

## PRIVACY POLICY

Version 05.2018

The topic “data protection” is very important to us. Here you will find valuable information about your personal data protection.

### Scope

This privacy policy clarifies users about the nature, scope and purpose of the collection and use of personal data by the responsible provider

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### Access data / 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. Access data includes:

- name of the retrieved website
- date and time of retrieval
- transferred amount of data
- message about successful retrieval
- browser type and -version, the operating system of the user
- referrer URL [the URL referring to our website, e.g. Google search]
- IP address and the requesting provider.

The provider uses the log data only for statistical evaluations for the purpose of operation, security and optimization of the offer. However, the provider reserves the right to check the log data retrospectively if there is a justified suspicion of unlawful use on the basis of concrete evidence.

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### **Handling of personal data**

Personal information is information that helps a person to identify, i.e. information that can be traced back to a person. This includes the name, email address or phone number. Personal data is only collected, used and passed on by the provider if this is permitted by law or if the users consent to the data collection.

### **Protection of personal data**

We have taken technical and organizational security measures to protect your personal data from loss, destruction, manipulation and unauthorized access. Our safety measures are continuously revised and optimized in line with technological developments.

If you use services of our website, your personal data will be transmitted to us. So that it does not fall into the wrong hands, we encrypt it with the SSL method [Secure Socket Layer]. The SSL method is currently the most common and secure data transmission method on the Internet.

### **How does the SSL-method work?**

The Secure Socket Layer [SSL] method protects data that a customer sends over the internet to a company's server. SSL provides triple protection:

- your submissions are encrypted
- it is ensured that the form is only returned to the server from which it was opened
- it checks whether the data reaches its respective recipient completely and unchanged

SSL is always used when you see a small [usually green] lock on the bottom left of your browser's status bar.

### **Handling contact requests**

When contacting us via our contact form, the details of the user are stored and then included in our ERP software for the purpose of processing the request as well as in the event that follow-up questions arise.

### **Handling newsletter data**

If you would like to receive the newsletter offered on the website, we need an e-mail address from you, as well as information that allows us to verify that you are the owner of the specified e-mail

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address and that you agree to receive the newsletter, further data is not collected. We use this data exclusively for the delivery of the requested information and do not pass it on to third parties.

The granted consent to the storage of the data, the e-mail address and their use for sending the newsletter can be revoked at any time.

### **Newsletter – Software Provider**

The newsletters will be sent by MailChimp, a mail-order service provider of Rocket Science Group, LLC, 675 Ponce De Leon Ave # 5000, Atlanta, GA 30308, USA. You can find the privacy policy of the shipping service provider here: <https://mailchimp.com/legal/privacy/>. The Rocket Science Group LLC d / b / a MailChimp, is certified under the Privacy Shield Agreement, providing a guarantee to comply with European data protection standards.

[<https://www.privacyshield.gov/participant?id=a2zt0000000T06hAAG&status=Active>]

The sending service provider may use the data of the recipients in pseudonymous form, i. without assignment to a user, to optimize or improve their own services, e.g. for the technical optimization of shipping and the presentation of newsletters or for statistical purposes. However, the shipping service provider does not use the data of our newsletter recipients to address them themselves or to pass the data on to third parties.

### **Newsletter – Performance Measurement**

The newsletters contain a so-called "web-beacon", this means a pixel-sized file that is retrieved from the server when opening the newsletter from our server, or if we use a sending service provider. This page view will initially collect technical information, such as information about the browser and your system, as well as your IP address and time of retrieval.

This information is used for technical improvement of the service, based on the technical data or the target groups and their reading behavior, on the basis of the call locations [which can be determined with the help of the IP address] or the access times. Statistical surveys also include determining if the newsletters will be opened, when they will be opened and which links will be clicked. For technical reasons, this information can be assigned to the individual newsletter recipients. However, it is neither our goal nor, if used, that of the shipping service provider to observe individual users. The evaluations serve us much more to recognize the reading habits of our users and to adapt our content to them, or to send different content according to the interests of our users.

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### **Use of services and content of third parties**

It may happen that content from third parties, such as videos from YouTube, maps from Google Maps, RSS feeds or graphics from other websites are included in this online offer. This always presupposes that the providers of this content [hereinafter referred to as "third party provider"] perceive the IP address of the users. Because without the IP address, they could not send the content to the browser of each user. The IP address is therefore required for the presentation of this content. We endeavor to use only content whose respective providers use the IP address solely for the delivery of the content. However, we do not have any influence on this if the third parties provide the IP address e.g. save for statistical purposes. As far as we know, we will inform users about it.

### **Use of Cookies**

In order to make your visit to the website attractive and to enable the use of certain functions, it uses so-called cookies on various pages. These are small text files that are stored on your device [for example, mobile phone, tablet, PC]. Some of the cookies used are deleted after the end of the browser session, ie after closing your browser [so-called session cookies such as are you logged in?]. Other cookies remain on your device and make it possible to recognize your browser the next time you visit it [so-called persistent cookies such as the storage of your login data on request]. You can set your browser in such a way that you are informed about the setting of cookies and can decide about the acceptance or exclude the acceptance in general. Hereby we point out that the functionality and the comfort of use can be limited without cookies. More information here:

<https://support.google.com/accounts/answer/61416>

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### Use of Google Analytics

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

On behalf of the operator of this website, Google will use this information 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. The IP address provided by Google Analytics as part of Google Analytics will not be merged with other Google data.

You can prevent the storage of cookies by a corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this website to the fullest extent possible. In addition, you may prevent the collection by Google of the data generated by the cookie and related to your use of the website [including your IP address] as well as the processing of this data by Google by downloading the browser plug-in available under the following link and install: <https://tools.google.com/dlpage/gaoptout?hl=de>

### Earmarked use of data

We respect the principle of earmarked data usage and collect, process and store your personal information only for the purposes for which you have provided us with information. A transfer of your personal data to third parties will not take place without your express consent, unless this is necessary for the provision of the service or for the performance of the contract. The transfer to state institutions and authorities entitled to receive information also takes place only in the context of the statutory information obligations or if we are obliged to provide information by a court decision.

We also take corporate privacy very seriously. Our employees and the service companies commissioned by us have been obliged by us to secrecy and to comply with data protection regulations.



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### **Right of information and cancellation**

You will receive information about your stored data free of charge at any time without giving reasons. You may at any time block, correct or delete your data collected from us and object to anonymized or pseudonymized data collection and storage for the purpose of our website. You can also at any time revoke the consent given to us for data collection and use without giving reasons. Please contact [privacy@demke-electronic.com](mailto:privacy@demke-electronic.com). We are at your disposal for further questions on our privacy policy and the processing of your personal data. Note that privacy policies and privacy practices, such as B. on Google, can change constantly. It is therefore advisable and necessary to be aware of changes in the law and practice of companies, such as: B. Google, ongoing to inform.

### **Contact**

Your trust is important to us. Therefore, we would like to be at your disposal regarding the processing of your personal data. If you have any questions that this privacy statement could not answer, please contact us via email:

[privacy@demke-electronic.com](mailto:privacy@demke-electronic.com).