

PRIVACY STATEMENT

As of 8/2026

Thank you for visiting the Balluff website and for your interest in our company. The protection of your personal data is very important to us. This privacy policy informs you about how we process personal data when you visit our website and use our online services, and what rights you have under the Personal Data Protection Law No. 25,326 ("DP Law"), its Implementing Decree No. 1558/2001 ("DP Decree"), and all applicable regulations issued by the Agency for Access to Public Information ("AAPI").

By accepting the terms of this Privacy Statement, you consent to the processing of your personal data as described herein.

1. Who is responsible for data processing and who can I contact?

Balluff Argentina S.R.L.
Tucumán 1, 4th Floor
Autonomous City of Buenos Aires
Argentina
Tel. +54 11 4797-0808
balluff.ar@balluff.com
www.balluff.com.ar

Further information can be found in the [imprint](#).

For data protection issues, please contact dataprotection@balluff.de; postal correspondence should be sent to the above address with the addition "To the Data Protection Team."

For local data protection inquiries, please contact the relevant local data protection coordinator Patricio Gomez.

The competent supervisory authority is the AAPI. The AAPI, in its capacity as supervisory authority of the DP Law, has the power to deal with complaints and claims filed by those affected in their rights for breach of the regulations in force regarding the protection of personal data.

2. Processing of personal data when visiting our website

We only process the personal data of our users to the extent necessary to provide a functional website, our content and services. Further processing only takes place with consent of the data subject or on the basis of legal exceptions provided by the DP Law.

Providing your personal data is voluntary, unless otherwise indicated. However, if you choose not to provide the required data or in case of inaccuracy thereof, we may not be able to provide you with the requested services or functionalities.

When using our website for purely informational purposes – i.e., if you do not register or otherwise provide us with information – the data that your browser transmits to our server is automatically processed. This includes, in particular, the IP address of the requesting device, the date and time of access, the page accessed, the previously visited page (referrer URL), the browser used, the operating system, and the language settings.

This processing is technically necessary in order to display the website correctly, to ensure the stability and security of our system, and to prevent misuse. The legal basis for this processing is Art. 5(2)(d) of the DP Law (contractual relationship), as it derives from the use of our website and is necessary for its proper functioning. The server log data generated in this process is deleted after thirty days at the latest, provided that there are no legal retention obligations.

In addition, when you use our website for informational purposes, usage data is also collected by the web analysis service Matomo, which we use. This data is used for statistical evaluation and to improve our website. The legal basis for this is your consent under Art. 5 of the DP Law. Further information on this processing and your rights in this regard can be found in section 7 of this privacy policy.

We only process further personal data if you actively provide it to us – for example, in the context of an inquiry, an order, a registration, or participation in events. Detailed information on this can be found in section 5 of this privacy policy.

Personal data will be deleted as soon as the respective purpose of processing no longer applies, there are no longer any legal retention periods, or you have revoked your consent.

3. Legal basis

We process personal data on the following legal bases under the DP Law:

- Art. 5(1) of the DP Law: If you give us your consent, e.g., to use cookies or to send you a newsletter.
- Art. 5(2)(d) of the DP Law: If processing derives from a contractual, scientific, or professional relationship with the data subject and is necessary for its development or fulfilment.
- Art. 5(2)(b) of the DP Law: If we are legally obliged to process the data (e.g., for tax retention purposes).

Regarding cookies and similar technologies, to the extent that they collect personal data, we will obtain your consent before activating them, except for cookies that are technically necessary for the operation of the website, which are covered by Art. 5(2)(d) of the DP Law (contractual relationship).

4. Use of cookies

Cookies may be used when you visit our websites.

Cookies are small pieces of information that are stored on your device when you visit a website and are read when you visit the site again. They enable us to recognize your device, take your preferred language or other settings into account, provide certain functions such as a shopping cart or configurator, and analyze usage behavior. Cookies may contain personal data.

Whether cookies are used and which ones depends on the areas and functions of our website that you use and on your decision in our consent management system. Cookies that are not technically necessary are only set after you have given your consent.

The use of cookies is also influenced by the configuration of your web browser. Most browsers accept cookies by default, but allow you to change this setting. Cookies that have already been stored can be deleted. You will find instructions on how to do this in the manual provided by the manufacturer of your browser or device.

- a. Your consent, rejections, and deletions are linked to the device and browser you are using. If you use multiple devices or browsers, you must configure the settings separately for each one.
- b. If you reject or delete cookies, this may result in our website not being fully available to you or in individual functions being only partially available.

Further information on the cookies we use, in particular on the respective storage periods, can be found below at <https://www.balluff.com/en-ar/legal-documents/cookie-policy>.

5. Additional functions and offers on our website

In addition to the purely informative use of our website, we offer various services that you can use if you are interested. To do so, you will usually need to provide personal data, which we use to provide the respective service and which is, of course, subject to the principles of data processing. In some cases, we use external service providers to operate our website and related processes, such as optimization and security.

Personal data is only passed on to the extent necessary for the provision and use of the website, to fulfill legal obligations, or to the extent that you have given your consent by accepting this Privacy Policy. We have concluded a contract with each of the external service providers for processing in accordance with our instructions, which ensures that your personal data is processed for specific purposes and is not passed on without permission.

Our website also uses functions from other service providers. To use these, you will be redirected to the service providers' own websites. You will be informed of this before being redirected. You can find the respective privacy policies on their websites. As these service providers offer their services in their own name and for their own purposes, Balluff has no influence over this and cannot be held responsible.

5.1. Contact (forms, email, callback)

When you contact us (e.g., via a form, email, or callback request), we process the data you provide in order to handle your request on the basis of Art. 5(1) of the DP Law (consent for voluntary information) or Art. 5(2)(d) of the DP Law (contractual relationship).

Your data will only be stored for as long as is necessary for processing. It will only be passed on to third parties if this is necessary to fulfill your request or if you have given your consent.

If Balluff does not process inquiries directly, personal data will be disclosed to authorized sales partners (distributors) responsible for the respective country or region. This disclosure is made solely for the purpose of processing the inquiry, as well as for establishing contact and providing sales support.

If you wish to send us sensitive data, please use the following link: <https://app.whistle-report.com/report/f0db98a0-2884-4d07-a41f-b4703be77372>

We delete all data transmitted and collected for the purpose of establishing contact once storage is no longer necessary, or restrict processing if there are legal retention obligations.

When contacting us via our website, you also have the option of giving your consent for marketing purposes in accordance with Section 6.4 via a double opt-in procedure, which is handled by the external service provider HubSpot. The legal basis for this is Art. 5(1) of the DP Law (consent).

5.2. Newsletter and email marketing

If you subscribe to our newsletter, we will regularly inform you about products, services, and events. Registration is carried out using a double opt-in procedure, which ensures the validity of your consent by confirming your email address. The legal basis is Art. 5(1) of the DP Law (consent). We use HubSpot Ireland Limited to send and manage the newsletter. You can revoke your consent to receive the newsletter/email at any time and unsubscribe from the newsletter/emails. You can revoke your consent by clicking on the link provided in every email and newsletter, by sending an email to balluff@balluff.de, or by sending a message to the contact details provided in the legal notice.

Newsletter analysis

Our newsletters contain functions to analyze whether an email has been opened and which links have been clicked on. This information helps us to improve our newsletter and tailor its content to the interests of our readers.

Data processing is based on your consent pursuant to Art. 5(1) of the DP Law in order to make our newsletter user-friendly and relevant. The data will not be passed on to third parties.

5.3. CAD drawings/3D models

On our website, we offer you the opportunity to download CAD drawings/3D models. To do this, we use the services of an external provider, to whose website you will be redirected. You will be informed of this before you are redirected. Your personal data will be processed by CADENAS Konstruktions-, Softwareentwicklungs- und Vertriebs GmbH, Scherneck Str. 5, 86167 Augsburg, Germany, on the basis of your consent in accordance with Art. 5(1) of the DP Law. Information on processing by CADENAS GmbH can be found in their privacy policy at <https://www.cadenas.de/en/company/data-privacy>.

5.4. Balluff product configuration

We have implemented services from Opticon Sensoren GmbH, Siemensstr. 18, 63303 Dreieich, on our website for the configurable product display.

When using the configurations, your IP address is forwarded to Opticon Sensoren GmbH for technically necessary reasons in accordance with Art. 5(2)(d) of the DP Law (contractual relationship). The service provider does not use the data, nor does it evaluate or merge personal data. No data is stored. For more information on data protection at Opticon Sensoren GmbH, please visit <https://opticon.com/privacy-policy/>.

5.5. Selection and Recruitment

For the purpose of conducting the selection and recruitment process, Balluff Argentina S.R.L. processes the personal data provided by applicants in connection with their application, including contact details, educational background, professional qualifications and experience, as well as any other information and documents voluntarily submitted during the application process. By submitting an application, applicants expressly consent to the collection, storage, use and other processing of their personal data by Balluff Argentina S.R.L. for the purpose of evaluating their suitability for employment, managing the selection and hiring process, and communicating with them regarding their application. To the extent necessary for the proper assessment and handling of the application, applicants further expressly authorize Balluff Argentina S.R.L. to share the information provided with other companies within the Balluff Group as well as with external service providers or other third parties involved in the selection and hiring process. Such processing will be carried out in accordance with applicable data protection laws and subject to appropriate technical and organizational safeguards. Consent may be withdrawn at any time with future effect; however, any statutory retention and documentation obligations shall remain unaffected.

5.6. Use of HubSpot

Our website uses HubSpot, a software from HubSpot Inc, 2nd Floor, 30 North Wall Quay, Dublin 1, Ireland ("HubSpot"). It is used for online marketing, communication, and to improve our website.

We use the following functions of the HubSpot marketing platform:

- Content management (website and blog)
- Newsletter distribution
- Email communication and automated email campaigns (e.g., to provide downloads or personalized information)
- Social media publishing
- Reporting (e.g., traffic sources, hits, analyses)
- Contact management (e.g., user segmentation)
- Landing pages
- Contact forms (e.g., for contact requests, webinars, or feedback)

The legal basis for the use of HubSpot is your consent in accordance with Art. 5(1) of the DP Law, which you give via our cookie banner. Insofar as personal data is processed within the framework of an existing business relationship (e.g., for customer support or customer communication), this is done on the basis of Art. 5(2)(d) of the DP Law (contractual relationship).

In addition, the use of certain HubSpot functions for optimizing our marketing and improving our services in terms of technology and content is also based on your consent pursuant to Art. 5(1) of the DP Law, as described above.

When you visit our website, HubSpot sets cookies that enable us to analyze your user behavior. These cookies are queried once and stored on your device. You can revoke your consent at any time with future effect via our cookie consent tool or prevent storage by adjusting your browser settings accordingly.

A contract for order processing in accordance with Art. 25 of the DP Law has been concluded with HubSpot, ensuring that personal data is processed exclusively according to our instructions and in compliance with the security and confidentiality obligations under the DP Law.

For more information on data processing by HubSpot, please visit <https://legal.hubspot.com/privacy-policy>.

5.7. Social media

With regard to our Facebook and Instagram pages, Meta Platforms Ireland Ltd. and Balluff GmbH share joint responsibility for so-called *Page Insights data*. This data enables us to obtain aggregated statistical evaluations of the use of our pages (e.g., visitor numbers, reach, interactions). We receive this information exclusively in anonymized form; it is not possible for us to directly identify individuals. Further information on joint responsibility can be found at https://www.facebook.com/legal/terms/page_controller_addendum.

The processing of your personal data in the context of our social media presence is based on your consent pursuant to Art. 5(1) of the DP Law, or on Art. 5(2)(d) of the DP Law (contractual relationship) if you interact with us within the framework of an existing business relationship. If you are logged in to the respective platform or accept cookies there, further data processing by the operator may take place on the basis of your consent.

Note on data processing by platform operators

Platform operators may collect and analyze your user behavior in order to create profiles and display personalized content or advertising to you. This may also be done across devices, especially if you are logged in with a user account. We have no influence on the scope and further use of this data by the operators.

For more information on data processing by the respective providers, please refer to their privacy policies:

- Facebook and Instagram: <https://www.facebook.com/privacy/policy>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- YouTube: <https://policies.google.com/privacy>
- TikTok: <https://www.tiktok.com/legal/privacy-policy-eea>

6. Use of retargeting and conversion tracking

6.1. Meta Pixel (Facebook & Instagram)

We use the "Meta Pixel" from Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, on our website. This pixel enables us to track how users respond to our advertisements on Facebook and Instagram – for example, whether they have seen or clicked on an ad and subsequently visited our website. This allows us to statistically evaluate the effectiveness of our advertising campaigns and optimize future advertising measures.

The data collected in this process is anonymous to us and does not allow any conclusions to be drawn about the identity of individual persons. However, Meta itself can process this data and link it to existing user profiles. In this way, Meta can display personalized advertising on Facebook, Instagram, or other Meta partner sites.

If you are logged in to Facebook or Instagram, Meta can assign your visit to our website to your profile. Processing is based on your consent in accordance with Art. 5(1) of the DP Law. You can revoke your consent at any time in our cookie settings by deactivating marketing tracking in our cookie settings or by adjusting your privacy settings directly with Meta.

For more information on data processing by Meta, please visit <https://www.facebook.com/privacy/policy>.

6.2. LinkedIn Insight Tag

Our website uses the "LinkedIn Insight Tag" from LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland.

This tool enables us to analyze the behavior of visitors to our website, measure the effectiveness of our LinkedIn advertising campaigns, and specifically target visitors to our website within the LinkedIn network ("retargeting").

The Insight Tag sets a cookie that collects the following data, among other things: IP address, timestamp, device and browser characteristics, and page views. The data is processed pseudonymously and automatically deleted after 90 days. We do not receive any personal data, only aggregated statistical reports.

If you are logged into LinkedIn, LinkedIn can assign your visit to your user account and match it with your profile. Processing is based on your consent in accordance with Art. 5(1) of the DP Law. You can revoke your consent at any time in our cookie settings or deactivate data collection via the LinkedIn opt-out function: <https://www.linkedin.com/psettings/quest-controls/retargeting-opt-out>

Further information on data processing by LinkedIn can be found at <https://www.linkedin.com/legal/privacy-policy>.

6.3. Google Ads Conversion Tracking

We use the "Google Ads Conversion Tracking" service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, to measure the success of our Google ads and continuously improve our campaigns.

When you visit our website via a Google ad, Google places a conversion cookie on your device. This allows us to recognize whether you have visited certain pages or performed certain actions (e.g., made an inquiry or completed a purchase). This cookie is used exclusively for statistical purposes and is deleted after 30 days.

Neither we nor Google can identify you personally via this cookie. We only receive anonymized evaluations. However, Google may process personal data (including your IP address) and link it to other Google services. If you have a Google account and are logged in, Google may associate it with your profile.

Processing is based on your consent in accordance with Art. 5(1) of the DP Law. You can revoke your consent at any time in our cookie settings for the future.

Further information on data protection at Google:

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

<https://business.safety.google/privacy/>

6.4. Microsoft Advertising (Bing Ads) Conversion Tracking

Our website uses a tracking service provided by Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland.

When you access our website via an ad in Bing Search or the Microsoft Advertising network, Microsoft places a so-called "UET cookie" (Universal Event Tracking) on your device. This allows us to track which areas of our website you visit and whether you perform certain actions, such as sending an inquiry or making a purchase.

This information is used for statistical analysis and optimization of our advertising campaigns. Neither we nor Microsoft can personally identify you through this tracking. However, Microsoft may link the data to existing Microsoft accounts if you are logged in and use it for personalized advertising within the Microsoft network. Processing is based on your consent in accordance with Art. 5(1) of the DP Law. You can revoke your consent at any time in our cookie settings for the future.

You can also adjust your settings for personalized advertising at Microsoft at

<https://account.microsoft.com/privacy/ad-settings/>.

For more information on data protection at Microsoft, please visit

<https://www.microsoft.com/en-us/privacy/privacystatement>.

7. Matomo

We use the open source tool Matomo to understand user behavior on our website. Pseudonymous usage profiles are created; your IP address is anonymized before storage. Form entries are not recorded. In addition, heat maps and session recordings can be used to show us which areas of the website are clicked or used particularly frequently. Personal content is not evaluated. Data processing only takes place with your consent in accordance with Art. 5(1) of the DP Law; you can revoke this consent at any time via the cookie settings.

Further information on Matomo's terms of use and data protection regulations can be found at <https://matomo.org/privacy/>

8. Use of the RFID app and NFC Toolbox app

Our mobile applications, the RFID app and the NFC Toolbox app, are used to configure, parameterize, and commission compatible devices, for example via NFC or QR code interfaces. Both apps can be used in full without entering or processing personal data. Registration or login is not required. The apps are used exclusively within the scope of their intended technical functions. No profiling, tracking, or transfer of data to third parties takes place.

The apps only process the data that is necessary for the technical provision of the desired functions. Depending on the use, certain system components of your end device may be used. These include, in particular, the NFC interface for reading and writing configuration data, the camera for scanning QR codes or for supporting specific device functions (only with the RFID app), the file system for storing and loading parameterization data, and, when using certain functions of the RFID app, cloud services (Azure Functions) for communicating with backend systems, for example, to provide device-specific configuration information.

Within the scope of these processes, certain information may be processed for technical reasons, such as configuration data (non-personal, entered by the user or read via NFC), device information such as operating system and app version, and technical metadata such as the time of a request, functions used, or local file paths. If a cloud connection is established, the IP address of the device used may also be transmitted to enable communication with Azure services. Personal data is not stored permanently; all data is processed on a temporary basis only and is not collected centrally.

This data is processed on the basis of Art. 5(2)(d) of the DP Law (contractual relationship), insofar as it is necessary to provide the desired functionality. The data is not used for advertising or analysis purposes.

The apps do not contain any analysis, tracking, or advertising services. No telemetry data is collected, no usage statistics are created, and no data is passed on to third parties. Likewise, push services, location data, microphone, or camera recordings are not used for other purposes.

The RFID app and NFC Toolbox app can be used completely anonymously. Registration or login is not required. When starting the app for the first time, you may be required to agree to the terms of use or license information; however, no personal data is stored or transmitted in this process.

Both applications may contain web links to external content, in particular to our company website, where, among other things, the general terms and conditions, license terms, and further data protection information are provided. When you click on these links, you leave the respective app; the data protection provisions of the website you are visiting then apply.

If the applications are expanded in the future to include additional functions that require a connection to backend systems or cloud services, this privacy policy will be amended accordingly. Users will be informed of any significant changes in data processing within the app or on our website in a timely manner.

9. Duration of storage

We will only store your personal data for as long as is necessary for the intended purpose of processing or as required by law. Beyond this point in time, storage will only take place if this is in accordance with the laws, regulations, or other legal provisions of Argentina.

10. Data security

We use appropriate technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction, or unauthorized access by third parties. These measures are continuously developed and improved.

11. International data transfers

When using service providers and transferring data with your consent, personal data may be transferred to recipients in countries outside Argentina. We will make reasonable efforts not to transfer personal data to jurisdictions that, according to the AAPI, do not meet the standards required by Argentine data protection regulations. However, if such transfers are carried out, we will always do so in accordance with, and within the limits permitted by, the DP Law, subject to appropriate safeguards and security measures, such as the adoption of standard data protection clauses approved by the AAPI.

Notwithstanding the foregoing, through this Privacy Statement, you understand, consent to, and accept that your personal data may be transferred to other countries that may have a level of protection that is not equivalent to that of Argentina. The revocation of your consent shall not invalidate our previous actions, nor shall it render us legally liable.

12. Revocation of your consent

Once you have given your consent, for example when you accept this Privacy Policy, you can revoke this consent at any time for the future, without retroactive effect. You can send your revocation in writing to the above address or to balluff@balluff.de. Please note that we may be legally obliged to continue to store the data even after revocation.

13. Your rights

If your personal data is processed, you can exercise the following rights:

- Right to access or to request information
- Right to rectification, update or erasure
- Right to restriction of processing
- Right to object to processing
- Right to data portability

You also have the right to lodge a complaint with a supervisory authority for data protection at any time.

14. Changes to the privacy policy

Due to the continuous improvement of our online offering and possible changes in the law, it may be necessary for us to adapt this privacy policy from time to time. Therefore, please refer to the current version of this privacy policy.

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