

## PRIVACY STATEMENT

As at 05/2022

We are delighted that you are visiting our website and that you have shown an interest in our company. The protection of your personal data is very important to us.

With the information below we want to inform you about the processing of your personal data when you visit our website.

Naturally we observe the statutory provisions, particularly the European General Data Protection Regulation (EU-GDPR) and the German Federal Data Protection Act (BDSG-new).

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

Responsible body within the meaning of GDPR

Balluff bv-srl

Researchpark Haasrode 1820

Interleuvenlaan 62

3001 Leuven

Belgium

Tel. +32 (0)16 397800

Fax +32 (0)16 397809

info.be@balluff.be

[www.balluff.be](http://www.balluff.be)

Further information can be found in the legal notice (Imprint).

Should you have any questions, suggestions, or complaints, please contact our corporate data protection officer:

You can reach the corporate data protection officer by sending an e-mail to [dataprotection@balluff.de](mailto:dataprotection@balluff.de) or a letter „for the attention of (FAO) Data Protection Commissioner“ to our postal address.

### 2. Processing of personal data when visiting our website

Personal data is data that can identify you directly or indirectly, e.g. name, address, e-mail address, account details, or your date of birth.

When using the website for information purposes, i.e. when you do not register or otherwise submit information to us, we collect the usage data which is gathered by the web analysis service used by us, Google Analytics. The legal basis is Art. 6 Para. 1 Clause 1 lit. f GDPR. You can find more information about this, particularly with regard to your rights, in point 5.

Apart from the use of our website for purely information purposes, we offer different services which you can use if you are interested and for which you voluntarily disclose your personal data.

More information can be found in the points below.

### 3. Legal bases

Insofar as we obtain consent from the data subjects for the processing of personal data, Art. 6 Para. 1 lit. a General Data Protection Regulation (GDPR) serves as a legal basis. For the processing of personal data that is required for the fulfillment of a contract, whose contracting party is the data subject, Art. 6 Para. 1 lit. b GDPR serves as a legal basis. This shall also apply to processing operations that are required for the implementation of precontractual measures. Insofar as the processing of personal data is required for the fulfillment of a legal obligation, to which our company is subject, Art. 6 Para. 1 lit. c GDPR serves as a legal basis. For cases where vital interests of the data subject or another natural person make necessary the processing of personal data, Art. 6 Para. 1 lit. d GDPR serves as a legal basis. If the processing is required to safeguard the legitimate interest of our company or a third party and the interests, fundamental rights and freedoms of the data subject do not outweigh the first-mentioned interest, then Art. 6 Para. 1 lit. f GDPR shall serve as a legal basis for the processing.

More information can be found in the individual features of our website.

### 4. Use of cookies

Cookies are used on this website. Cookies make it easier for the user to surf the Internet. A cookie is a small file that can be stored on your computer when you visit a website. Cookies are generally stored in order to offer users additional features on our website.

When you visit our website we distinguish between cookies that are technically necessary and cookies that you can select. You can determine the use of cookies that are not technically required by making a respective selection, also by the settings you made beforehand of the web browser used by you. Each use of cookies that is not technically necessary represents data processing, which is only permitted with your express and active consent in accordance with Art. 6 Para. 1 S. 1 lit. a GDPR. This applies in particular to the use of advertising, targeting, or sharing cookies. Furthermore, we shall only pass on your personal data processed by cookies to third parties if you have given your express consent in accordance with Art. 6 Para. 1 S. 1 lit. a GDPR.

You may give us your full consent or also make a selection yourself. You may revoke your consent at any time with effect for the future. We use the following types of cookies, whose scope and operating principle are explained below. There are two types of cookies: cookies that are deleted as soon as you close your browser and cookies that are stored for longer than the individual session:

- Session cookies (see 4.1)
- Persistent cookies (see 4.2)

#### 4.1 Session cookies

We use so-called session cookies on our website (also called temporary or transient cookies). These session cookies are only stored for the duration of your usage of our website. The session cookies we use serve solely to identify you as long as you are logged in on our website. The session cookies are deleted at the end of each session. The session cookies are not stored beyond this period.

#### 4.2 Persistent cookies

Persistent cookies help our website to remember your data and settings when you call up the website again at a later time. Therefore, we use these cookies in order to be able to identify you for subsequent visits if you have an account with us. Otherwise, you have to log in each time you visit our website.

Persistent cookies are automatically deleted after a specified time which may vary depending on the cookie. You can delete the cookies in the security settings of your browser at any time.

You can configure your browser setting according to your wishes and, e.g., refuse the acceptance of third-party cookies or all cookies. Use the HELP feature in your browser if you want to find out more about this.

Please note that you may not be able to use all features of this website if you block or delete cookies.

The flash cookies used are not collected by your browser, but by your flash plug-in. We also use HTML5 storage objects that are placed on your end device. These objects store the necessary data irrespective of the browser used by you and have no automatic expiration date. If you do not want to allow the processing of flash cookies, you have to install a corresponding add-on, e.g. BetterPrivacy for Mozilla Firefox or the Adobe Flash Killer Cookie for Google Chrome. You can prevent the use of HTML5 storage objects by setting your browser to privacy mode. We also recommend you manually delete your cookies and the browser history on a regular basis.

Further information about the cookies we use, in particular about the respective storage periods, can be found below and [here](#).

### 5. Use of Google Analytics

To design our website to meet the needs of users we create pseudonymous usage profiles using Google Analytics. Google Analytics uses targeting cookies, which can be stored on your end device and read out by us. This allows us to recognize returning visitors and count them as such and also to find out how often our websites have been called up by different users. The data processing is realized on the basis of Art. 6 Para. 1 lit. a GDPR (consent).

The information generated by the cookie about your usage of our website is generally transferred to a Google server in the USA and stored there. However, as we activated the IP anonymization on our website, your IP address is truncated beforehand by Google within member states of the European Union. Only in exceptional cases will your full IP address be transmitted to a Google server in the USA and truncated there (Further information about purpose and scope of data collection can be found at <https://policies.google.com/privacy?hl=de&gl=de>). We also concluded a contract with Google LLC (USA) on order processing in accordance with Art. 28 GDPR. Google shall only use all information strictly for a specific purpose in order to analyze the usage of our websites for us and compile reports on the website activities.

You may revoke your consent at any time. To do so, please use one of the following options:

- You notify us that you would like to revoke your consent.
- You can prevent the storage of cookies with a corresponding setting on your browser software; however, please note that with this setting you may not be able to fully use all features of this website.
- In addition, you can also prevent the data generated by the cookie relating to how you use our websites (including your IP address) being registered and processed by Google by downloading and installing the browser plug-in available at the following link: (<https://tools.google.com/dlpage/gaoptout?hl=de>)."

### 6. Other features and offers of our website

Apart from using our website for purely informative purposes, we also offer different services that you can use if you are interested. For this purpose, you generally have to provide personal data which we use to provide the respective service and for which the principles of data processing apply.

Sometimes we use qualified external service providers to operate our website and the associated processes, and for optimization and protection. We observe the requirements of Art. 28 GDPR, § 62 BDSG new.

Personal data is only disclosed to the extent necessary for the provision and use of the website, pursuing legitimate interests, fulfilling legal obligations, or insofar as you have given your consent. We concluded a contract on the processing in accordance with instructions with the processors, which ensures that your personal data is processed for a specific purpose and not disclosed without permission.

Please note that for individual features of our website your personal data may be transmitted to countries outside the European Union and the European Economic Area, which have no comparable level of data protection so that an appropriate protection level is not guaranteed.

The European Commission attests to a data protection that is comparable to the EEA standard for some third countries through so-called adequacy decisions (a list of these countries as well as a copy of the adequacy decisions can be found here: [http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index\\_en.html](http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index_en.html)). However, in other third countries where personal data may be transmitted, there is possibly not a consistently high level of data protection due to a lack of statutory provisions. If this is the case, we ensure that data protection is sufficiently guaranteed. This is possible through binding company rules, standard contractual terms of the European Commission on the protection of personal data, certificates, or recognized codes of conduct. Please contact our Data Protection Commissioner if you would like more information on this topic. Please note that particularly in the case of transmission to the USA there is a risk that your data may be processed by US authorities for control and monitoring purposes and you may not be entitled to any legal remedies.

Our website also uses features of other service providers. You are redirected to the actual website of the service provider for their use. You are informed accordingly before the redirect. You can view the respective privacy statements on the websites of the service providers.

As the offers of these service providers are made under their own name and for their own purposes, Balluff is unable to influence these offers or assume responsibility for the respective offers.

## 6.1 Forms and inquiries by e-mail

On our website you have the option to send inquiries via forms or by e-mails. All personal and other data, which is transmitted for such inquiries, is only used by us for the processing of your inquiry and is treated in the strictest confidence. When you contact us using our contact form or by e-mail - the use of the contact form is optional - for each transmission the personal data you entered on the form and details such as the date and time the inquiry is sent are recorded and processed by us. This processing is carried out for the processing of your message. The legal basis for this processing is Art. 6 Para. 1 lit. f GDPR (balancing of interests). This follows from the economic, moral, and technical interest in the provision and usage of a contemporary information medium. The data recipients are solely our employees.

In this context we expressly point out that our contact form is sent and received by us in an encrypted form (TLS, SSL). However, this is only a so-called transport encryption. The authenticity, integrity, or confidentiality of a transmitted message cannot be assured. Therefore, please do not send any sensitive personal data to us on the contact form.

All data collected and transmitted for the purpose of establishing contact will be deleted once its storage is no longer required, or we shall restrict processing if there is any statutory obligation of retention.

In each case your personal data will be treated in accordance with the European regulation of April 27, 2016 on the protection of natural persons with regard to the processing of personal data and the free movement of data ("GTC") and the Belgian data protection laws for the protection of privacy and the corresponding royal decrees. You have the right to free information, correction, deletion, restriction of processing and portability of your personal data. For any inquiry contact the below mentioned e-mail address.

Within the framework of the contact inquiry via our website, there is also the option to grant your consent for marketing purposes in accordance with clause 6.4 through the double opt-in procedure, which is processed via the external service provider HubSpot. The legal basis is Art. 6 Para. 1 lit. a GDPR. You may withdraw your consent to the sending of the newsletter/e-mail at any time and cancel the newsletter/e-mails. This can be done by clicking on the link in every e-mail and newsletter, sending an e-mail to [info.be@balluff.be](mailto:info.be@balluff.be), or sending a message to the contact details in the section Contact of this website.

## 6.2 Exhibition ticket form

On our website we offer the option of ordering free admission tickets for certain exhibitions. In the case of contact using our exhibition ticket form, the data you shared (your e-mail address, your name, your telephone number, your company, your department, and your address) is stored by us in order to be able to send you the desired admission tickets. The data is processed by the external service provider, Cui Bono, Advertising & Direct Marketing, within the framework of the order processing.

The processing of your personal data in this connection is realized on the basis of your consent, Art. 6 lit. a GDPR. You have the right to revoke the consent at any time. The legality of the processing of your personal data up until a revocation is not affected by the revocation. Further details can be found in point 9.

Your personal data is not stored longer than is required to achieve the aforementioned purposes, unless statutory retention periods prevent this.

## 6.3 Use of our online shop

When you use our online shop we process your data within the scope of the order process. For the processing of the contracts necessary mandatory details are marked separately, other information is voluntary.

We have involved other service providers for the payment processing. Your bank details are transferred to the responsible bank or credit institution, as well as the authorized payment service provider. The legal basis is Art. 6 Para. 1 Clause 1 lit. b GDPR, i.e. the processing is required for the fulfillment of the contract. The legal basis of the data provided on a voluntary basis is Art. 6 lit. a GDPR.

Further information about the privacy statement of our payment provider can be found at the following link: <https://www.adyen.com/policies-and-disclaimer/privacy-policy>

You can voluntarily create a customer account via which we can save your data for further purchases. When creating an account the data specified by you is saved until further notice. You can always delete your data that we are not under a legal obligation to store in the customer area.

The legal basis for the storage of your personal data in this connection is Art. 6 lit. a GDPR.

Owing to commercial law and tax regulations we are obligated to save your address, payment, and order details for a period of ten years.

The ordering process is encrypted using SSL technology to prevent unauthorized access by third parties to your personal data, particularly bank details.

After the checkout we conduct an anonymous survey. This can be completed on a voluntary basis. No personal data is stored or passed on. This survey includes a satisfaction rating and a comments section. The aim is to further develop the online shop and improve customer satisfaction.

## 6.4 Newsletter and e-mail marketing

Your personal data is processed for the purpose of sending the newsletter and e-mails. In this way you can obtain information about interesting new products and also receive content tailored to you.

Within the framework of registering for our newsletter and e-mail communication you consent to the processing of your personal data. The legal basis is Art. 6 Para. 1 lit. a GDPR. We use the so-called double opt-in procedure for the registration. This means that after you have registered, we will send an e-mail to the e-mail address stated in which we will ask you for confirmation that you wish to receive the newsletter and e-mails. The purpose of this procedure is to verify your registration and if necessary to enable potential misuse of your personal data to be resolved. You may withdraw your consent to the sending of the newsletter/e-mail at any time and cancel the newsletter/e-mails. This can be done by clicking on the link in every e-mail and newsletter, sending an e-mail to [info.be@balluff.be](mailto:info.be@balluff.be), or sending a message to the contact details in the section Contact of this website.

We use an external service provider, HubSpot, a company from the USA with a subsidiary in Ireland, for sending the newsletter/e-mails: HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland., who have been obligated by us to comply with the data protection laws and who ensure that your data is only used for sending the Balluff newsletter and the e-mails.

Our e-mail newsletters may contain links which lead you to special Balluff websites. In this way we can measure the effectiveness of marketing initiatives. Provided that you have subscribed to our newsletter/e-mails, with HubSpot we can link your visits to our website to your personal data based on your consent and thus inform you about topics based on

your individual and specific preferences. Our newsletter and e-mails may also contain links to third-party websites. We kindly request that you observe their privacy policies.

We shall only save your data for as long as you are subscribed to the newsletter and our e-mail marketing. After you unsubscribe we shall block your data given in this context so that you no longer receive any newsletters and e-mails from us in the future.

## 6.5 Newsletter analysis and statistics

For analysis and statistics purposes the e-mails sent with HubSpot (newsletter and e-mail marketing) contain a so-called "Tracking Pixel", which is connected to the servers of HubSpot when the e-mail is opened. In this way it can be established whether a newsletter/e-mail message has been opened. Using so-called Tracking Links in HubSpot we can also determine whether and which links are clicked in these e-mails. This information is not transmitted to third parties. We use these features for our interest in order to optimize the content and technical features of our offers and newsletter/e-mails. The legal basis for the processing of your personal data is your consent in accordance with clause 6.4, Art. 6 Para. 1 lit. a) GDPR. You may revoke your consent at any time with effect for the future. This can be done by clicking on the link in every e-mail and newsletter, sending an e-mail to [balluff@balluff.de](mailto:balluff@balluff.de), or sending a message to the contact details in the section contact of this website.

## 6.6 Use of social media icons

We have configured social media icons on our website. You can go to the following social media platforms with a simple click of the mouse: Facebook, YouTube, Twitter, Xing, and LinkedIn. When you visit our website, in principle no personal data is forwarded to the providers. You can recognize the providers of the platforms by the logo. We give you the option to reach their website directly via the icon in Balluff posts. If you are logged in to the respective provider at the time of the activation of the icon, the network can assign your visit to our website. If you do not want this, please log out before clicking the icon.

We have no influence on the collected data and data processing methods nor are we aware of the full extent of the data collection, the purposes of the processing, and the storage periods. We also have no information on the deletion.

By clicking on the icon we give you the option of obtaining information from Balluff on the respective platform. The legal basis for the usage is Art. 6 Para. 1 Clause 1 lit. f GDPR.

## 6.7 CAD drawings/3D models

On our website we offer you the option of downloading CAD drawings/3D models. To this end, we utilize the service of the external provider CADENAS GmbH, to whose website you are redirected. You are informed accordingly before the redirect. The personal data that you disclose on this occasion is further processed by CADENAS GmbH. You can find information about the processing by CADENAS GmbH in its privacy statement. To guarantee data protection and data security we have drawn up provisions in a contract.

## 6.8 Career portal

Our website informs you about all vacancies in Balluff. You can also apply directly for these jobs on our website. We use the portal of the external provider Haufe Service Center GmbH (Umantis), to whose site you are automatically redirected.

Information on data protection within the framework of your application is regulated separately and accessible via our job portal site.

## 6.9 Integration of YouTube videos

- 1) We have embedded YouTube videos in our online offer, which are stored on [www.youtube.com](http://www.youtube.com) and can be played directly from our website. YouTube is operated by Google Ireland Ltd., Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland.
- 2) When the embedded video is called up a connection is established with the servers of the provider YouTube in the USA and certain information is sent to the provider, even if you are not logged in. We are not informed of the nature and extent of the data collected by YouTube and have no influence on its usage. This service can pass on collected data to another country. Please note that this service can transfer data outside the European Union and the European Economic Area and to a country that does not offer an appropriate level of data protection. If the data is transferred to the USA, there is a risk that your data may be processed by US authorities for control and monitoring purposes and you are not entitled to any legal remedies. The data is collected irrespective of whether YouTube provides a user account, via which you are logged in, or if there is no user account. If you are logged in to Google, your data is assigned directly to your account. If you do not want the data to be assigned to your YouTube profile, you have to log out before activating the button. YouTube saves your data as usage profiles and uses them for advertising, market research, and/or the needs-based design of its website. Any such analysis is effected particularly (even for users who are not logged in) for the provision of appropriate advertising and in order to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, whereby you must submit the objection to YouTube.
- 3) More information about the purpose and scope of the data collection and its processing by YouTube can be found in its privacy statement. There, you will also find further information about your rights and settings options to protect your privacy: [www.google.de/intl/de/policies/privacy](http://www.google.de/intl/de/policies/privacy).

## 6.10 Integration of Google Maps

- 1) We use the offer of the "Google Maps" service of the third-party provider Google Ireland Ltd., Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. This means that we display interactive maps directly in the website and facilitate the convenient use of the map function. The processed data may include in particular IP addresses and location data, which are not collected without your consent (by corresponding device settings). In order to make it possible to display certain fonts on our website, a connection to the Google server in the USA is established when our website is called up. If you call up Google Maps, Google stores a cookie on your end device via your Internet browser. In order to display our location and compile directions, your user settings and data are processed. We cannot rule out that Google uses servers in the USA. Further information about data usage by Google, setting and opt-out options can be found on the Google website at the following link: <https://policies.google.com/privacy?hl=de>  
You can deactivate the loading of plug-ins by Google Maps or their storage and usage of cookies by Google in your browser settings or by means of browser add-ons; however, please note that in doing so you may not be able to use all the features of our website.

- 2) When you visit the website Google is informed that you called up the corresponding subpage from our website. This occurs irrespective of whether Google provides a user account, via which you are logged in, or if there is no user account. If you are logged in to Google, your data is assigned directly to your account. If you do not want the data to be assigned to your Google profile, you have to log out before activating the button. Google saves your data as usage profiles and uses them for advertising, market research, and/or the needs-based design of its website. Any such analysis is effected particularly (even for users who are not logged in) for the provision of appropriate advertising and in order to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, whereby you must submit the objection to Google.
- 3) More information about the purpose and scope of the data collection and its processing by the plug-in provider can be found in the provider's privacy statement. There, you will also find further information about your rights in this respect and settings options to protect your privacy: [www.google.de/intl/de/policies/privacy](http://www.google.de/intl/de/policies/privacy).

## 6.11 Platform for virtual online events

We offer you the option of participating in virtual online events. For this we use the service and platform of 6Connex. For the registration and participation in such events the following personal data is collected, processed, and stored:

- Title, first name, surname, company, country, postcode, e-mail address
- The following data can also be provided as an option: feature, interesting topics, how you heard about the event, profile image

The participants of such events can use a chat function. You also have the option to communicate with the chat partner by video chat. The feature is also available to participants to communicate with each other.

Your data only exists in German or European data centers. The data is stored for one year.

For the processing and usage of the personal data both for marketing and sales purposes, as well as for the use of your e-mail address in the chatroom, your consent is obtained during the registration and reference is made to this privacy statement. The legal basis is Art. 6 Para. 1 lit.) a GDPR. You may revoke this consent at any time.

Within the framework of livestream events the participants have the option to use a video chat/video meeting function of the provider Simplex. This tool is not integrated in the 6Connex platform and no data is exchanged between the systems. No registration is required for using the tool. Only a name or pseudonym must be chosen.

The event also provides a Q&A chatroom. The tool used for this is made available by our service provider Slido. Note the cookie settings of Slido here. In this chatroom you can also log in with your name or a pseudonym.

Only chats moderated by Balluff are saved and can be exported.

For the processing and usage of the personal data both for marketing and sales purposes, as well as for the use of your e-mail address in the chat/video room, your consent is obtained during the registration and reference is made to this privacy statement. The legal basis is Art. 6 Para. 1 lit.) a GDPR. You may revoke this consent at any time.

## 6.12 WiredMinds

Our website uses the tracking pixels technology of WiredMinds GmbH for analyzing visitor behavior. The IP address of a visitor is processed here. The processing is realized solely for the purpose of collecting company-relevant information such as the company name. IP addresses of natural persons are excluded from further processing (whitelist method).

The IP address is not stored in LeadLab under any circumstances. When processing the data our particular interest lies in protecting the data protection rights of natural persons. Our interest is based on Art. 6 Para. 1 lit. (f) GDPR. The data collected by us cannot be traced to an identifiable person at any time.

We use this information in order to create anonymous usage profiles, based on the visitor behavior on our website. The acquired data is not used to personally identify the visitor to our website.

Opt out from the website tracking: <https://www.balluff.com/local/de/documents/wiredminds-tracking/>

Please note that this is done by setting a cookie in which information is stored which prevents the collection of your pseudonymized usage data. If you delete your browser cookies or use a different browser for the next visit, you must click the link again.

## 6.13 HubSpot

Our website uses HubSpot, a software of HubSpot Inc., a company from the USA with a subsidiary in Ireland: HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland ("HubSpot"). The data is processed for the purpose of online marketing. The features of the online marketing software of HubSpot that we use:

- Content management (website and blog)
- Sending the newsletter
- E-mail communication and automated e-mails (e.g. for providing downloads or personalized information)
- Social media publishing
- Reporting (e.g. traffic sources, access, etc.)
- Contact management (e.g. user segmentation)
- Landing pages
- Contact forms (e.g. for making contact, inquiries, webinars)

The legal basis for the use of this service is our legitimate interest within the meaning of Art. 6 Para. 1(1) lit. f GDPR, to optimize our marketing measures and improve the service quality on our website. Furthermore, a contract has been concluded with HubSpot for the order processing in accordance with Art. 28 GDPR.

In the course of visiting our website cookies are placed by HubSpot which are queried once. They are stored on your computer and allow us to analyze your use of our website.

You can choose whether to accept or decline cookies. If you do not want to be included in the HubSpot usage statistics, you can decline or prevent it through corresponding browser settings. Further information about the cookies we use can be found under clause 4.

The HubSpot Privacy Policy with further information about their operating principle is available online at: <http://legal.hubspot.com/de/privacy-policy>

## 7. Use of retargeting tools

We use so-called retargeting technology on our website. We use retargeting in order to categorize website visitors into user groups. The usage is realized solely on the basis of your consent, which can be revoked at any time. The legal basis for the processing is Art. 6 Para. 1 Clause 1 lit. a) GDPR.

### 7.1 Facebook retargeting

So that we can use relevant news and ads on Facebook – and in order to measure our marketing success, we have installed the Facebook pixel on our sites – and thus the retargeting/remarketing tool of the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. When you visit our website and accept marketing cookies, a direct connection is established between your browser and the Facebook server via the Facebook pixel code. Facebook receives information that you visited our page with your IP address. This means that Facebook can assign the visit to our sites to your user account. We do not receive any information about the content of the data transferred, as well as its use by Facebook. And we are unable to assign this data to you as a person. More information about options for protecting your privacy on Facebook can be found in the privacy statements of Facebook online at <https://www.facebook.com/about/privacy/>. You can manage which content and information you shared by using Facebook via the "Activity log" tool or download it from Facebook via the "Download your data" tool.

If you want to deactivate the retargeting via Facebook for your browser, please use the opt-out function in the cookie setting.

### 7.2 Google Adwords Conversion

- 1) We use Google Adwords in order to draw attention to our attractive offers using ads (so-called Google Adwords) on external websites. We can determine how successful the individual advertising measures are in relation to the data of the advertising campaigns. In so doing, our aim is to show you ads that are of interest to you, make our website more interesting for you, and achieve a fair calculation of advertising costs.
- 2) This advertising media is delivered by Google via a so-called "Ad Server". To this end, we use Ad Server cookies through which certain parameters can be measured for the performance measurement, like insertion of ads or clicks by the user. If you reach our website from a Google ad, a cookie is stored by Google Adwords on your PC. These cookies generally lose their validity after 30 days and are not intended to personally identify you. For this cookie the unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions), as well as opt-out information (marking that the user no longer wishes to be contacted), are generally saved as analysis values.
- 3) These cookies allow Google to recognize your Internet browser. If a user visits certain pages of the website of an AdWords customer and the cookie stored on his computer is not yet expired, Google and the customer are able to recognize that the user has clicked on the ad and has been redirected to this page. A different cookie is assigned to every AdWords customer. Cookies cannot be tracked via the websites of AdWords customers. We do not collect and process any personal data in the stated advertising measures. We only receive statistical evaluations from Google. On the basis of these analyses, we are able to recognize which of the advertising measures used are particularly effective. We do not receive additional data from the use of advertising media. Moreover, we are unable to identify the users using this information.
- 4) Owing to the marketing tools used, your browser automatically establishes a direct connection with the Google server. We have no influence on the scope and further use of the data, which is collected by the usage of this tool by Google and therefore provide the following information which reflects our current knowledge: With the embedding of AdWords Conversion, Google obtains the information that you called up the corresponding part of our website or clicked on our ad. If you are registered for a Google service, Google may assign the visit to your account. Even if you are not registered with Google or not logged in, there is the possibility that the provider finds out and saves your IP address.

The use requires your prior consent. You may revoke this consent at any time. You can also prevent participation in this tracking process in many different ways: a) with a corresponding setting in your browser software, the blocking of third-party cookies in particular means that you do not receive any ads from third parties; b) by deactivating the cookies for Conversion Tracking, by setting your browser so that cookies from the domain "www.googleadservices.com" are blocked, <https://www.google.de/settings/ads>, whereby this setting is deleted when you delete your cookies;

c) by deactivating the interest-based ads of providers who are part of the self-regulation campaign "About Ads", via the link <http://www.aboutads.info/choices>, whereby this setting is deleted when you delete your cookies; d) by permanent deactivation in your browsers Firefox, Internet Explorer, or Google Chrome under the link <http://www.google.com/settings/ads/plugin>. Please note that in this case you may not be able to use all features of this offer.

The legal basis for the processing of your data is Art. 6 Para. 1 Clause 1 lit. a) GDPR. You can find further information relating to data protection with Google here: <http://www.google.com/intl/de/policies/privacy> and <https://services.google.com/fh/files/misc/sitestats/de.html>. Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>.

### 7.3 LinkedIn retargeting

So that we can use relevant news and ads on LinkedIn – and in order to measure our marketing success, we have installed the LinkedIn pixel on our sites – and thus the retargeting/remarketing tool of the social network LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. When you visit our website and accept marketing cookies, a direct connection is established between your browser and the LinkedIn server via the LinkedIn pixel code. LinkedIn receives information that you visited our page with your IP address. This means that LinkedIn can assign the visit to our sites to your user account. We do not receive any information about the content of the data transferred, as well as its use by LinkedIn. And we are unable to assign this data to you as a person. More information about options for protecting your privacy on LinkedIn can be found in the privacy statements of LinkedIn online at <https://www.linkedin.com/about/privacy/>. If you want to deactivate the retargeting via LinkedIn for your browser, please use the opt-out function in the cookie setting.

## 8. Period of retention

We shall only store your personal data for as long as is required for the intended purpose of data collection, or as required by law. The data is only stored beyond this period if this is required according to laws, rules, or other regulations of the European

Union or a member state of the European Union, to which we are subject. More information can be found in the individual features of our website.

## **9. Data security**

We apply appropriate technical and organizational security measures in order to protect your data against accidental or intentional manipulation, partial or full loss, destruction, and against unauthorized access by third parties (e.g. TLS encryption for our website) taking into consideration current technology, the implementation costs and the nature, scope, context, and purpose of the processing, as well as the existing risks of a data breach (including its probability and effects) for the data subjects. Our security measures are continuously enhanced in line with the development of technology.

We are happy to provide further information in this regard upon request. Please contact our Data Protection Commissioner.

## **10. Objection to processing of your data or revocation of consent**

If you gave your consent for the processing of your data, you can revoke it again at any time for future effect. You can send your notice of revocation to [balluff@balluff.de](mailto:balluff@balluff.de). Please note that we may be legally bound to continue to store the data despite receipt of the objection or cancellation.

You can, of course, object to the processing of your personal data for advertising purposes at any time. The contact details can be found under point 1.

## **11. Your rights**

If your personal data is processed, you are a data subject within the meaning of the GDPR, and you have the following rights vis-a-vis the responsible body:

- Right of access
- Right of rectification or erasure
- Right of limiting the processing
- Right of objection to the processing
- Right of data portability

You have the right to file a complaint at any time with the data protection supervisory authority about the processing of your personal data by us.

## **12. Changes to the privacy statement**

Due to the dynamic development of the Internet offer and possible legislative amendments, it may be necessary to adapt our privacy statement from time to time. Therefore, you should always take note of the current version of our privacy statement.

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