

Data privacy policy – Mayser.com

Date: 30/07/2019

We are pleased that you are interested in our website. The protection of your privacy is very important to us. In the following we provide detailed information about how we handle your data.

1. Access data and hosting

You can visit our website without providing information about your person. Every time you access a website (including second-level domains) the web server only automatically saves a so-called server log file, which contains for example the name of the requested file, your IP address, date and time of access, transferred data quantity and the requesting provider (access data) and documents the access.

This access data is used only for the purpose of ensuring trouble-free operation of the website and is analysed for the purpose of improving our website. In the weighing of interests, this serves to maintain our predominant legitimate interests in the correct portrayal of our website in accordance with article 6, paragraph 1, sentence 1, letter f of the GDPR. All access data will be deleted no later than seven days after the end of your visit to the website.

Third-party hosting services

Within the scope of processing, a third-party provider provides the services for hosting and display of the website on our account. In the weighing of interests, this serves to maintain our predominant legitimate interests in the correct portrayal of our website. All data collected in connection with the use of this website or in forms intended for that purpose described below is processed on the third-party servers. Processing on other servers takes place only to the extent explained here. This service provider resides within a country of the European Union or the European Economic Zone.

2. Data acquisition and utilisation for contract processing and opening a customer account

We collect personal data if you provide it voluntarily when you contact us (e.g. via a contact form or e-mail). Mandatory fields are marked as such, since in these cases we need the data for processing the contract or your inquiry; without providing this data you cannot contact us. The particular data to be collected is evident from the respective input form. We use the data you provide us in accordance with article 6, paragraph 1, sentence 1, letter b of the GDPR for processing your inquiries. After completion of the processing your data will be restricted for further processing and deleted after expiration of the retention periods based on tax laws and commercial laws, unless you have expressly agreed to the further use of your data or we reserve another right to use the data that is permitted by law and about which we inform you in this policy.

3. E-mail newsletter and advertising by post

E-mail advertising with subscription to newsletter

If you subscribe to our newsletter we use the data needed and communicated specifically by you for this purpose to send you our e-mail newsletter regularly on the basis of your permission in accordance with article 6, paragraph 1, sentence 1, letter a of the GDPR.

You can unsubscribe from the newsletter at any time, either by sending a message to the contact below or via a link provided in the newsletter for this purpose. After unsubscribing we will delete your e-mail address, unless you have expressly agreed to the further use of your data or we reserve another right to use the data that is permitted by law and about which we inform you in this policy.

E-mail advertising without subscription to the newsletter and your right of revocation

If we receive your e-mail address in connection with the sale of a product or service and you have not objected, we reserve the right to regularly send you offers by e-mail for similar products from our spectrum to those already purchased on the basis of § 7, paragraph 3 of the law on unfair competition. In the weighing of interests, this serves to maintain our predominant legitimate interests in appealing to our customers through advertising in accordance with article 6, paragraph 1, sentence 1, letter f of the GDPR.

You can revoke this use of your e-mail address at any time by sending a message to the contact below or via a link provided in the advertising mail for this purpose, without incurring costs beyond the costs for transmission in accordance with the basic rates.

Within the scope of processing the newsletter is sent on our account by a service provider, whom we have given your e-mail address for this purpose. This service provider resides within a country of the European Union or the European Economic Zone.

4. Cookies and web analysis

To make the visit to our website attractive and to enable the use of certain functions, to display suitable products or for market research we use so-called cookies on various pages. In the weighing of interests, this serves to maintain our predominant legitimate interests in the optimised portrayal of our website in accordance with article 6, paragraph 1, sentence 1, letter f of the GDPR. Cookies are small text files that are automatically saved on your end device. Some of the cookies we use are deleted after termination of the browser session, i.e. after your browser window is closed (so-called session cookies). Other cookies remain on your end device and enable us to recognise your browser on your next visit (persistent cookies). In the cookie settings of your web browser you can see how long cookies are saved. You can configure your browser so that you are informed when cookies are set, or you can decide on an individual basis whether to accept cookies or reject the acceptance of cookies in general. Every browser differs in the management of cookie settings. This is described in the help menu of each browser, with an explanation of how you can change your cookie settings. They are available for the different browsers at the following links:

Internet Explorer™: <http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>

Safari™: https://support.apple.com/kb/ph21411?locale=de_DE

Chrome™: <http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>

Firefox™ <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Opera™: <http://help.opera.com/Windows/10.20/de/cookies.html>

Not accepting cookies can result in limited functionality of our website.

Within the scope of application of Google Analytics (see below) this website also uses the so-called double-click cookie, which enables the recognition of your browser upon visiting other websites. In the weighing of interests, this serves to maintain our predominant legitimate interests in the optimal marketing of our website in accordance with article 6, paragraph 1, sentence 1, letter f of the GDPR. The information automatically generated by the cookie on the use of this website is sent to a Google server in the USA and stored there. By activating IP anonymisation on this website the IP address is truncated prior to transmission within member states of the European Union or in other contracting states of the Treaty on the European Economic Zone. Only in exceptional cases is the full IP address sent to a Google server in the USA, where it is then truncated. The anonymised IP address of your browser determined by Google Analytics will not be stored together with other data from Google. If in exceptional cases information is transmitted to servers of Google in the USA and stored there, the US company Google LLC is certified under the EU-US Privacy Shield (<https://www.privacyshield.gov/EU-US-Framework>). A current certificate can be viewed here. On the basis of this treaty between the USA and the European Commission, the latter has defined an appropriate data protection level for enterprises certified under the Privacy Shield (<https://www.privacyshield.gov/EU-US-Framework>).

Google will use this information for the purpose of compiling reports on website activity and providing other services relating to use of the website. In the weighing of interests, this serves to maintain our predominant legitimate interests in the optimal marketing of our website. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

Google Double Click is an offer of Google Ireland Limited. (www.google.de).

Google Ireland Limited does business at the following address:

Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

User terms: <http://www.google.com/analytics/terms/de.html>, Overview of data protection: <http://www.google.com/intl/de/analytics/learn/privacy.html>, and data privacy policy: <http://www.google.de/intl/de/policies/privacy>.

You can deactivate the double-click cookie via [this link](#). In addition, you can obtain information from the [Digital Advertising Alliance](#) about the setting of cookies and configure the settings. Finally, you can configure your browser so that you are informed when cookies are set, or you can decide on an individual basis whether to accept cookies or reject the acceptance of cookies in general. Not accepting cookies can result in limited functionality of our website.

Use of Google (Universal) Analytics for web analysis

For website analysis, this website uses Google (Universal) Analytics, a web analysis service of Google Ireland Limited (www.google.de). In the weighing of interests, this serves to maintain our predominant legitimate interests in the optimised portrayal of our website in accordance with article 6, paragraph 1, sentence 1, letter f of the GDPR. Google (Universal) Analytics uses methods such as cookies that enable analysis of your use of the website. The information automatically collected on your use of this website is generally sent to a Google server in the USA and stored there.

By activating IP anonymisation on this website, the IP address is truncated prior to transmission within member states of the European Union or in other contracting states of the Treaty on the European Economic Zone. Only in exceptional cases is the full IP address sent to a Google server in the USA, where it is then truncated. If in exceptional cases

information is transmitted to servers of Google in the USA and stored there, the US company Google LLC is certified under the EU-US Privacy Shield (<https://www.privacyshield.gov/EU-US-Framework>). A current certificate can be viewed here. On the basis of this treaty between the USA and the European Commission, the latter has defined an appropriate data protection level for enterprises certified under the Privacy Shield.

The anonymised IP address of your browser determined by Google Analytics will not be stored together with other data from Google.

Google Analytics is an offer of Google Ireland Limited (www.google.de).

Google Ireland Limited does business at the following address:

Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

User terms: <http://www.google.com/analytics/terms/de.html>, Overview of data protection: <http://www.google.com/intl/de/analytics/learn/privacy.html>, and data privacy policy: <http://www.google.de/intl/de/policies/privacy>.

You can prevent the acquisition of the data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by Google by downloading and installing the browser plug-in available at [this link](#).

As an alternative to the browser plug-in you can click [this link](#) to prevent acquisition by Google Analytics on this website in the future. This will cause an opt-out cookie to be saved on your end device. If you delete your cookies, you will have to click the link again.

5. Advertising via Google AdWords Remarketing

We use Google AdWords to advertise for this website in the Google search results and on third-party websites. When you visit our website the so-called remarketing cookie from Google is set, which automatically enables interest-based advertising by means of a pseudonym cookie ID and on the basis of the sites visited by you. In the weighing of interests, this serves to maintain our predominant legitimate interests in the optimal marketing of our website in accordance with article 6, paragraph 1, sentence 1, letter f of the GDPR. After the purpose is no longer given and after the end of our use of Google AdWords Remarketing the data collected in this connection will be deleted.

Any other processing of the data will take place only if you have allowed Google to link your web and app browser history to your Google account and to use information from your Google account to personalise ads that you see on the web. In this case, if you are logged in to your Google account during your visit to our website, Google will use your data together with Google Analytics data to create and define target group lists for cross-device remarketing. For this purpose, Google will temporarily link your personal data with Google Analytics data to create target groups.

Google AdWords Remarketing is an offer of Google Ireland Limited (www.google.de).

If in exceptional cases information is transmitted to servers of Google in the USA and stored there, the US company Google LLC is certified under the EU-US Privacy Shield (<https://www.privacyshield.gov/EU-US-Framework>). A current certificate can be viewed here. On the basis of this treaty between the USA and the European Commission, the latter has defined an appropriate data protection level for enterprises certified under the Privacy Shield.

You can deactivate the function “Google Analytics Remarketing” by configuring the settings at <http://www.google.com/settings/ads>. But you can also deactivate the use of cookies for interest-related advertising via the advertising network initiative by following [these](#) instructions. Additional information about the tool “Google Analytics Remarketing” and Google’s data privacy policy is available [here](#).

In addition, you can obtain information from the [Digital Advertising Alliance](#) about the setting of cookies and configure the settings.

6. Social Media plug-ins

Use of social plug-ins

Our website uses social buttons from social networks. In the weighing of interests, this serves to maintain our predominant legitimate interests in the optimal marketing of our offer in accordance with article 6, paragraph 1, sentence 1, letter f of the GDPR.

To increase the protection of your data when visiting our website, these buttons are not embedded on the page without restriction as plug-ins, but only by means of an HTML link. This method of embedding ensures that when you access a page of our website that contains such buttons, there will be no automatic connection with the servers of the provider of the respective social network.

If you click one of the buttons, a new window opens in your browser with the page of the respective service provider, where you can (after entering your login data, if necessary) then use the Like or Share button.

The purpose and scope of data acquisition and further processing and use of the data by the providers on their websites, as well as a contact option and your rights and configuration options in this respect for protecting your privacy can be found in the data privacy information of the providers.

<http://www.facebook.com/policy.php>

<http://www.google.com/intl/de/+policy/+1button.html>

<https://www.xing.com/privacy>

YouTube video plug-ins

Content from third-party providers is embedded on this website. This content is provided by Google IRELAND LIMITED (“provider”).

YouTube is operated by Google IRELAND LIMITED, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”).

The extended data privacy setting is activated on YouTube videos that are embedded on our website. That means that YouTube does not collect and save any information from website visitors unless they play back the video.

In the weighing of interests, the integration of videos serves to maintain our predominant legitimate interests in the optimal marketing of our website in accordance with article 6, paragraph 1, sentence 1, letter f of the GDPR.

The purpose and scope of data acquisition and further processing and use of the data by the providers, as well as your rights and configuration options in this respect for protecting your privacy can be found in the data privacy information of [Google](#).

7. Contact options and your rights

You have a right to information at no charge about your personal data saved by us and, if applicable, a right to correction, restriction of processing, data transferability or deletion of this data. In particular:

As a concerned party you have the following rights:

- in accordance with article 15 of the GDPR the right to request information to the extent described therein about your personal data that is processed by us;
- in accordance with article 16 of the GDPR the right to request the immediate correction of incorrect information or the completion of your personal data stored by us;
- in accordance with article 17 of the GDPR the right to request deletion of your personal data stored by us, unless further processing is necessary
 - for exercising the right of freedom of speech and freedom of information;
 - for fulfilling a legal obligation;
 - on grounds of the public interest or
 - for asserting, exercising or defending legal claims;
- in accordance with article 18 of the GDPR the right to restrict the processing of your personal data, if
 - the correctness of your data is disputed by yourself;
 - the processing is unlawful, but you reject its deletion;
 - we no longer need the data, but it is needed by yourself for assertion, exercising or defending legal claims or
 - in accordance with article 21 of the GDPR you have objected to its processing;
- in accordance with article 20 of the GDPR the right to receive your personal data provided to us by yourself in a structured, common and machine-readable form or to request communication of the data to another responsible person;
- in accordance with article 77 of the GDPR the right to submit a complaint to a supervisory authority. For this purpose you can generally contact the responsible supervisory authority for your normal place of residence or workplace, or for our company headquarters.

In case of questions about the collection, processing or use of your personal data, for information, correction, blocking or deletion of data, and revocation of approvals granted or objection to specific data utilisation, please contact our data privacy officer directly (contact data in our [Imprint](#)).

You also have a right to file a complaint with the responsible data privacy supervisory authority.

Right of revocation

If in the weighing of interests we process personal data for safeguarding our predominant legitimate interests as explained above, you can revoke this processing with effect for the future. If the processing takes place for purposes of direct marketing you can exercise this right as described above at any time. If the processing takes place for other purposes, you are entitled to a right of revocation only if grounds exist that result from your particular situation.

After exercising a right of revocation we will no longer process your personal data for these purposes, unless we can demonstrate compelling reasons warranting protection that outweigh your interests, rights and freedoms, or if the processing is for the purpose of asserting, exercising or defending legal claims.

This does not apply if the processing takes place for purposes of direct marketing. In that case we will no longer process your personal data for this purpose.