are stored based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analysing user behaviour to optimize both its website and its advertising.

For more information about Google AdWords and Google Conversion Tracking, see the Google Privacy Policy:

<https://www.google.de/policies/privacy/>.

You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis whether to accept or reject a cookie. Alternatively, your browser can be configured to automatically accept cookies under certain conditions or to always reject them, or to automatically delete cookies when closing your browser. Disabling cookies may limit the functionality of this website.

6.5 Google reCAPTCHA

We use "Google reCAPTCHA" (hereinafter "reCAPTCHA") on our websites. This service is provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google").

reCAPTCHA is used to check whether the data entered on our website (such as on a contact form) has been entered by a human or by an automated program. To do this, reCAPTCHA analyses the behaviour of the website visitor based on various characteristics. This analysis starts automatically as soon as the website visitor enters the website. For the analysis, reCAPTCHA evaluates various information (e. g. IP address, how long the visitor has been on the website, or mouse movements made by the user). The data collected during the analysis will be forwarded to Google.

The reCAPTCHA analyses take place completely in the background. Website visitors are not advised that such an analysis is taking place.

Data processing is based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in protecting its site from abusive automated crawling and spam.

For more information about Google reCAPTCHA and Google's privacy policy, please visit the following links:

<https://www.google.com/intl/de/policies/privacy/> and <https://www.google.com/recaptcha/intro/android.html>.

6.6 HubSpot

On this website we use HubSpot for our online marketing activities. HubSpot is a software company from the USA with an office in Ireland. Contact us: HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland, Phone: +353 1 5187500.

This is an integrated software solution that covers various aspects of our online marketing. These include, but are not limited to:

E-mail marketing (newsletters as well as automated mailings, e.g. to provide downloads), social media publishing & reporting, reporting (e.g. traffic sources, access, etc. ...), contact management (e.g. user segmentation & CRM), landing pages and contact forms.

Our registration service allows visitors to our website to learn more about our company, download content and provide their contact information and other demographic information. This information and the contents of our website are stored on the servers of our software partner HubSpot. They can be used by us to contact visitors to our website and to determine which services of our company are of interest to them. All information collected by us is subject to this privacy policy. We use all information collected exclusively to optimize our marketing measures.

The legal basis for the use of Hubspot's services is Art. 6 f GDPR - justified interest. Our legitimate interest in the use of this service is the optimisation of our marketing measures and the improvement of our service quality on the website.

HubSpot is certified under the conditions of the "EU - U.S. Privacy Shield Framework" and is subject to the TRUSTe's Privacy Seal and the "U.S. - Swiss Safe Harbor" Framework.

- More information about the [HubSpot Privacy Policy](#)
- More information from [HubSpot on EU data protection rules](#)
- You can find more information about the cookies used by HubSpot [here](#) & [here](#).

If you generally do not wish HubSpot to record your data, you can prevent the storage of cookies at any time using your browser settings or use this [opt-out link](#).