

## **INTRODUCTION**

As the operator of the online service, Walter Henrich GmbH is responsible for processing the personal data of our online service users. Our contact details are provided in the online service legal notice; for questions regarding the processing of personal data, details of the contact persons are stated directly in this privacy statement.

We take the protection of your privacy and personal data very seriously. We record, store and use your personal data solely in compliance with the content of this privacy statement and the applicable provisions of data protection law, specifically the European General Data Protection Regulation (GDPR) and the pertinent national data protection regulations.

The aim of this privacy statement is to inform you of the extent to which personal data is processed in connection with your use of the online service and the purpose of such processing.

## **PERSONAL DATA**

Personal data means information relating to an identified or identifiable natural person. This includes all information concerning your identity, such as your name, email address or postal address. Conversely, information that cannot be linked to your identity (such as statistical information detailing, for example, the number of online service users) is not deemed personal information.

In principle, you may use our online services without disclosing your identity and without providing personal data. In such cases, we will only collect general information regarding your respective access to our online service. Personal data is, however, collected from you for some of the services offered. Such data will be processed by us solely for the purpose of facilitating use of the online services, specifically to provide the requested information. When collecting personal data, only mandatorily required data must be provided. Any additional information you provide is deemed voluntary information. In each case we will state whether information relates to a mandatory field or is voluntary. Specific details are provided in the corresponding section of this privacy statement.

No automated decision-making based on your personal data takes place in connection with the use of our online services.

## **PROCESSING OF PERSONAL DATA**

Your data is stored by us on separately secured servers within the European Union. These servers are protected by technical and organisational measures against loss, destruction, access, modification or dissemination of your data by unauthorised persons. Your data can only be accessed by a limited number of commensurately authorised persons who are responsible for the technical, commercial and editorial maintenance of the servers. Nonetheless, despite regular monitoring, complete protection against all risks is not possible.

Your personal data are transferred via the Internet in encrypted form. We use SSL encryption (Secure Socket Layer) for data transfer.

## **TRANSFER OF PERSONAL DATA TO THIRD PARTIES**

We use your personal information solely to render the services requested by you. Insofar as we use third-party service providers within the scope of rendering the service, access to data by these third-party providers is also solely for the purpose of performance. We employ technical and organisational measures to ensure compliance with the provisions of data protection law and also require the same of our third-party service providers.

We do not forward data to third parties without your express consent, particularly not for marketing purposes. Your personal data are forwarded solely where you have personally consented to the forwarding of such or insofar as we are entitled or required to do so on the basis of statutory provisions and/or official or judicial orders. Specifically, this may involve a requirement to provide information for the purposes of law enforcement, security, or the enforcement of intellectual property rights.

## **LEGAL BASIS FOR DATA PROCESSING**

To the extent we obtain consent to process your personal data, Art. 6 (1) (a) GDPR provides the legal basis for the commensurate data processing.

To the extent that processing of your personal data is required for the performance of a contract or within the scope of a quasi-contractual relationship with you, Art. 6 (1) (b) GDPR provides the legal basis for the commensurate data processing.

To the extent we process your personal data for performance of a legal obligation, Art. 6 (1) (c) GDPR provides the legal basis for the commensurate data processing.

Art. 6 (1) (f) GDPR may also be considered a legal basis for data processing if the processing of your personal data is necessary to safeguard a legitimate interest of our company or a third party and provided your interests, fundamental rights and freedoms do not require overriding protection of your personal data.

The legal basis on which we rely for the processing of your personal data is stated in all cases within the scope of this privacy statement.

## **DATA ERASURE AND PERIOD OF STORAGE**

We erase or block your personal data in all cases where the purpose for storage no longer applies. Storage may however continue where provided for under statutory provisions to which we are subject, for example, with regard to statutory retention and documentation obligations. In any such case, we erase or block your personal data following expiry of the commensurate provisions.

## **USING OUR ONLINE SERVICES**

### **INFORMATION ABOUT YOUR COMPUTER**

Irrespective of your registration, each time you access our online service we collect the following information concerning your computer: the IP address of your computer, your browser request and the time of this request. The status and quantity of data transferred within the scope of this request is also recorded. We also ascertain product and version details of the browser used and the computer operating system. In addition, we record details of the website from which the online service was accessed. Your computer's IP address is stored solely for the period of use of the online service and is then erased or anonymised via truncation. The remaining data are stored for 60 days.

We use these data to operate the online service, specifically to establish and remove errors, determine utilisation of the online service and to make adjustments or improvements. These purposes define our legitimate interests in data processing in compliance with Art. 6 (1) (f) GDPR, which provides the legal basis for this processing.

### **USE OF COOKIES**

As with many websites, cookies are used in providing our online services. Cookies are small text files stored on your computer that save the specific settings and data to enable exchange with our online service via your browser. Generally, a cookie contains the name of the domain from which the cookie was sent as well as information about the age of the cookie and an alphanumeric identifier.

Cookies allow us to recognise your computer and make any pre-settings immediately available. Cookies help us to improve the online service and offer a better and more specifically tailored service to you. These purposes represent our legitimate interest in data processing in compliance with Art. 6 (1) (f) GDPR.

The cookies we use are so-called 'session cookies', which are automatically deleted at the end of your browser session. Occasionally, cookies stored for a longer period may also be used to allow your pre-settings and preferences to be considered when you next access our online service.

The default setting on most browsers automatically accepts cookies. Nevertheless, you can deactivate the storage of cookies or set your browser to notify you whenever cookies are sent. Previously stored cookies can also be manually deleted using the browser settings. Please note you may only be able to use our online services to a limited extent or not at all if you reject the storage of cookies or delete necessary cookies.

## GOOGLE ANALYTICS

We use Google Analytics for statistical analysis. Google Analytics is a web analysis service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, Ireland ('Google').

Within the scope of Google Analytics, Google also uses cookies for the purposes of evaluation. Accordingly, the nature and extent of use and evaluation of cookies is determined by Google. Information generated by the cookies concerning your use of the online service will be transmitted to and stored on a Google server. That data will be transmitted to the USA cannot therefore be ruled out and, as a result, government agencies may gain access to such data. However, Google will first truncate your IP address on servers in the European Union using standardised IP anonymisation.

On our behalf, Google will use this information to analyse your use of the website, create reports on website activity and provide additional services associated with use of the website and the Internet to us as the online service operator. Google may also use the data for its own purposes. For these purposes Google may, for example, profile user behaviour or link data with other data, such as with an existing Google account. We have no influence over these data processing operations. According to information provided by Google, the IP address sent from your browser within the scope of Google Analytics will not be combined with other data collected or already held by Google. Further information is contained in the Google data privacy information provided for you under the link below.

We also use the 'demographic characteristics' function provided by Google Analytics. This enables the creation of reports containing information on the age, gender and interests of website users. Such data is obtained from interest-based advertising by Google and visitor data from third-party providers. You can deactivate this function at any time using the display settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the following paragraph. Further information on the 'demographic characteristics' function is available from Google at <https://support.google.com/analytics/answer/2799357?hl=de>.

You can prevent the collection and processing by Google of data generated by the cookie regarding your use of the website (including your IP address) by downloading and installing the browser plug-in available under the following link:

<http://tools.google.com/dlpage/gaoptout?hl=de>. Further information is available at <http://tools.google.com/dlpage/gaoptout?hl=de> and <http://www.google.com/intl/de/analytics/privacyoverview.html> (General information on Google Analytics and data protection). Please note that on our website Google Analytics has been extended by the code 'anonymizeIp();' in order to anonymise IP addresses, whereby the last octet is deleted.

## ETRACKER

We use the services of etracker GmbH, Erste Brunnenstrasse 1, 20459 Hamburg, Germany ([www.etracker.com](http://www.etracker.com)) to analyse user data. This service uses cookies to enable statistical analysis of visitor use of this website and display use-related content or advertising. Cookies

are small text files that are stored on the user's device by the Internet browser. etracker cookies do not contain any information to enable identification of a user.

Data generated by etracker are processed and stored by etracker exclusively in Germany on our behalf. For this purpose etracker has been inspected, certified and awarded the [ePrivacyseal](#) privacy seal.

Data processing is carried out on the legal basis of Art. 6 (1) (f) GDPR (legitimate interest). Our legitimate interest lies in the optimisation of our online services. etracker anonymises the IP address at the earliest possible opportunity and converts login or device identifiers into a unique key not assigned to any individual person. Data is not otherwise used, merged with other data or disclosed to third parties by etracker.

You can reject the respective data processing at any time by clicking on the following link.

I object to the processing of my personal data by etracker on this website.

Further information regarding etracker data privacy is available at <https://www.etracker.com/datenschutz/>.

## **RETARGETING AND REMARKETING**

Retargeting or remarketing involves the application of technologies to display appropriate advertising information to previous users of a website after they have left that website. This requires the use of cookies by the commensurate service provider to enable recognition of Internet users beyond the service provider's own website; in addition, previous user behaviour is also considered. As an example, if a user views certain products, details of these or similar products can later be displayed to the user in the form of advertising on other websites. This involves personalised advertising that is tailored to the needs of the individual user. Such personalised advertising does not require identification of the user beyond the recognition for retargeting. Accordingly, data used for retargeting or remarketing are not combined with other data by us.

We use such technologies to place advertisements on the Internet. We use third-party providers for placement of the advertisements. Amongst others, we use Google services to enable the automatic display of products of interest for the Internet user. This function is facilitated by cookies. Further information regarding this technology is provided under [Google Data privacy policy](#) at <https://policies.google.com/privacy?hl=en>. The installation of cookies for Google Remarketing and DoubleClick Ad Exchange can be prevented via the respective browser software settings by accessing the web page <http://www.google.com/policies/privacy/ads/> and changing the respective settings.

The placement of advertisements falls within our legitimate interests in data processing in compliance with Art. 6 (1) (f) GDPR.

## **COMMUNICATION WITH US**

You may contact us in a number of ways, including by using the contact form on our website. You can also receive regular information via email through our newsletter.

## **NEWSLETTER**

If you subscribe to our newsletter, your email address will be used for our own advertising purposes until you unsubscribe. You will receive regular information on current topics by email and also emails on special occasions, for example for special offers. These emails can be personalised and individualised based on the information we hold about you.

Insofar as you have not given us your written consent, for subscription to our newsletter we use the so-called double opt-in process, in that we will only first email you a newsletter after you have expressly confirmed to us that you wish us to activate the newsletter subscription. We will then send you an email notification asking you to click on the link in the email to confirm that you wish to receive the newsletter from us.

The legal basis for processing your data is your consent in accordance with Art. 6 (1) (a) GDPR where you expressly subscribed to the newsletter. Within the scope of statutory provisions, you may also have received our newsletter without providing express consent because you have ordered products and services from us, for which we have received your email address without an objection on your part to the receipt of information via email. In this case, the commensurate legal basis is our legitimate interest in sending direct advertising in accordance with Art. 6 (1) (f) GDPR.

Should you no longer wish to receive newsletters from us, you can withdraw your previously granted consent at any time with future effect and reject the continued receipt of newsletters without incurring any costs other than the transmission costs as per the respective basic rates. Simply use the unsubscribe link contained in each newsletter or notify us or our data protection officer accordingly.

## **SOCIAL MEDIA**

Provided within our online service are links to the social networks Google+, LinkedIn and Xing. The links are recognisable by the logo of the respective provider.

Clicking on the links opens up the corresponding social media website, in respect of which this privacy statement has no application. Details of the provisions applicable on the respective website are provided in the commensurate privacy statements of the individual providers, which are available at:

Google+: <https://www.google.com/policies/privacy/?hl=en>

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

LinkedIn: [https://www.linkedin.com/legal/privacy-policy?l=en\\_EN](https://www.linkedin.com/legal/privacy-policy?l=en_EN)



Prior to clicking on the commensurate links, no personal information is transferred to the respective provider. By clicking on the linked page, you simultaneously provide the basis for data processing by the provider in question.

## **USE OF YOUTUBE**

Our online service incorporates videos for which playback uses a plugin from the YouTube service operated by Google ('YouTube'). The service operator is YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you open a web page containing an embedded video within our online service, a link to the YouTube server is established. Details of the web pages in our online service accessed by you are sent to the YouTube server.

If you are logged on to your YouTube account, you are enabling YouTube to associate your browsing behaviour directly to your personal profile. You can prevent this association by logging out of your YouTube account. Further information regarding the use of user data is provided in the Google privacy statement at <https://www.google.de/intl/de/policies/privacy/>, which also applies for YouTube.

We use YouTube to show you videos with more information about our company and our services; this also serves as the legitimate interest within the meaning of Art. 6 (1) (f) GDPR.

### **Your rights and contact**

We attach great importance to explaining as transparently as possible how your personal data is processed, and also to informing you of your rights. For further information or to exercise your rights, please contact us at any time so that we may deal with your concerns.

## **YOUR RIGHTS AND CONTACT**

### **DATA SUBJECT RIGHTS**

You have extensive rights regarding the processing of your personal data. Firstly, you have a comprehensive right of access and can require the rectification and/or erasure or blocking of your personal data. You can also require the restriction of processing and have a right to object. With respect to the personal data you have provided to us, you also have a right to data portability.

Please contact our customer service if you require further information about or wish to assert any of your rights. Alternatively, you can also contact our data protection officer.

## **WITHDRAWAL OF CONSENT AND OBJECTION**

Consent previously granted by you can be freely withdrawn at any time with future effect. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal. In such instances, you should similarly contact our customer service and our data protection officer.

Insofar as the processing of your personal data is not based on your consent, but rather on an alternative legal basis, you can object to such data processing. Your objection will trigger a review and, where necessary, termination of the data processing. You will be notified of the result of the review and – insofar as the data processing is due to continue – will receive information from us explaining why the respective data processing is permissible.

## **DATA PROTECTION OFFICER AND CONTACT**

We have appointed an external data protection officer who supports us with regard to data protection regulations and whom you may also contact directly. Should you have any questions regarding our handling of personal data or require further information on data privacy issues, please do not hesitate to contact our data protection officer and his team:

RA Dr. Sebastian Meyer, LL.M.  
c/o BRANDI Rechtsanwälte  
Adenauerplatz 1, 33602 Bielefeld, Germany  
Telephone: + 49 (0)521 96535812  
Email: [info@poppe-potthoff.com](mailto:info@poppe-potthoff.com)

You also have the option of contacting our data protection officer personally at [sebastian.meyer@brandi.net](mailto:sebastian.meyer@brandi.net).

## **COMPLAINTS**

You can lodge a complaint with our data protection officer if you consider that our processing of your personal data is not in compliance with this privacy statement or the applicable data protection regulations. The data protection officer will then review the matter and notify you of the outcome accordingly. You also have the right to lodge a complaint with a supervisory authority.

## **ADDITIONAL INFORMATION AND CHANGES**

### **LINKS TO OTHER WEBSITES**

Our online service may contain links to other websites. These links are generally identified as such. We have no influence over the extent to which linked websites comply with applicable data protection provisions. We therefore recommend that you also obtain information from other websites regarding the respective privacy statements.

### **CHANGES TO THIS PRIVACY STATEMENT**

The update status of this privacy statement is indicated by the date stated below. We reserve the right to change this privacy statement at any time with future effect. A change will be made specifically in the event of technical adjustment of the online service or amendments to data protection regulations. The currently applicable version of the privacy statement is



always directly available via the online service. We recommend that you regularly check for any changes to this privacy statement.

This privacy statement was last updated: September 2023