

BÜHLMANN Privacy Policy

Version 6

Last updated: 12 April 2022

Thank you for visiting our website and for your interest in our company and products. BÜHLMANN Laboratories AG offers various *in vitro* diagnostic products, such as the automatable BÜHLMANN fCAL® ELISA and the quantitative Quantum Blue® Calprotectin rapid test as well as the immunoturbidimetric BÜHLMANN fCAL® turbo assay. Within a few years, BÜHLMANN has become the leading Calprotectin company, also offering other successful diagnostic products. In the following, we inform you, in accordance with the applicable national and European data protection regulations, about the type and scope of the personal data which we process in the context of

- your visit to our website,
- any contacts,
- orders,
- job postings,
- newsletter distribution,
- our social media presences

(hereinafter jointly referred to as “Website”), for what purposes we use this data and how we use it to optimize our services for you, as well as about your rights as a data subject.

A. General

1. Responsible party and union representative

(1) Responsible under data protection law as defined in Art. 4 No. 7 of the General Data Protection Regulation (GDPR):

In Switzerland

BÜHLMANN Laboratories AG
Baselstrasse 55, 4124 Schönenbuch
Switzerland

Ph.: +41 61 487 12 12
Fax: +41 61 487 12 34
E-mail: dataprivacy@buhlmannlabs.ch

In the EU

BÜHLMANN Germany GmbH
Marie-Curie-Straße 8, 79539 Lörrach
Germany

Ph. +49 7621 550 0350
E-mail: dataprivacy@buhlmannlabs.ch

hereinafter referred to as “BÜHLMANN”, “we”, or “us”. For more information about the provider, please see our → [imprint](#).

(2) BÜHLMANN Germany GmbH is the Union Representative of BÜHLMANN Laboratories AG according to Art. 27 of the General Data Protection Regulation (GDPR).

2. Types of data processed, categories of data subjects

2.1 Types of data processed

- Master data (e.g., customer master data such as names, addresses)
- Account data (login, PW# hash)
- Contact data (e.g., e-mail, phone numbers)
- Communication data and history
- Content data (e.g., text entries, photographs, videos)
- Contract data (e.g., offers, order, subject of contract, customer category)

- Payment data (e.g., bank connection, payment history)
- CRM data, especially customer history and customer statistics
- Usage data (e.g., pages visited, interest in content, access times)
- Meta/communication data (e.g., device information, IP addresses)
- Data according to nos. 4 and 5
- Applicant data according to no. 9
- Data according to section B

2.2 Data subject categories

- Visitors and Users of the Website and online offers
- Customers, interested parties, and business partners
- Newsletter subscribers and direct marketing in existing customer relationships
- Other communication partners

(Hereinafter, we also refer to the data subjects collectively as "Users".)

3. Processing purpose

We use your personal data:

- For the provision of the Website and the online services, their functions and contents.
- To identify you as a contractual partner
- For responding to contact requests and communication with users.
- To improve and further develop our products
- For remote support
- For the assertion, enforcement, exercise, or defense of and against legal claim(s) and legal dispute(s), and for the detection, investigation, and prevention of crime
- For safety measures
- For reach measurement
- For the purpose of direct marketing, e.g., in the form of an e-mail newsletter or postal advertising.
- For the purpose of product and service satisfaction surveys and analysis.

4. Provision of the Website and log files

(1) In the case of purely informational use of the Website, i.e., if you do not register or otherwise transmit information to us, we only collect the personal data that your browser automatically transmits to our server. If you wish to view our Website, we collect the following data, which we require for technical reasons in order to display our Website to you and to ensure its stability and security (legal basis is Art. 6 para. 1 lit. f) GDPR):

- IP address
- Geolocation
- Date and time of the request
- Time zone difference from Greenwich Mean Time (GMT)
- Content of the request (concrete page)
- Access status/HTTP status code
- Data volume transferred in each case
- Web page from which the request originates
- Browser
- Operating system and its interface
- Language and version of the browser software

(2) The IP addresses of the Users are deleted or anonymized after termination of use. Anonymization involves changing the IP addresses in such a way that the individual information about personal or

factual circumstances can no longer be attributed to a specific or identifiable natural person, or can only be attributed to such a person with a disproportionate amount of time, cost, and effort.

5. Cookies

(1) In addition to the aforementioned log file data, cookies are stored on your computer when you use our Website. Cookies are small text files that are assigned to the browser you are using and stored on your hard drive, allowing the party that places the cookie (in this case, us) to obtain certain information. Cookies cannot run programs or transfer viruses to your computer. They serve to make the Internet offer as a whole more user-friendly and effective.

(2) Use of cookies:

a) This Website uses the following types of cookies, the scope and functionality of which are explained below:

- Session cookies (see b)
- Permanent cookies (see c).

b) Session cookies store a so-called session ID, with which various requests from your browser can be assigned to the joint session. The session cookies are deleted when you log out or close the browser. When you restart your browser and return to the Website, the Website will not recognize you. You will need to log in again (if a login is required) or reset templates and preferences if the Website offers these features. A new session cookie is then generated, which stores your information and remains active until you leave the site again and close your browser.

c) Permanent cookies are automatically deleted after a predetermined time period, which may differ depending on the cookie. You can always delete the cookies from the security settings of your browser.

(3) For what purposes do we use cookies?

We use cookies to personalize content and ads, provide social media features, and analyze traffic on our Website. We also share information about your use of our Website with our social media, advertising, and analytics partners. Our partners may combine this information with other data that you have provided to them or that you have collected in the course of your use of the services. You consent to our cookies when you continue to use our Website.

(4) Overview

Purpose	Description	Storage duration
Technically necessary cookies	Technically necessary cookies enable the use of our Website by providing basic functions such as page navigation and access to secure areas of the Website. Without these cookies, the visit to our Website cannot proceed properly.	Session cookies - are deleted when the browser is closed.
Performance (e.g., User's browser), display, and preferences	When using our Website, cookies are used (e.g., to recognize the browser) to improve performance (e.g., faster loading of content). When you visit our Website, the country and language selection you have established or selected yourself is stored in cookies to avoid having to reselect it on subsequent visits. A check is made beforehand to see if your browser supports cookies, and this information is stored in another cookie. Subsequently, you will be shown localized contact information based on country and language, which will also be saved. The legal basis for this is your consent (Art. 6 para. 1 lit. a) GDPR).	Session cookies - are deleted when the browser is closed.
Advertising cookies (marketing)	We use advertising cookies in order to assess the efficiency of our advertising measures and to derive optimizations as a result. The legal basis for this is your consent (Art. 6 para. 1 lit. a) GDPR).	Permanent cookies - remain, but are automatically deleted no later than 26 months after the Website has no longer been visited, unless shorter periods apply in individual cases.

(5) Cookies control: You can set your browser so that you are informed about the placement of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general, and activate the automatic deletion of cookies when you close the browser. The functionality of this Website may be limited if cookies are deactivated.

(6) Cookie consent manager: You may view and manage your cookie preferences via the cookie manager used on the Website (Borlabs Cookie). You may give your consent to certain categories of cookies in their entirety or selectively for individual cookies. Information on the third-party provider and the type and scope of the data processed can be found in Section B.

6. Online orders

(1) If you wish to order online, it is necessary for the execution of the contract that you provide your personal data, which we require for the processing of your order. An order may be placed via the e-mail address provided on the Website. We process the data you provide to fulfill your order. The legal basis for this is Art. 6 para. 1 lit. b) GDPR.

(2) The following data collection is also required for the processing of a purchase contract between you and BÜHLMANN: Your payment data may be passed on to payment service providers commissioned by us to process the payment(s). We pass on details of your delivery address to our shipping partners. In order to ensure that the goods are delivered according to your instructions, we transmit - insofar as this is necessary - your e-mail address and, if applicable, telephone number to our shipping partners, who handle the delivery. The respective data is transmitted solely for the intended purposes and deleted again after delivery, unless our service providers are themselves obliged to retain the data for legal reasons.

(3) We are obliged by commercial and tax law to store your address, payment, and order data for a period of ten years. However, we will restrict processing after the statutory limitation periods have expired, i.e., your data will thereafter be used solely to comply with statutory retention obligations.

7. Contact form

(1) Our Website contains a contact form which you may use to contact us electronically. If you contact us via this contact form, the data entered in the input fields will be processed by us.

(2) When you submit the form, the following data is also stored:

- Your IP address
- Date and time of the submission

Please note that the scope of the personal data collected in the context of the contact form also depends on the data you yourself disclose in the contact form.

(3) The purpose of personal data processing is to handle the contact request and to enable us to get in touch with you for the purpose of your request. The legal basis for the processing of personal data provided by you in the context of the contact is Art. 6 para. 1 lit. b) GDPR.

(4) The other personal data processed during submission (IP address, date and time of submission) are used to prevent misuse of our contact form. The legal basis for this is our legitimate interest in accordance with Art. 6 para. 1 lit. f) GDPR. We have a legitimate interest in being able to prevent or prove misuse of our contact form.

(5) The data will be deleted as soon as they are no longer required to achieve the purpose for which they were collected.

(6) The recipient of the data is our server host, which acts on our behalf under a commissioned data agreement.

(7) The provision of personal data is neither required by law nor by contract and is not necessary for the execution of a contract. You are under no obligation whatsoever to provide the personal data. However, failure to do so would mean that you may not be able to use our contact form.

8. E-mail contact

(1) You may contact us via the e-mail addresses provided on the Website. In this case, the user's personal data transmitted together with the e-mail will be stored. The data will be used exclusively for the processing of the request. The legal basis for the processing of data transmitted in the course of sending an e-mail is Art. 6 para. 1 lit. f) GDPR. If the e-mail contact aims at the closing of a contract, the additional legal basis for the processing is Art. 6 para. 1 lit. b) GDPR.

(2) The data will be deleted as soon as they are no longer required to achieve the purpose for which they were collected. With regard to the personal data from the input mask of the contact form and those sent by e-mail, this is the case when the respective conversation with the User has ended. The conversation has ended when it is clear from the circumstances that the matter in question has been resolved.

(3) Notwithstanding para. 2, the following applies: Contact requests from customers that relate to a specific business transaction are stored as long as this is necessary for the execution and processing of the contract (Art. 6 para. 1 lit. b) GDPR) or due to legal retention obligations (Art. 6 para. 1 lit. c) GDPR). Contact requests from customers that do not relate to a specific business transaction are stored for as long as the business relationship exists. The legal basis is Art. 6 para. 1 lit. f) GDPR to safeguard our legitimate interests and those of the customer, in particular with regard to support and quality assurance. Customers have the right to object to processing at any time on a case-by-case basis.

9. Promotional e-mail communication

9.1 Registration for e-mail receipt

(1) You have the option to register for our promotional e-mail communications, which we use to inform you regularly about news regarding, for example, our products.

(2) Our promotional e-mail communications will be sent to you only on the basis of your active consent (opt-in) and, if required, after additional confirmation of your e-mail address (double opt-in). If you do not confirm your registration within 14 days, your registration will not be considered complete, and you will not receive promotional e-mail communications from us. In addition, we store your IP addresses used for registration and confirmation as well as the times of registration and confirmation. The purpose of the procedure is to verify your registration and, if necessary, to investigate any possible misuse of your personal data. After your confirmation, we will store your e-mail address for the purpose of sending you promotional e-mail communications.

(3) The legal basis for the above-mentioned processing operations in the context of promotional e-mail communication is your consent (Art. 6 para. lit. a) GDPR).

(4) If you no longer wish to receive promotional e-mail communications from us, you may unsubscribe at any time, e.g., by clicking on the link provided in each e-mail.

9.2 Promotional e-mail communication after product purchase

(1) If you have purchased products or services through our website, we may send you our promotional e-mail communications to the e-mail address you provided at the time of purchase, even if you have not previously registered for e-mail receipt. This applies to promotional e-mail communications to advertise products similar to those you have purchased through our website.

(2) To this end, this e-mail address is stored in our database. To verify the validity of the transmission of the promotional e-mail communication, we also store your IP address used for the purchase and the time of purchase.

(3) The legal basis for the above processing operations is our legitimate interest (Art. 6 para. 1 lit. f) GDPR). Our legitimate interest in data processing is the direct promotion of our products to our customers and your interest in offers and promotions.

(4) If you no longer wish to receive promotional e-mail communications from us, you may unsubscribe at any time, e.g., by clicking on the link provided in each e-mail.

10. Career (Open positions)

(1) We advertise vacancies on our website. We are also pleased to receive unsolicited applications. We collect, process, and use your personal data to process your online application. The legal basis is Art. 6 para. 1 lit. b) GDPR in conjunction with. § 26 BDSG (Federal Data Protection Act).

(2) If you have applied for a specific position and this position has already been filled, or if we consider you to be equally or even more suitable for another position, we would be happy to circulate your application within our company. The legal basis for this is Art. 6 para. 1 lit. f) GDPR for the protection of your and our legitimate interests. Please inform us if you do not agree with this policy.

(3) After the end of the application process, but no later than after 6 months, your personal data will be automatically deleted unless you expressly consent to storage for a longer period.

11. Disclosure to third parties

(1) As part of the hosting of our Website, the personal data we process will be handled on the basis of a contract processing agreement.

(2) Where web analytics services and third-party providers are used, the data will be transmitted to the extent described herein, see Section B.

12. Storage duration

We process and store your personal data as long as it is necessary for the fulfillment of our contractual and legal obligations. We will delete your personal data as soon as they are no longer required for the above-mentioned purposes. In this context, personal data may be retained for the period during which claims can be asserted against our companies (statutory limitation periods of three or up to thirty years). In addition, we store your personal data insofar as we are legally obligated to do so. Corresponding obligations to provide evidence and to keep records result from commercial, tax, and social security regulations.

13. Automated decision making, profiling

As a matter of principle and in accordance with Article 22 of the GDPR, we do not use fully automated decision-making processes to establish and implement business relationships. We carry out profiling. For this purpose, we use third-party providers and social media services (see nos. 14 and 15).

B. Data processing by third parties

14. Plug-ins

14.1 Google Maps

(1) This website uses Google Maps to display interactive maps and to create driving directions. Google Maps is a map service provided by Google Inc, 1600 Amphitheatre Parkway, Mountain View, California 94043, USA. In Europe, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

(2) By using Google Maps, information about the use of this website, including your IP address and the (start) address entered as part of the route planner function, may be transmitted to Google in the USA. When you access a page on our Website that contains Google Maps, your browser establishes a direct connection with Google's servers. The map content is transmitted by Google directly to your browser, which then integrates it into the website. Therefore, we have no influence on the scope of the data collected by Google in this way. According to our knowledge, this includes the following data at a minimum:

- Date and time of the visit to the website in question,
- Internet address or URL of the accessed website,
- IP address, (start) address entered as part of route planning.

(3) We have no influence on the further processing and use of the data by Google and therefore cannot assume any responsibility in this regard.

(4) If you do not want Google to collect, process, or use data about you via our Website, you have the option to disable JavaScript in your browser settings. However, in this case you will not be able to use the map display.

(5) The purpose and scope of the data collection and the further processing and use of the data by Google, as well as your rights in this regard and settings options for protecting your privacy by Google can be found at: <https://www.google.com/intl/de/policies/privacy/> .

(6) The legal basis for this is your consent (Art. 6 para. 1 lit. a) GDPR). By consenting to the use of these services, you also consent to the processing of your data in the USA pursuant to Art. 49 para. 1 lit. a) GDPR. The European Court of Justice (ECJ) classifies the USA as a country with insufficient data protection according to EU standards. For example, there is a risk that U.S. authorities will process personal data in surveillance programs without any recourse for Europeans. With your consent, you allow the processing of your data in the U.S. after having been informed about the potential risks to you of such data transfers without an adequacy decision and without appropriate safeguards.

14.1 WordPress

(1) The homepage is created via the platform "wordpress.com". WordPress is an open source software. The privacy policy of wordpress.com can be accessed at the following link: <https://de.wordpress.org/about/privacy/> and <https://automattic.com/cookies/>.

(2) The comment function and the multilingual plug-in are disabled. Word Press Gravatar and the transmission of IP addresses are technically disabled. We use the function code "functions.php" for this purpose.

14.3 Borlabs Cookie Consent Manager

(1) Our website uses Borlabs Cookie Consent technology to obtain your consent to the storage of certain cookies in your browser or to the use of certain technologies and to document this in accordance with data protection legislation. The provider of this technology is Borlabs - Benjamin A. Bornschein, Rübenkamp 32, 22305 Hamburg (hereinafter "Borlabs").

(2) When you enter our website, a Borlabs cookie is stored in your browser, which stores the consents you have given or revoked. This data will not be shared with the provider of Borlabs.

(3) The collected data will be stored until you request that we delete it, or until you delete the Borlabs cookie yourself, or until the purpose for storing the data no longer applies. Mandatory statutory retention periods remain unaffected. Details on Borlabs' data practices can be found at <https://de.borlabs.io/kb/welche-daten-speichert-borlabs-cookie/>.

(4) The legal basis for the use is your consent (Art. 6 para. 1 lit. a) GDPR).

(5) Some services process personal data in the USA. By consenting to the use of these services, you also consent to the processing of your data in the USA pursuant to Art. 49 para. 1 lit. a) GDPR. The European Court of Justice (ECJ) classifies the USA as a country with insufficient data protection according to EU standards. For example, there is a risk that U.S. authorities will process personal data in surveillance programs without any recourse for Europeans. With your consent, you allow the processing of your data in the U.S. after having been informed about the potential risks to you of such data transfers without an adequacy decision and without appropriate safeguards.

15. Web analytics services

15.1 Google Analytics

(1) This Website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the Website analyze how Users use the site. The information generated by the cookie about your use of the Website is usually transmitted to a Google server in the United States of America and stored there. In case of activation of IP anonymization on this Website, however, your IP address will be truncated beforehand by Google within Member States of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and truncated there. On behalf of the operator of this Website, Google will use this information for the purpose of analyzing your use of the website, compiling reports on website activity, and providing other services relating to website activity and Internet usage to the website operator.

(2) The IP address transmitted by your browser as part of Google Analytics will not be merged with other data collected by Google.

(3) You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that in this case you may not be able to use the full functionality of this Website. You can also prevent the collection of 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 available browser plug-in provided by Google:

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

(4) This Website uses Google Analytics with the extension "_anonymizeIp()". As a result, IP addresses are processed in abbreviated form, making it impossible to relate them to a specific person. Insofar as the data collected about you has a personal reference, such reference is therefore immediately excluded, and the personal data is thus immediately deleted.

(5) Google Analytics Demographic Features. This Website uses the "demographic characteristics" feature of Google Analytics to generate reports that include information about visitors' age, gender, and interests. This data is derived from Google's interest-based advertising and third-party visitor data, including Google Accounts, Gmail, YouTube, and Google Display Network. The data cannot be assigned to any individual person. You can deselect this feature at any time in your Google account settings or opt out of having your data collected by Google Analytics as described in this section.

(6) We use Google Analytics to analyze and regularly improve the use of our Website. The statistics obtained enable us to improve our offer and make it more interesting for you as a User. Google has implemented compliance measures for international data transfers. These apply to all global activities where Stripe processes personal data of individuals in the EU. These measures are based on the EU Standard Contractual Clauses (SCCs). The legal basis for the use of Google Analytics is the consent given by the User (Art. 6 para. 1 lit. a) GDPR).

(7) Third Party Provider Information: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. Terms of Use: <https://www.google.com/analytics/terms/>, Privacy Overview: <https://support.google.com/analytics/answer/6004245?hl=en>, as well as the privacy policy: <https://policies.google.com/privacy?hl=en>. There is an agreement with Google on the processing of personal data on behalf on the basis of the new EU Standard Contractual Clauses (Module 2).

16. Social media plug-ins

We maintain online presences within social networks in order to communicate with Users active there or to offer information about our company there.

16.1 LinkedIn

(1) We currently use the following social media plug-ins: LinkedIn. We provide you with the option to communicate directly with the provider of the plug-in via the button. Only if you click on the marked button and thereby activate it, the plug-in provider receives the information that you have accessed the corresponding web page of our online offer. In addition, the data mentioned under no. 4 of this privacy statement will be transmitted. By activating the plug-in, personal data will be transmitted from you to the respective plug-in provider and stored there.

(2) We have no influence on the data collected and data processing operations, nor are we aware of the full scope of data collection, the purposes of processing, and the storage periods. We also have no information on the deletion of the collected data by the plug-in provider.

(3) The plug-in provider stores the data collected about you as usage profiles and uses them for the purposes of advertising, market research, and/or demand-oriented design of its web page. Such an analysis is carried out in particular (also for Users who are not logged in) for the display of customized advertising and to inform other Users of the social network about your activities on our Website. You have the right to object to the creation of these user profiles. To exercise this right, you must contact the respective plug-in provider. The legal basis for our use of the plug-ins is Art. 6 para. 1 lit. f) GDPR.

(4) The data transfer takes place regardless of whether you have an account with the plug-in provider and are logged in there. If you are logged in to the plug-in provider, the data we collect is directly assigned to your account with the plug-in provider. If you click the activated button and link to the page, for example, the plug-in provider also saves this information in your user account and shares it publicly with your contacts. We recommend that you log out regularly after using a social network, but especially before activating the button, as this allows you to avoid an assignment to your profile with the plug-in provider.

(5) For further information on the purpose and scope of data collection and processing by the plug-in provider, please refer to the data protection declarations of these providers communicated below. There you will also receive further information about your rights in this regard and setting options to protect your privacy.

(6) Addresses of the respective plug-in providers and URL with their privacy notices:

- LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA;
<https://www.linkedin.com/legal/privacy-policy>, Cookie policy:
<https://www.linkedin.com/legal/cookie-policy>

16.2 YouTube

(1) We have integrated YouTube videos into our online offer. These videos are stored on <http://www.youtube.com> and can be played directly from our Website. These are all embedded in "enhanced privacy mode", which means that no data about you as a User is transmitted to YouTube if you do not play the videos. Only when you play the videos, the data mentioned in paragraph 2 are transferred. We have no influence on this data transmission.

(2) By visiting the Website, YouTube receives the information that you have accessed the corresponding subpage of our Website. In addition, the data mentioned under no. 4 (visit to the website) of this privacy statement will be transmitted. This occurs regardless of whether YouTube provides a user account through which you are logged in or whether no user account exists. If you are logged in to Google, your data is directly assigned to your account. If you do not want the association with your profile on YouTube, you must log out before activating the button. YouTube stores your data as usage profiles and uses them for the purposes of advertising, market research, and/or the demand-oriented design of its website. Such an analysis is carried out in particular (also for Users who are not logged in) for the display of customized advertising and to inform other Users of the social network about your activities on our Website. You have the right to object to the creation of these user profiles. To exercise this right, you must contact YouTube.

(3) YouTube is a subsidiary of Google. For more information on the purpose and scope of data collection and processing by YouTube, please see the privacy policy. There you will also receive further information about your rights in this regard and setting options to protect your privacy: <https://policies.google.com/privacy?hl=de>. Google also processes your personal data in the USA: We have entered into an agreement on contract processing based on the EU standard contractual clauses.

(4) Third Party Provider Information: Google Ireland Limited Gordon House, Barrow Street Dublin 4. Ireland. Ph: +353 1 543 1000. Fax: +353 1 686 5660. The terms of use can be found here: <https://www.youtube.com/static?gl=DE&template=terms&hl=de>. You may access Google's privacy policy at the following link: <https://policies.google.com/privacy?hl=de>

17. MailChimp

(1) We use MailChimp from The Rocket Science Group, LLC, 675 Ponce de Leon Ave NE Suite 5000, Atlanta, GA 30308 USA (Mailchimp) to send our newsletter. This allows us to contact subscribers directly. In addition, we analyze your usage behavior in order to optimize our offer. Further information at: <https://mailchimp.com/de/>

(2) For this purpose, we disclose the following personal data to MailChimp:

E-mail address

[First name]

[Surname]

[Our e-mail communications include a link that allows you to update your personal information.]

(3) MailChimp is a recipient of your personal data and acts as an order processor for us, to the extent that it concerns the dispatch of our newsletter. The processing of the data provided under this section is not required by law or contract. Unless you give us your consent and provide us with your personal data, we will not be able to send you a newsletter.

(4) In addition, Mailchimp collects the following personal data using cookies and other tracking methods: Information about your terminal device (IP address, device information, operating system, browser ID, information about the application you use to read your e-mails, and other information about hardware and Internet connection. In addition, usage data is collected such as date and time, when you opened the e-mail/campaign and browser activity (e.g. which e-mails/web pages were opened). MailChimp requires this data to ensure the security and reliability of the systems, compliance with the terms of use, and the prevention of misuse. This corresponds to the legitimate interest of MailChimp (according to Art. 6 para. 1 lit. f) GDPR) and serves the execution of the contract (according to Art. 6 para. 1 lit. b) GDPR. MailChimp also analyzes performance data, such as e-mail delivery statistics and other communication data. This information is used to compile usage and performance statistics of the services.

MailChimp additionally collects information about you from other sources. During an unspecified period and to an undefined extent, personal data is collected via social media and other third party data providers. We have no influence on this process.

(5) For further information on objection and removal options vis-à-vis Mailchimp, please see: <https://mailchimp.com/legal/privacy/#3. Privacy for Contacts>

The legal basis for these processing operations is your consent pursuant to Art. 6 para. 1 lit. a) GDPR. You may revoke your consent to the processing of your personal data at any time. A corresponding link is included in all mailings. In addition, the revocation can be made via the specified contact options. The declaration of revocation shall not affect the lawfulness of the processing carried out to date.

(7) Your data will be processed as long as a corresponding consent exists. Apart from that, they will be deleted after the termination of the contract between us and MailChimp, unless legal requirements necessitate further storage.

(8) MailChimp has implemented compliance measures for international data transfers. These apply to all global activities where Stripe processes personal data of individuals in the EU. These measures are based on the EU Standard Contractual Clauses (SCCs). Further information is available at: <https://mailchimp.com/legal/data-processing-addendum/> .

18. Links to other websites

(1) Our Website may contain links to websites operated by third parties that are not covered by this Privacy Policy. These third party websites have their own privacy policies and may also use cookies or other tracking technologies. The respective operator or the person designated as accountable for the corresponding website is responsible.

(2) The links to external websites are checked by us before linking. However, we have no influence on whether their operators comply with data protection regulations. If we become aware of any violations or infringements, we will remove the corresponding links immediately.

C. Rights of the data subjects

19. Your rights

If your personal data is processed, you are a data subject within the meaning of the GDPR, and you have the following rights against us as the responsible party.

a) Rights according to Art. 15 et seq. GDPR

(1) The data subject shall have the right to obtain from the responsible party confirmation as to whether personal data concerning him or her are being processed. If this is the case, he or she shall have a **right of access** to such personal data and to the information specified in Article 15 GDPR. Under certain legal circumstances, you have the right to **rectification** under Article 16 GDPR, the **right to restriction**

of processing under Article 18 GDPR, and the **right to erasure** ("right to be forgotten") under Article 17 GDPR. In addition, you have the right to demand the return of the data you have provided in a structured, common, and machine-readable format (**right to data portability**) in accordance with Article 20 of the GDPR, insofar as the processing is carried out with the aid of automated processes and is based on consent in accordance with Art. 6 para. 1 a) or Art. 9 para. 2 a) or on a contract in accordance with Art. 6 para. 1 b) GDPR.

b) Withdrawal of consent pursuant to Art. 7 para. 3 GDPR

If the data processing is based on your consent, you may revoke your consent to the processing of personal data at any time. Please note that the revocation is effective only for the future. Processing that took place before the revocation is not affected.

c) Right of appeal

You may lodge a complaint with us or with a data protection supervisory authority (Art. 77 GDPR). In Baden-Württemberg, the responsible supervisory authority is: The State Commissioner for Data Protection and Freedom of Information at Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit, Postfach 10 29 32, 70025 Stuttgart, Tel.: 0711/615541-0, FAX: 0711/615541-15, E-mail: poststelle@ldi.bwl.de.

d) Right of objection according to Art. 21 GDPR

In addition to the aforementioned rights, you have the right to object as follows:

Right to object on a case-by-case basis

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you which is carried out on the basis of Art. 6 para. 1 lit. e) GDPR (data processing in the public interest) and Art. 6 para. 1 lit. f) GDPR (data processing on the basis of a balance of interests); this also applies to profiling based on this provision within the meaning of Art. 4 no. 4 GDPR.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights, and freedoms, or the processing serves to assert, exercise, or defend legal claims.

Right to object to processing of data for advertising purposes

In individual cases, we process your personal data in order to conduct direct advertising. You have the right to object at any time to the processing of your personal data for the purposes of such advertising. This also applies to profiling insofar as it is related to such direct advertising. If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

D. Final provisions

20. Security

(1) We have taken technical and organizational security measures in accordance with Art. 24, 32 GDPR to protect your personal data from loss, destruction, manipulation, and unauthorized access. All our employees and all third parties involved in data processing are committed to compliance with the requirements of the GDPR and the confidential handling of personal data.

(2) SSL or TLS encryption: For security reasons and to protect the transmission of confidential content, such as orders or requests that you send to us as the site operator, this site uses SSL or TLS encryption. You can recognize an encrypted connection by the fact that the browser address bar changes from "http://" to "https://" and by the lock symbol in your browser bar.

21. Changes to our privacy policy

We reserve the right to change our security and privacy measures as necessary due to technical development, expansion of our services, or legal changes. In these cases, we will also adjust our privacy policy accordingly. Therefore, please note the current version of our privacy policy.