

# Data protection

SCHAUER Agrotech GmbH

for website, web page, newsletter and other social media

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**SCHAUER**<sup>®</sup>  
PERFECT FARMING SYSTEMS



## Table of contents

Data protection	1
Table of contents	3
1 General information about DSE-Web	4
1.1 Foreword	4
2 Privacy at a glance	4
2.1 Data collection on our website	4
Who is responsible for the data collection on this website?	4
How do we collect your data?	4
How do we use your information?	4
What rights do you have regarding your data??	4
2.2 Analysis tools and third-party tools	4
3 General and mandatory information	4
3.1 Data protection	4
3.2 Your rights as a data subject	5
Data subject rights	5
Right to data portability	5
Revocation of your consent to data processing	5
Right of appeal to the competent supervisory authority	5
Opposition to advertising mails	5
3.3 Technical advice	5
SSL or TLS encryption	5
4 Data acquisition on our website	6
4.1 Cookies	6
4.2 Server-log-files	6
4.3 Contact form	6
4.4 Registration on this website.	6
4.5 Correcting, information using a data form	7
5 Social media, plugins and tools on our website	7
Share content via plugins (Facebook, Google + 1, Twitter & Co.)	7
Integration of third party services and tools	7
5.1 Facebook Plugins	7
5.2 Instagram Plugins	7
5.3 Twitter Plugins	7
5.4 Google+ Plugins	8
5.5 Google Web Fonts	8
5.6 Google Maps	8
5.7 YouTube	8
6 Analysis tools and advertising	8
6.1 Google order processing	8
6.2 Google analytics	9
IP- anonymization	9
Browser Plugin	9
Opposition to data collection	9
Demographics in Google Analytics	9
6.3 Google AdSense	9
6.4 Google Analytics Remarketing	10
6.5 Google AdWords und Google Conversion-Tracking	10
6.6 Facebook Pixel	10
7 Newsletter	11
7.1 Newsletter data	11
7.2 eyepin	11
Data analysis by eyepin	11
7.3 eyepin Order processing	12
8 Information about the website host. IPAX	12
8.1 IPAX	12
8.2 IPAX Order Processing	12

## 1 General information about DSE-Web

### 1.1 Foreword

Thank you for your interest in our online media. Our online offering, consists of service offers such as our shown on website, the newsletter service, and our presence on social media sites including Facebook, Instagram, and Twitter as well as online video channels including YouTube.

The protection of your personal information is very important to us. In this document we would like to tell you more about the privacy policy in our company related to our online services.

As an international company we fully observe the legal regulations in each country in which we operate.

Paragraph 2.) provides a brief overview of what happens to your personal information, when you use e.g. visit our website. Further detailed information can be found in paragraphs 3 onwards.

## 2 Privacy at a glance

### 2.1 Data collection on our website

#### Who is responsible for the data collection on this website?

The data processing on this website is the responsibility of the designated website operator<sup>1</sup>. The contact details can be found in the imprint of the website at <https://www.schauer-agrotronic.com/schauer/impressum/>

#### How do we collect your data?

Your data will be collected from information you supply. This may be for example from data that you enter in a contact form. Other data, is collected automatically when visiting the website through our IT systems. This is technical data (for example details of your internet browser, operating system and time of the page call). The collection of this data occurs automatically as soon as you enter our website.

#### How do we use your information?

In general, the use of our website does not require you to provide personal data. Part of the data collected is used to ensure a flawless provision of the website. Other data is used to analyze your user behaviour on the web site to enable us to improve the service we offer. In order for us to provide specific services, we may need your personal information. This applies to inquiries.

#### What rights do you have regarding your data?

You as the "data subject" <sup>2</sup> have the right at any time free of charge to obtain information about the origin, recipient and use of your stored personal data. You also have a right to request the rectification, blocking or deletion of this data. For this purpose as well as for further questions about data protection you can contact us at any time under the address given in the imprint of our website <https://www.schauer-agrotronic.com/schauer/impressum/>. Furthermore, you have a right of appeal to the competent supervisory authority.

### 2.2 Analysis tools and third-party tools

When visiting our website or other online media, your surfing behavior can be statistically evaluated. This happens mainly with the use of cookies and with special analysis programs. The analysis of your surfing behavior is anonymous, the surfing behavior can not be traced back to you.

If you disagree with this analysis or wish to prevent it you can do so by not using certain tools. Detailed information can be found below in this privacy policy. You can object to this analysis and we will inform you about how to object later in this privacy policy.

## 3 General and mandatory information

### 3.1 Data protection

Regarding data protection, and other questions on the subject of the processing of your personal data, you can contact us at any time under the address specified in the imprint on this website. The responsible body<sup>3</sup> for data processing on this website is:

Schauer Agrotronic GmbH, Passauer Straße 1, A-4731 Prambachkirchen, Austria,  
Telephone: +43 (0) 7277 2326 0,  
E-Mail: [privacy@schauer-agrotronic.com](mailto:privacy@schauer-agrotronic.com);  
<https://www.schauer-agrotronic.com/schauer/impressum/>

<sup>1</sup> Responsible is the one who processes data data, information. Clarification: Later in this document we are talking about "we" or "us". Is meant Schauer Agrotronic GmbH

<sup>2</sup> Affected is the person whose data is processed.

Clarification: Subsequently, in this document "you" refers to you as a natural person.. You are referred to as an affected, person i.e.a user of our services

<sup>3</sup> Responsible party or the person responsible is the natural person or legal entity, alone or together with others decides the purposes and means of processing of the personal data.

We as the operator of these sites take the protection of your personal data very seriously. We treat your personal information confidentially and in accordance with the legal data protection regulations. Data protection. If you use this website, various personal data<sup>4</sup> will be collected. Personal data, is data that allows you to be personally identified. This privacy policy explains what data, we collect and what we use it for..

### 3.2 Your rights as a data subject

#### Data subject rights

You have the right to freely request information about your stored personal data, its origin and recipient and the purpose of the data processing as well as any right to correct, block<sup>5</sup>, restrict or delete this data. If you exercise and demand these rights, you can only do so to the extent that it is technically feasible and does not affect the rights and freedoms of third parties<sup>6</sup>..

#### Right to data portability

You have the right to have data which we process automatically on the basis of your consent or in the performance of a contract, handed over to yourself or to a third party in a standard, machine-readable format.. In so far as you request the direct transfer of the data to another person this will only be to the extent that it is proportionate, reasonable and technically feasible and does not affect the rights and freedoms of third parties .

#### Revocation of your consent to data processing

Some data processing operations are only possible with your express consent. You can revoke an existing consent at any time. For this purpose as well as for further questions about personal data you can contact us at the address given in the imprint. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

#### Right of appeal to the competent supervisory authority

In the case of violations of data protection law, the person concerned has the right of appeal to the competent supervisory authority. Information can be found on the website, of the Austrian Data Protection Authority at <https://www.dsb.gv.at>

#### Opposition to advertising mails

The use of contact data published under the imprint obligation for sending unsolicited advertising and information materials is hereby rejected. The operator of the site expressly reserves the right to take legal action in the event of unsolicited promotional information, such as spam e-mail mails.

### 3.3 Technical advice

Please note that the transmission of data<sup>7</sup> on the Internet (for example, when communicating by e-mail) may have security vulnerabilities. A complete protection of the data against access by third parties is not possible.

#### SSL or TLS encryption

This site uses an SSL or. TLS TLS encryption<sup>8</sup> for security and protection of the transmission of confidential content, including the transmission of data for orders, inquiries or newsletter registrations that you send to us as the site operator,.

<sup>4</sup> „personal data also abbreviated as pbD, includes name, email address, IP address, etc

<sup>5</sup> Blocking of data corresponds to the "restriction of data" mentioned in the GDPR

<sup>6</sup> Rights and freedoms of other natural persons, e.g. our employees

<sup>7</sup> Data Transfer: All methods to transfer from a sender to a recipient

<sup>8</sup> An encrypted connection can be seen by changing the address bar of the browser from "http: // \*\*" to "https: // \*\*" and the lock icon in your browser line. The appearance depends on the browser you are using. If this SSL or TLS encryption is enabled, the data you provide to us can not be read by third parties.

## 4 Data acquisition on our website

### 4.1 Cookies

The internet pages partly use so-called cookies. Cookies do not harm your computer and do not contain viruses. Cookies serve to make our offerings more user-friendly, effective and secure. Cookies are small text files that are stored on your computer by your browser

Most of the cookies we use are so-called "session cookies". They are automatically deleted after your visit. Other cookies remain stored on your device, memorized, saved, stored until you erase them using browser's own tools. These cookies allow us to recognize your browser the next time you visit. You can set your browser so that you are informed about the use of cookies and allow cookies only in individual cases, or generally exclude and enable the automatic deletion of cookies when closing the browser. When disabling cookies, the functionality of this website may be restricted.

Cookies required to carry out the electronic communication process or to provide certain functions you wish to use (eg shopping cart function) are used and saved on the basis of Art. 6 para. 1 lit. f) DSGVO<sup>9</sup>. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimized provision of its services. In so far as other cookies (such as cookies for analysing your surfing behaviour) are used they will be treated separately in this privacy policy.

### 4.2 Server log files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are for example browser type and browser version, host name of the accessing computer, IP address, referrer URL, time of server request, operating system used;

The basis for data processing is Art. 6 para. 1 lit. b) DSGVO<sup>10</sup>, which allows the processing of data, to fulfil a contract or pre-contractual measures.

### 4.3 Contact form

If you send us inquiries via the contact form, your details will be stored in the request form including the data provided by you, information for the processing of the request, for the submission of follow-up questions and for the handling of pre-contractual measures are stored by us. This data be processed, if necessary, and may be shared with our corporate subsidiary branch subsidiary, our distributor or service provider<sup>11</sup> in your country or territory and with consultants in SCHAUER. Otherwise, we will not disclose any data without your consent

If you subsequently entrust us with the provision of a service or the delivery of goods, we will only process your personal data, as far as it is necessary for the provision of the service or the execution of the contract or if legal provisions require it. For this purpose, it may be necessary to pass on the necessary personal data to companies we use to provide the service or to execute the contract. These are in addition to those already mentioned above e.g. suppliers, service providers, transport companies or other service providers.

The basis for this data processing is Art. 6 para. 1 lit. b) DSGVO<sup>12</sup>, which allows the processing of data to fulfil a contract or pre-contractual measures.

The data entered by you in the contact form remains with us until the purpose for the data storage is omitted or you ask us for the deletion or revoke the granted consent for storage. Data processing on the basis of mandatory legal provisions - especially retention periods - remain unaffected.

You can revoke the processing of the data entered in the contact form. For this purpose, send an informal message to us at the above-mentioned email contact address for data protection concerns under point 2.2. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.

### 4.4 Registration on this website.

You can register on our site to use additional features of the site or to sign up for events or other offers. We only process the data entered for this purpose for the respective offer(s) or service(s) for which you have registered

<sup>9</sup> DSGVO, Article 6, paragraph 1f; processing is necessary for the protection of the legitimate interests of the controller or a third party, unless the interests or fundamental rights and freedoms of the data subject requiring protection of personal data prevail, in particular where the data subject is a child.

<sup>10</sup> DSGVO, Article 6, paragraph 1b; The processing is necessary for the performance of a contract or for the execution of pre-contractual measures, which are carried out at the request of the data subject

<sup>11</sup> data transmission

<sup>12</sup> DSGVO, Article 6, paragraph 1b; Processing is required for the performance of a contract or for the performance of pre-contractual actions, which are carried out at the request of the data subject;

**Kommentiert [EBID1]:** Vorbereitung für künftige Registrierungsverfahren Webseitenbesucher z.B. für Gewinnspiele, Anmeldungen zu Veranstaltungen und Schlungen udgl.

Only for one or more named purposes for which we have obtained your consent in the registration process. The mandatory information requested during registration must be given in full and the general terms and conditions of participation and / or conditions of use must be accepted. Otherwise, we will reject the registration. The processing of the data entered in a registration, is based on your consent (Article 6 (1) (a) DSGVO13). As long as your consent exists, the data will be processed by us. You can revoke the processing of the data entered during registration. For this purpose, send an informal message to us to the above-mentioned email contact address for data protection concerns under point 2.2. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation. Data processing on the basis of mandatory legal provisions - especially retention periods - remain unaffected.

#### 4.5 Correcting, information using a data form

Data stored in our previous processing operations is available to you (eg existing customer relationship), we also use the more up-to-date data, information entered in contact or registration forms to update the stored data information or to complement it (eg to add an email address or to update a new phone number.).

This processing is based on statutory provisions (Article 5 (1) (d) DSGVO14).

## 5 Social media, plugins and tools on our website

### Share content via plugins (Facebook, Google + 1, Twitter & Co.)

The content on our pages can be shared in privacy-compliant social networks such as Facebook, Twitter, Instagram or Google+ 1. If the user is logged in to one of the social networks, when using the social buttons of Facebook, Google + 1, Twitter & Co. an information window appears, in which the user can confirm the text before submitting

Our users can share the content of this page in social networks in compliance with data protection laws without creating complete surf profiles through the operators of the network.

### Integration of third party services and tools

The integration of third-party services and tools in our website offers or our other online quotations are based on Art. 6 para. 1 lit. f DSGVO15.

#### 5.1 Facebook Plugins

Our pages include features of the Facebook service. These features are provided by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

If you are logged in to your Facebook account, you can link the contents of our pages to your Facebook profile by clicking on the Facebook button. This allows Facebook to visit our pages via an assigned user account. We point out that as the provider of the pages we are not aware of the content of the transmitted data and their use once received by Facebook. Further information can be found in the privacy policy of Facebook: <https://www.facebook.com/privacy/explanation>.

#### 5.2 Instagram Plugins

Functions of the service Instagram are integrated on our website. These features are provided by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, United States.

If you are logged into your Instagram account, you can link the contents of our pages to your Instagram profile by clicking on the Instagram button. This allows Instagram to visit our pages via an assigned user account. We point out that as the provider of the pages we are not aware of the content of the transmitted data, its use by Instagram. For more information, see the Instagram privacy policy : <https://instagram.com/about/legal/privacy/>.

#### 5.3 Twitter Plugins

Functions of the Twitter service are integrated on our sites. These features are provided by Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103 USA, and represented by Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland..

If you are logged in to your Twitter account, you can link the contents of our pages to your Twitter profile by clicking on the Twitter button. This allows Twitter to associate your visit to our pages with your user account. We point out that we as the provider of the pages are not aware of the content of the transmitted data and their use by Twitter. For more information, see the privacy policy of Twitter <https://twitter.com/de/privacy>

<sup>13</sup> DSGVO, Article 6, paragraph 1a; The data subject has given their consent to the processing of personal data concerning them for one or more specific purposes;

<sup>14</sup> DSGVO, Article 5, paragraph 1d; Data must be factually correct and, if necessary, state-of-the-art; all reasonable measures must be taken to ensure that personal information that is inaccurate with regard to the purposes of its processing, is immediately deleted or corrected ("accuracy");

<sup>15</sup> DSGVO, Article 6, paragraph 1f; Processing is necessary to safeguard the legitimate interests of the controller or a third party, unless the interests or fundamental rights and freedoms of the data subject requiring the protection of personal data are outweighed

## 5.4 Google+ Plugins

These features, functions and services are offered through the Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA .

If you are logged into your Google + account, you can link the contents of our pages to your Google + profile by clicking on the Google + button. This allows Google+ to associate your visit to our pages with your user account. We point out that we as the provider of the pages do not have any knowledge of the content of the transmitted data and their use by Google+.

For more information, see the Google+ privacy policy: <https://policies.google.com/privacy?hl=de>

## 5.5 Google Web Fonts

This site uses so-called web fonts, provided by Google, for the uniform representation of fonts. When you call up a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly.

For this purpose, the browser you are using must have a connection union, connection to Google's servers. As a result, Google learns that our website has been accessed via your IP address.

The use of Google Web Fonts is in the interest of a consistent and attractive presentation of our online services. If your browser does not support web fonts, a default font will be used by your computer. For more information about Google Web Fonts, see <https://developers.google.com/fonts/faq> and in the privacy policy of Google:

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

## 5.6 Google Maps

This site uses the mapping service Google Maps via an API. Provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

To use the features of Google Maps, it is necessary to save your IP address. This information is typically transmitted to a Google server in the US and stored there. The provider of this site has no influence on this data transfer. The use of Google Maps is in the interest of an attractive presentation of our online offers and easy findability of the places we have indicated on the website. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO.

More information on how to deal with user data can be found in the privacy policy of Google:

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

## 5.7 YouTube

Our website uses plugins from the Google-powered YouTube page. Operator operator, grower of the pages is the YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

If you visit any of our sites equipped with a YouTube plugin, a connection to the servers of YouTube will be established. It tells the YouTube server which of our pages you've visited. If you're logged into your YouTube account, YouTube will allow you to associate your browsing behaviour directly with your personal profile. You can prevent this by logging out of your YouTube account. The use of YouTube is in the interest of an attractive presentation of our online offers. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO.

For more information about how to handle user information, please read the YouTube Privacy

Policy under: <https://www.google.de/intl/de/policies/privacy/>.

## 6 Analysis tools and advertising

### 6.1 Google order processing

We have signed a contract with Google for order data processing and set the strict full compliance of the Austrian Data Protection Authority with the use of Google Tools

## 6.2 Google Analytics

This website uses functions of the web analytics service Google Analytics. Provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

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

Google Analytics cookies are stored on the basis of Art. 6 para. 1 lit. f DSGVO. The website operators have a legitimate interest in analysing user behaviour in order to optimize the website as well as their advertising.

### IP- anonymization

On this website we have enabled the function IP anonymization. As a result, your IP address will be truncated by Google within member states of the European Union or other parties to the Agreement on the European Economic Area prior to transmission to the United States. Only in exceptional cases will the full IP address be sent to a Google server in the USA and shortened there. Google will use this information on behalf of the operator of the website to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator.

### Browser Plugin

You can prevent the storage of cookies by setting your browser software accordingly; however, we point out that in this case you may not be able to use all the functions of this website in full. You can also prevent the collection of the data generated by the cookie related to your use of the website, the sending of this data (including your IP address) to Google and the processing of this information provided by Google by using the link available below. Download and install browser plugin: <https://tools.google.com/dlpage/gaoptout?hl=de>.

### Opposition to data collection

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie is set which prevents the collection of your information during future visits to this website: [Google Analytics deactivate](#). For more information about how to control user data on Google Analytics, please see the privacy policy of Google: <https://support.google.com/analytics/answer/6004245?hl=de>.

### Demographics in Google Analytics

This website uses the function-track, function "demographic features" of Google Analytics. As a result, reports can be produced that contain statements on the age, gender and interests of the site visitors. This data comes from interest-based advertising from Google as well as from third-party visitor data. This data can not be assigned to a specific person. You can disable this function at any time through the Ads settings in your Google Account or generally prohibit the collection of your data provided to Google Analytics as outlined in the section "Objection to data collection".

## 6.3 Google AdSense

This website uses Google AdSense, a service for integrating advertisements of Google Inc. ("Google"). Provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Google AdSense uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the website. Google AdSense also uses so-called web beacons (invisible graphics). These web beacons can be used to evaluate information such as visitor traffic on these pages.

The information generated by cookies and web beacons on the use of this website (including Your IP address) and delivery of advertising formats are transmitted to a Google server in the US and stored there.. This information may be shared by Google with Google affiliates. However, Google will not merge your IP address with other data stored by you. The storage of AdSense cookies is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in analysing user behaviour in order to optimize both its website and its advertising revenue.

You can prevent the installation of cookies by setting your browser software accordingly; however, we point out that you may not be able to fully access all functions of this website in this case. By using this website you agree to the processing of the above collected data provided to Google in the manner described above and for the aforementioned purpose..

#### 6.4 Google Analytics Remarketing

Our websites leverage the features of Google Analytics Remarketing in Connectivity, the cross-device capabilities of Google AdWords, and Google DoubleClick. The provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

This function enables the advertising target groups created with Google Analytics Remarketing to be linked to the cross-device functions of Google AdWords and Google DoubleClick. In this way, interest-based, personalized advertising messages adapted to you depending on your past usage and browsing behaviour on one device (e.g., cell phone) may also be displayed on another of your devices (e.g., tablet or personal computer).

Once you have given your consent, Google will associate your web and app browsing history with your Google Account for this purpose. That way, on any device you sign in to your Google Account you can rely on the same personalized advertising messages being shown. To support this feature, Google Analytics collects Google-authenticated IDs of users temporarily associated with our Google Analytics data to define and create audiences for cross-device ad promotion.

You can permanently disagree with cross-device remarketing / targeting by disabling advertising in your Google Account. Follow this link: <https://www.google.com/settings/ads/onweb/>.

The summary of collected data in your Google Account is based solely on your consent, which you may submit or revoke on Google (Article 6 (1) (a) GDPR). For data collection operations that are not merged into your Google Account (for example, because you do not have a Google Account or have objected to the merge), the collection of data is based on Art. 6 (1) lit. f DSGVO. The legitimate interest arises from the fact that the website operator has an interest in the anonymous analysis of website visitors for advertising purposes.

Further information and the privacy policy can be found in the privacy policy of Google under:

<https://www.google.com/policies/technologies/ads/>.

#### 6.5 Google AdWords und Google Conversion-Tracking

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

As part of Google AdWords, we use the so-called conversion tracking. When you click on an ad served by Google, a conversion tracking cookie is set. Cookies are small text files that the Internet browser stores on the user's computer. These cookies deleted after 30 days and are not valid for personal identification of the users. When a user visits the certain pages on this site and the cookie has not expired yet, Google may recognize that the user clicked on the ad previously.

Each Google AdWords customer receives a different cookie. The cookies can not be accessed through the websites of advertisers. The information gathered using the conversion cookie is used to generate conversion statistics for AdWords advertisers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, they do not receive information that personally identifies users. If you do not want to participate in tracking, you can opt-out of this by disabling the Google Conversion Tracking cookie through your Internet browser under User Preferences. You will then not be included in the conversion tracking statistics.

The storage of "conversion cookies" is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in analysing user behaviour in order to optimize both its website and its advertising.

More information about Google AdWords and Google Conversion Tracking can be found in the Google Privacy Policy:

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

You can set your browser so that you are informed about the setting of cookies and allow cookies only in individual cases, the acceptance of cookies for certain cases or generally exclude and enable the automatic deletion of cookies when closing the browser. When disabling cookies, the functionality of this website may be restricted.

#### 6.6 Facebook Pixel

Our website uses Facebook's visitor action pixel for conversion measurement, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

This way, the behaviour of site visitors can be tracked after they have been redirected to the provider's website by clicking on a Facebook ad. This can reduce the effectiveness of the Facebook advertisements and will be evaluated for statistical and market research purposes and to optimise future promotional activities.

The collected data is for us, as operator of this website, anonymous, we can not draw any conclusions about the identity of the users. However, the data is stored and processed by Facebook so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes in accordance with the Facebook data usage policy. As a result, Facebook can enable ads to be displayed on Facebook and outside of Facebook. The use of the data, can not be influenced by us as a site operator.

In the privacy policy of Facebook you will find more information on the protection of your privacy :

<https://www.facebook.com/about/privacy/>.

You can also use the remarketing function, "Custom Audiences" in the Ad Settings section under [https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen) to deactivate this feature. To do this, you must be logged in to Facebook.

If you do not have a Facebook account, you can use usage-based advertising from Facebook on the website European Interactive Digital Advertising Alliance to deactivate it at:

: <http://www.youronlinechoices.com/de/praferenzmanagement/>.

## 7 Newsletter

### 7.1 Newsletter data

If you would like to receive the newsletter offered on the website, we require an e-mail address from you, as well as information about you which will allow us to verify that you are the owner of the e-mail address given and agree to the receipt of the newsletter. Since we only want to provide you with information that meets your interest, we collect additional information, such as information about which products or product lines you would like to receive information from us. Further data is not collected or only on a voluntary basis. We use this data only for the delivery of the requested information and do not pass it on to third parties.

The processing of the data entered in a registration, information is based on your consent (Art. 6 para.1 lit. a DSGVO<sup>16</sup>). As long as your consent is given, the data will be processed by us and the newsletter will be sent to the specified address. You can revoke this at any time, most easily via the "unsubscribe" or "unsubscribe" link in the newsletter. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation. Data processing on the basis of mandatory legal provisions - especially retention periods - remain unaffected.

The data stored by us for the purpose of the newsletter subscription, will be stored by us until you unsubscribe from the newsletter and is deleted after unsubscribing from the newsletter. Data that has been stored for other purposes (such as e-mail addresses for members or contact information) remains unaffected.

### 7.2 eyepin

This website uses eyepin for sending newsletters. Provider is the eyepin GmbH, Billrothstrasse 52, 1190 Vienna, Austria. <https://www.eyepin.com/de/impressum/>

eyepin is a service with the u.a. the dispatch of newsletters can be organized and analyzed. The data entered by you for the purpose of receiving the newsletter is stored on the servers of eyepin in Germany.

If you do not want an analysis by eyepin, you have to unsubscribe from the newsletter. For this we provide in each newsletter message a corresponding link, see point 7.1 above. In addition, you can unsubscribe from the newsletter directly on the website under Imprint.

#### Data analysis by eyepin

With the help of eyepin we are able to send newsletters to our subscribers and to analyze our newsletter campaigns. We can for example see if a newsletter message has been opened and which links have been clicked. In this way we can determine which links have been clicked many times. In addition, we can see if certain predefined actions have been performed after opening / clicking (conversion rate). We can, for example, recognize whether you have made a purchase after clicking on the newsletter.

Eyepin also allows us to divide newsletter recipients into different categories ("Clusters"). In this case, the newsletter recipients can be assigned according to the interest in our product lines or place of residence. In this way, the newsletters can be improved to appeal to the respective target groups. Detailed information on the functions of eyepin can be found in the following

Link: [https://www.eyepin.com/de/e\\_mail\\_marketing/allgemein/](https://www.eyepin.com/de/e_mail_marketing/allgemein/)

<sup>16</sup> DSGVO, Article 6, paragraph 1a; The data subject has given their consent to the processing of personal data concerning them for one or more specific purposes;

### 7.3 eyepin Order processing

We have a contract with eyepin for order data processing and fully implement the strict requirements of the Austrian data protection authority when using eyepin.

## 8 Information about the website host. IPAX

### 8.1 IPAX

This website is hosted by IPAX OG, Barawitzkagasse 10, 1190 Vienna, Austria. Full Information about the company IPAX can be found at: <https://www.ipax.at/unternehmen/impressum/#WtcJqIYOJLg> IPAX provides the web hosting service of our website, web page. It concerns the technical execution of all functions and the farm reference farm of our website, web page on a so-called web server. The data data entered by you, information is stored on the servers of IPAX in Austria memorized, saved, stored.

If you do not want data data processing by IPAX, please do not visit our service.

### 8.2 IPAX Order Processing

We have a contract with IPAX for order data processing and fully implement the strict requirements of the Austrian data protection authority when using IPAX.



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