

Privacy Policy

1. Responsible entity and company Data Protection Officer

The Data Protection Officer at Balzer GmbH can be contacted at the address below, Mr Mark-Steffen Kemmler, or at [kanzlei\(at\)ra-alt.de](mailto:kanzlei@ra-alt.de).

Alt Kemmler Kowalski

Kanzlei im Münsterfeld

Flemingstraße 18

36041 Fulda, Germany

2. The collection and saving of personal data, type and purpose of their use

a) When our website www.balzer.de is viewed, the browser used on your end device automatically sends information to our website's servers. This information is temporarily saved in a so-called log file. Without your intervention, the following information is collected and saved until it is automatically deleted: • The IP address of the requesting computer; • Date and time of the access; • Name and URL of the retrieved file; • Website from which access is granted (referrer URL); • Browser used and, if applicable, the operating system of your computer as well as the name of your access provider. The aforementioned data are processed by us for the following purposes: • To guarantee the easy use of our website; • Evaluation of the system safety and stability, as well as; • For further administrative purposes. Article 6, para. 1, fig. 1, point f of the GDPR forms the legal basis for the processing of data. Our justified interest results from the aforementioned purposes for the collection of data. Under no circumstances will we use the collected data for the purpose of allowing your identity to be inferred. Furthermore, we use cookies and analysis services during your visit to our website. More detailed explanations pertaining to this are provided in figures 4 and 5 of this Privacy Policy.

b) Using our contact form

For all types of question, we offer you the chance to contact us via the form provided on the website. You must provide a valid e-mail address so that we know who has sent the enquiry and to allow us to reply to it. Further information can be provided voluntarily. Data processing for the purposes of contacting us complies with Art. 6 para 1 figure 1 point a of the GDPR, based on your voluntarily provided consent. The personal data collected by us for the use of the contact form will be deleted upon completion of the enquiry you have sent.

3. Forwarding of data

Your personal data will not be forwarded to third parties for any purposes other than the purposes specified below. We only forward your personal data to third parties if:

- You have expressly granted your consent for us to do so in accordance with Art. 6 para 1 figure 1 point a of the GDPR;
- The forwarding of the data is required in accordance with Art. 6 para 1 figure 1 point 1 of the GDPR for the assertion, exercise or defence of legal claims and there is no reason to assume that you have an interest which is predominantly worth protecting in the non-forwarding of your data.
- There is a legal obligation to forward data in accordance with Art. 6 para 1 figure 1 point 1 of the GDPR; and
- This is legally permissible and is required by you for the processing of contractual relationships in accordance with Art. 6 para 1 figure 1 point b of the GDPR.

4. Cookies

We use cookies on our website. Cookies are small files automatically generated by your browser and which are stored on your end device (laptop, tablet, smartphone, etc.) when you visit our website. Cookies don't do any damage to your end device, do not contain any viruses, Trojans or other malware. Information compiled in conjunction with the specifically used end device is stored in the cookie. However, this doesn't mean that we can infer your identity from this information. On the one hand, the use of cookies serves the purpose of making the use of our website more comfortable for you. We use so-called session cookies in order to identify that you have already visited individual web pages on our website. These session cookies are automatically deleted when you leave our website. Furthermore, to optimise user friendliness, we also use temporary cookies which are saved on your end device for a certain, pre-determined period of time. If you visit our website again in order to use our services, it is automatically registered that you have already visited our website and which inputs and settings you have entered so that you do not have to enter them anew. On the other hand, we use cookies in order to collect the statistics pertaining to the use of our website and for the purposes of evaluating the optimisation of our website for you (see figure 5). These cookies enable us to automatically register that you have already visited our website if you visit it again. These cookies will be automatically deleted after a defined period of time. The data processed by cookies are necessary for the aforementioned purposes for the maintenance of our justified interest as well as those of third parties in accordance with Art. 6 para 1 figure 1 point 1 of the GDPR. Most browsers automatically accept cookies. However, you can configure your browser such that no cookies are saved on your computer or such that a notice appears before a new cookie is saved. However, completely deactivating cookies can result in you not being able to use all our website's functions.

We use cookies on our website in order to offer you a pleasant online experience. By continuing to surf on balzer.de you grant your permission to the use of cookies. You can find detailed information in our data protection information.

5. Analysis tools

a) Tracking tools

The following tracking measures used by us are implemented based on Art. 6 para 1 figure 1 point 1 of the GDPR. By means of the tracking measures used, we wish to ensure the needs-based design and the on-going optimisation of our website. Moreover, we use the tracking measures in order to collect the statistics pertaining to the use of our website and for the purposes of evaluating the optimisation of our website for you. These interests are to be considered justified as defined by the aforementioned regulation. The pertinent data processing purposes and data categories can be extracted from the relevant tracking tools.

i) Google Analytics

For the purposes of the needs-based design and the on-going optimisation of our web pages, we use Google Analytics, a web-analysis service by Google Inc. (<https://www.google.de/intl/de/about>) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter referred to as "Google"). Pseudonymised user profiles are generated and cookies are used (see figure 4) in this regard. The information generated by the cookie pertaining to your use of this website such as

- Browser type/version;
- Operating system used;
- Referrer URL (the page you visited beforehand);
- Host name of the accessing computer (IP address);
- Time of the server request;

is transmitted to a Google server in the USA, where it is stored. This information is used for the purpose of evaluating your use of the website, compiling reports on website activity and to perform further other services relating to website use and internet usage for the purposes of market research and the needs-based design of these web pages. This information may also be transmitted to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Your IP address will never be merged with other data by Google. The IP addresses are anonymised to prevent identification (IP masking). You may prevent the installation of cookies by selecting the appropriate setting of your browser software: however, please note that if you do this you may not be able to use the full functionality of this website. Furthermore, they can prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of these data by Google by downloading and

installing a browser add-on available from the following link://
tools.google.com/dlpage/gaoptout?hl=de).As an alternative to the browser add-on,
particularly in the case of browsers on mobile end devices, you can also prevent
collection by Google Analytics by clicking on to this link.An opt-out cookie is installed
which prevents the future collection of your data when you visit this website.The opt-
out cookie only applies to this browser and only for this website, and is installed on
your device.If you delete the cookies in this browser, you have to install the opt-out
cookie anew.You can find further information about data protection in conjunction
with Google Analytics from the Google Analytics page for instance
(<https://support.google.com/analytics/answer/6004245?hl=de>).

6. Social media plug-ins

Based on Art. 6 para 1 figure 1 point f of the GDPR, we use social plugs-in from the social networks Facebook, YouTube and Instagram in order to increase the degree of familiarity of our company. The advertising purpose behind this measure is to be seen as a justified interest as defined by the GDPR.The responsibility for the operation complying with data protection regulations is to be guaranteed by the pertinent provider.The inclusion of this plug-in by us is via the so-called two-click method in order to offer the best possible protection to visitors to our website.

a) Facebook Social media plug-ins by Facebook are used on our website in order to make its use more personalised.To this end we use the “LIKE” or “SHARE” button.It is a service provided by Facebook.If you retrieve a page of our website containing such a plug-in, your browser connects directly with the Facebook servers.The content of the plug-in is directly transmitted to your browser, which incorporates it in the website.By means of the incorporation of the plug-in, Facebook receives the information that your browser has retrieved the pertinent web page of our website, even if you don't have a Facebook account or are currently not logged in to Facebook.This information (including your IP address) is directly transmitted by your browser to a Facebook server in the USA, where it is stored.If you are logged in to Facebook, Facebook can directly assign your visit to our website to your Facebook account.If you interact with the plug-ins, such as activate the “LIKE” or “SHARE” button, the pertinent information is also transmitted directly from your browser to a Facebook server, where it is stored.This information is also published on Facebook and displayed to your Facebook friends.Facebook can use this information for the purposes of advertising, market research and the needs-based design of the Facebook pages.To this end, Facebook generates use, interest and relationship profiles in order to, for example, evaluate your use of our website with regard to the advertisements faded in on Facebook, to inform other Facebook users about your activities on our website and to perform other services associated with the use of Facebook.If you don't want Facebook to assign to your Facebook account the data collected via our website, you have to log out of your Facebook account before visiting our website.The purpose and scope of the data collection and further processing and use of the data by Facebook as well as your related rights and settings pertaining to the protection of your privacy can be inspected in Facebook's data protection information: (<https://www.facebook.com/about/privacy/>).

b) YouTube

For incorporating videos, our website uses the provider YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA, represented by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Normally, your IP address is sent to YouTube and cookies installed on your computer as soon as you call up a web page featuring embedded videos. However, our YouTube videos have an extended data protection mode (in this case, YouTube still makes contact with the Double Click service by Google: however, in accordance with the Privacy Policy, no personal data are evaluated by Google). This means that YouTube does not save any information about the visitor unless they watch the video. If you click on the video, your IP address is transmitted to YouTube and YouTube is informed that you have watched the video. If you are logged in to YouTube, this information is also assigned to your user account (you can prevent this by logging out of YouTube before you call up the video).

In this case, we are not aware of any possible collection and use of your data by YouTube, and have no influence on such. You can see more detailed information about the Privacy Policy of YouTube at <https://www.google.de/intl/de/policies/privacy>. Furthermore, for the general dealing with and the deactivation of cookies, we refer to our general information in this Privacy Policy.

c) Instagram

So-called social plug-ins ("plug-ins") by Instagram are also used on our website. These plug-ins are operated by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). The plug-ins bear an Instagram logo, such as in the form of an "Instagram camera". If you retrieve a page of our website containing such a plug-in, your browser connects directly with the Instagram servers. The content of the plug-in is directly transmitted by Instagram to your browser, which incorporates it in the website. By means of the incorporation of the plug-in, Instagram receives the information that your browser has retrieved the pertinent web page of our website, even if you don't have an Instagram account or are currently not logged in to Instagram. This information (including your IP address) is directly transmitted by your browser to an Instagram server in the USA, where it is stored. If you are logged in to Instagram, Instagram can directly assign your visit to our website to your Instagram account. If you interact with the plug-ins, such as activate the "Instagram" button, the pertinent information is also transmitted directly to an Instagram server, where it is stored. Furthermore, the information is published on your Instagram account and displayed to your contacts there. If you don't want Instagram to assign to your Instagram account the data collected via our website, you have to log out of your Instagram account before visiting our website. You can see more detailed information in the Privacy Policy of Instagram (<https://help.instagram.com/155833707900388>).

7. Data subject rights

You are entitled:

- In accordance with Art. 15 of the GDPR to request information about your personal data processed by us. In particular, you can request information about the purposes of the processing, the category of the personal data, the categories of recipients vis à vis whom your data have been or are disclosed, the planned storage period, the existence of a right to correct, delete, limit the processing or objection, the existence of a right to complain, the origin of your data should they not have been collected by us, as well as about the existence of an automatic decision-making including profiling and, if applicable, meaningful information about their details;
- In accordance with Art. 16 of the GDPR, to immediately request the correction of incorrect or completion of your personal data stored by us;
- In accordance with Article 17 of the GDPR, to request the deletion of your personal data stored by us unless the processing is necessary for exercising the right to the freedom of expression and information, for complying with a legal obligation, for reasons of public interest or for the assertion, exercising or defence of legal claims;
- In accordance with Art. 18 of the GDPR, to request the restriction of the processing of your personal data if the correctness of the data is disputed by you, the processing is unlawful, yet you refuse their deletion and we no longer require your data, you however require these data for the assertion, exercise or defence of legal claims or you have filed an objection to the processing in accordance with Art. 21 of the GDPR;
- In accordance with Art. 20 of the GDPR, to request the provision of your personal data you have provided us with in a structured, standard and machine-readable format or to have such transmitted to a different responsible person;
- In accordance with Art. 7 para 3 of the GDPR, to revoke your consent vis à vis us at any time. This has the consequence that we may no longer pursue the data processing based on this consent; and
- In accordance with Art. 77 of the GDPR, to lodge a complaint with a supervisory authority. As a rule, you can contact the supervisory authority at your usual place of residence or workplace or the headquarters of our office.

8. Right of objection

If your personal data are processed based on justified interests in accordance with Art. 6 para 1 figure 1 point f of the GDPR you are entitled, in accordance with Art. 21 of the GDPR, to lodge an objection against the processing of your personal data provided there are reasons for this objection arising from your special situation or if the objection is lodged against direct advertising. In the latter case, you have a general right of objection which will be realised by us without the specification of a special situation. Should you wish to assert your right to cancel or your right of objection, you can do so simply by sending an e-mail to datenschutz@balzer.de.

9. Data security

During your visit to the website, we use the widely-used SSL method (Secure Socket Layer) in conjunction with the highest relevant encryption layer supported by your browser. As a rule, this is a 256-bit encryption. Should your browser not support a 256-bit encryption, we use 128-bit v3 technology instead. You can see whether an individual web page of our website is transmitted in an encrypted fashion by means of the closed depiction of the key/lock symbol in the bottom status bar of your browser. Additionally, we apply suitable technical and organisational security measures in order to protect your data against random or intended manipulations, partial or complete loss, destruction or against the unauthorised access by third parties. Our security measures are continually improved in line with technological developments.

10. Updating of and changes to this privacy policy

This Privacy Policy is currently valid and is from May 2018. Due to the development of our website and offers or due to amended legal/official requirements, it may become necessary to change this Privacy Policy. You can call up and print out the current valid Privacy Policy from the website at <https://www.balzer.de/de/disclaimer-datenschutz> at any time.