

Mayser GmbH & Co. KG Privacy policy

27.01.2023 / V01

1. Access data and hosting

You can visit our websites without providing any information about yourself. Each time you visit a website the web server automatically only stores a so-called server log file, which contains, for example, the name of the requested file, your IP address, the date and time of the request, the data volume transmitted and the provider making the request (access data). The log file also documents the request.

These access data are only analysed to ensure that the page functions without disruption and to improve our offering. When it comes to a balancing of interests, this helps to safeguard our legitimate prevailing interest in a correct representation of our offering according to Art. 6 (1) (1) (f) of the General Data Protection Regulations (GDPR). All access data are deleted no later than 30 (thirty) days after you finished visiting the page.

The services relating to the hosting and presentation of the website are partly rendered by our service providers who process them on our behalf. Unless otherwise defined in this privacy policy, all access data, and all data collected in the forms intended for this purpose on the website, are processed on their servers. If you have any questions relating to our service providers, and to the basis of our cooperation with them, please contact us using the contact information contained in this privacy policy.

2. Data processing when contacting the company

2.1 Data processing

We collect personal data if you communicate them to us voluntarily when you contact us (for example, via a contact form or email). Required fields are identified as such, as we absolutely require the data in such cases to process your approach to us and you are unable to contact us without providing it. The type of data collected is evident from the respective input forms.

We use the data that you communicate to us to process your inquiries according to Art. 6, (1) (1) (b) of the GDPR. You can find further information on the processing of your data in the following sections of this privacy policy. After completion of the contract, your data are limited for further processing and deleted once the fiscal and commercial retention periods have expired according to Art. 6 (1) (1) (c) of the GDPR, in as far as you have not explicitly consented to a further usage of your data according to Art. 6 (1) (1) (a) of the GDPR or we reserve the right to a further use of the data that is permitted by law and about which we inform you in this policy.

2.2 Legal framework

When communicating with our customers, we collect personal data to process your requests according to Art. 6 (1) (1) (b) of the GDPR, if you voluntarily communicate these to us when contacting us (for example, in a contact form or via email). Required fields are identified as such as we are obliged in such cases to request the data to process your approach. The type of data collected is evident from the respective input forms. Once your request has been processed entirely, your data are deleted, unless you have explicitly consented to a further usage of your data according to Art. 6 (1) (1) (a) of the GDPR or we reserve the right to a further usage of the data which is permitted by law and about which we inform you in this policy.

3. Email advertising

3.1 Email newsletter without registration and right of refusal

If we receive your email address in connection with the sale of goods or services and you have not objected to this, we reserve the right to regularly send you offers by email relating to products similar to those already purchased from our assortment on the basis of § 7 Para. 3 of the German Act against Unfair Competition (UWG). When it comes to a balancing of interests, this allows us to guarantee our legitimate prevailing interests in advertising our products to our customers.

You can, at any moment, object to the use of your email address by sending a message to the contact point mentioned in this policy, or via a link intended for this purpose in the advertising mail, without causing any other costs than transmission costs at the standard tariffs. Once you have cancelled your registration, we delete your email address from the list of recipients, unless you have specifically consented to a further usage of your data according to Art. 6 (1) (1) (a) of the GDPR, or we reserve the right to a further usage of the data that is permitted by law and about which we inform you in this policy.

3.2 Newsletter dispatch

Where appropriate, our newsletter is also dispatched by our service providers as part of the processing they carry out on our behalf. If you have any questions relating to our service providers, and to the basis of our cooperation with them, please contact us using the contact information contained in this privacy policy.

4. Cookies and other technologies

4.1 General information

To make our website more attractive to visitors and to enable the use of certain functions, we deploy various technologies, including so-called cookies, on a number of web pages. Cookies are small text files that are automatically stored on your device. Some of the cookies used by us are deleted again once the browser session has finished, in other words, after you have closed your browser (so-called session cookies). Other cookies remain on your device and enable us to recognise your browser when you visit us again (persistent cookies).

4.2 Privacy protection relating to devices

When using our online offering, we deploy certain essential technologies in order to be able to provide the specific telemedia service requested. The storage of information on your device or the access to information which is already stored on your device do not require any particular consent.

In the case of non-essential functions, the storage of information on your device, or the access to information which is already stored on your device, require your consent. Please note that if you do not provide your consent, parts of the website may not be used unrestrictedly in certain circumstances. Any declarations of consent that you provide remain in force until you adapt or reverse the respective settings on your device.

4.3 Downstream data processing via cookies and other technologies

We use those technologies that are absolutely essential for the use of certain functions on our website. These technologies enable the IP address, the time of the visit, device and browser information as well as information about your use of our website to be collected and processed. When it comes to a balancing of interests, this serves our legitimate prevailing interests in an optimised presentation of our offer according to Art. 6 (1) (1) (f) of the GDPR.

In addition, we use technologies to fulfil the legal obligations to which we are subjected (for example, to be able to prove consent to the processing of your personal data) as well as for web analysis and online marketing. You can find further information on this topic, including the respective legal basis for data processing, in the following sections of this privacy policy.

You can find the cookie settings for your browser at the following links: [Microsoft Edge™](#) / [Safari™](#) / [Chrome™](#) / [Firefox™](#) / [Opera™](#)

In as far as you have consented to the use of technologies according to Art. 6 (1) (1) (a) of the GDPR, you can withdraw your consent at any time by sending a message to the contact point mentioned in the privacy policy. Alternatively, you can configure your own individual settings in our Cookie Consent Manager and obtain information about the cookies used via the icon* in our Cookiehub Consent Manager Tool on our website <https://www.mayser.com/de>:



If cookies are not accepted, our website's functionality may be restricted.

4.4 Use of Jimdo Consent Manager Tool for managing consent

On our website, we use the Cookiehub Consent Manager Tool to inform you about the cookies and other technologies that we use on our website, and also to obtain, manage and document the consent that you may in certain circumstances be required to provide for the processing of your personal data using these technologies. According to Art. 6 (1) (1) (c) of the GDPR, we are required to fulfil the legal obligations to which we are subjected in line with Art. 7 (1) of the GDPR, and be able to prove your consent to the processing of your personal data. The Cookiehub Consent Manager Tool is a product that belongs to CookieHub ehf, Hafnargata 55, 230 Reykjanesbær, Iceland. Once you have submitted your cookie declaration on our website, Cookiehub's web server stores your IP address, the date and time of your declaration, browser information, the language and URL from which the declaration was

sent, as well as information about your consent behaviour. Moreover, a cookie is deployed which contains information about your consent behaviour. Your data are deleted after 365 days, unless you have explicitly consented to a further usage of your data according to Art. 6 (1) (1) (a) of the GDPR, or we reserve the right to a further usage of the data that is permitted by law and about which we inform you in this policy.

5. Use of cookies and other technologies

If you have given your consent to this according to Art. 6 (1) (1) (a) of the GDPR, we use the following cookies and other technologies from third-party providers on our website. Once they no longer serve their purpose and the technology in question is no longer used by us, the data collected for this purpose are deleted. You can withdraw your consent at any moment with effect for the future. You can find further information about your revocation options in the section 'Cookies and further technologies'. You can find further information, including the basis of our cooperation with the individual providers, in the sections relating to the individual technologies. If you have questions about the providers and the basis of our cooperation with them, please use the contact option mentioned in this privacy policy.

5.1 Use of Google and Facebook services

We use the technologies presented below belonging to Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ('Google'). The information collected automatically by Google technologies relating to your usage of our website are generally transmitted to a server belonging to Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA and stored there. A European Commission adequacy decision does not exist for the US. Our cooperation is based on standard privacy clauses employed by the European Commission. If your IP address is collected via the Google technologies, it is shortened before being stored on Google's servers by activating IP anonymisation. Only in exceptional cases is the complete IP address transferred to one of Google's servers and shortened there. Unless indicated otherwise with the individual technologies, all data are processed based on an agreement relating to the respective technology concluded between the mutually responsible parties according to Art. 26 of the GDPR. You can find further information about data processing by Google at [Google privacy notices](#).

Google Analytics

For the purpose of website analysis, Google Analytics is used to automatically collect and store data (IP address, time of visit, device and browser information and information about your use of our website), from which user profiles are created by using pseudonyms. Cookies may be deployed for this purpose. In principle, your IP address is not merged with other data from Google. The data is processed based on an agreement relating to order processing by Google.

Google Fonts

To ensure a uniform presentation of content on our website, various data (IP address, time of visit, device and browser information) are collected via the script code 'Google Fonts'. They are transferred to Google and then processed by them. We have no influence on this subsequent data processing.

Facebook Pixel

We use Facebook Pixel in relation to the technologies presented below belonging to [Meta Platforms Ireland Ltd.](#), 4 Grand Canal Square, Dublin 2, Ireland ('Facebook (by Meta)' or 'Meta Platforms Ireland'). Facebook Pixel is used to automatically collect and store data (IP address, time of visit, device and browser information, and information about your usage of our website using events pre-defined by us such as website visit or newsletter registration). These data are used to create user profiles by using pseudonyms. For this purpose, when you visit our website, Facebook Pixel automatically places a cookie that automatically enables your browser to be recognised when visiting other websites by using a pseudonym CookieID. Facebook (by Meta) will merge this information with other data from your Facebook account and use it to compile reports about website activities and provide further services related to website usage, in particular personalised and group-based advertising.

The information automatically collected by Facebook (by Meta) technologies about your usage of our website is generally transferred to a server belonging to Meta Platforms Inc., 1 Hacker Way, Menlo Park, California 94025, USA and stored there. A European Commission adequacy decision does not exist for the US. If the transfer of data to the US is our responsibility, our cooperation is based on standard European Commission privacy clauses. You can find further information about data processing by Facebook in the privacy notices of [Facebook \(by Meta\)](#).

6. Social media

6.1 Xing, LinkedIn Social Plugins

Social buttons belonging to social networks are used on our website. These are only integrated into the site as HTML links to ensure that no connection is made with the servers of the respective providers when accessing our website. If you click on one of the buttons, the website of the social network in question opens in a new window in your browser. There, you can click, for example, on the Like or Share button.

6.2 Our online presence on Facebook (by Meta), Youtube, LinkedIn, Xing

If you have given your consent to this vis-à-vis the respective social media operator, according to Art. 6 (1) (1) (a) of the GDPR, your data are automatically collected and stored for market research and marketing purposes when you visit our online presences on the above-mentioned social media. They are used to create user profiles by using pseudonyms.

The latter can be used, for example, to place advertisements both within and outside the platforms, that are supposedly in line with your personal interests. Cookies are generally used for this purpose. You can find detailed information on the processing and usage of the data by the respective social media operators, as well as a contact point and your rights and settings options related to this for protecting your privacy, in the providers' privacy provisions, in the links below. If you should still require assistance in this regard, please contact us.

[Facebook \(by Meta\)](#) is an offering belonging to Meta Platforms Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland ('Meta Platforms Ireland'). The information automatically collected by Meta Platforms Ireland about your usage of our online presence on Facebook (by Meta) is generally transmitted to a server belonging to Meta Platforms Inc. 1 Hacker Way, Menlo Park, California 94025, USA and stored there. A European Commission adequacy decision does not exist for the US. Our cooperation with

them is based on standard European Commission privacy clauses. The data processing arising from a visit to a Facebook (by Meta) Fanpage is based on an agreement between mutually responsible parties according to Art. 26 of the GDPR. You can find further information (information on insights data) at [here](#).

[YouTube](#) is an offering of Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ('Google'). The information automatically collected by Google about your use of our online presence on YouTube is generally transferred to a server belonging to Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA and stored there. A European Commission adequacy decision does not exist for the US. Our cooperation with them is based on standard European Commission privacy clauses.

[LinkedIn](#) is an offering of LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ('LinkedIn'). The information automatically collected by LinkedIn about your use of our online presence on LinkedIn is generally transferred to a server belonging to LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA, and stored there. A European Commission adequacy decision does not exist for the US. Our cooperation with them is based on standard European Commission privacy clauses.

[Xing](#) is an offering of New Work SE, Am Strandkai 1, 20457 Hamburg, Germany.

7. Contact options and your rights

7.1 Your rights

As a data subject, you have the following rights:

- according to Art. 15 of the GDPR, the right to request information about the processing of your personal data to the extent defined in that document;
- according to Art. 16 of the GDPR, the right to request the immediate correction or completion of incorrect personal data stored with us for you;
- according to Art. 17 of the GDPR, the right to request the deletion of your personal data stored with us, unless further processing is required to exercise the right to free expression and information;
 - to fulfil a legal obligation;
 - for reasons of public interest, or;
 - for the assertion, exercise or defence of legal claims;
- according to Art. 18 of the GDPR the right to request that the processing of your personal data is limited if
 - you contest the correctness of the data;
 - the processing of the data is unlawful, but you contest its deletion;
 - we no longer require the data, yet you require them for the assertion, exercise or defence of legal claims or;
 - you have filed an objection to the processing according to Art. 21 of the GDPR;
- according to Art. 20 of the GDPR, the right to receive the personal data that you have provided to us in a structured, common and machine-readable format or to request its transfer to another responsible person;

- according to Art. 77 of the GDPR, the right to complain to a regulatory authority. In general, you can contact the regulatory authority at your usual place of residence or work or the one serving our company headquarters.

Right of objection

In as far as we process personal data as described above to guarantee our legitimate prevailing interests when it comes to a balancing of interests, you can contest this processing with effect for the future.

If the data is processed for the purposed of direct marketing, you can exercise this right at any moment, as described above.

If the data is processed for other purposes, you only have the right to contest it if reasons exist that result from your particular situation.

Once you have exercised your right of objection, we will no longer process your personal data for these purposes, unless we are able to prove that there are compelling, legitimate reasons for the processing, which outweigh your interests, rights and freedoms, or if the processing serves to assert, exercise or defend legal claims.

This does not apply, if we are processing the data for direct marketing purposes. We will then no longer process your personal data for this purpose.

7.2 Contact options

If you have questions relating to the collection, processing or usage of your personal data, if you require information, rectification, limitation or deletion of data, if you wish consent that has been granted to be revoked, or if you want to object to a particular usage of your data, please contact us directly via the contact options at our [Legal notice](#).