

## NOTICE OF PRIVACY

AS AT 07/2023

### 1. Who is responsible for data processing and with whom can I communicate?

Balluff de México, S.A. de C.V., with office registered at Anillo Vial II Fray Junípero Serra 4416 Fracc. La Vista Residencial in the city of Querétaro, Querétaro; Mexico, Tel +52 442 212-4882, is responsible for collecting your personal data, the use that is given to them and their protection.

At Balluff de México, we care very much about your privacy and about keeping the personal information you share with us safe. We protect and safeguard the personal data of the Owner to avoid damage, loss, destruction, theft, loss, alteration, as well as unauthorized treatment, in compliance with the provisions of articles 8, 15, 16, 33, 36 and others related to the Federal Law on Protection of Personal Data Held by Individuals.

If you have any questions, suggestions or complaints, please contact the data protection officer, you can do so via email: [dataprotectionmx@balluff.com](mailto:dataprotectionmx@balluff.com).

This Privacy Notice is made available to you with the intention of the Holder having knowledge of the treatment that will be given to them, as well as the information necessary to exercise their rights of access, rectification, cancellation and opposition (hereinafter „ARCO Rights“), which are described below:

- Right to access your personal data held by Balluff de México, except in the cases mentioned in the Law.
- Right to rectify your personal data when they are inaccurate or incomplete.
- Right at all times to cancel your personal data. Balluff de México may deny the cancellation of the data in the terms established by the Law.
- Right at all times and for legitimate cause to oppose the treatment.

It is important to inform you that the Federal Law on Protection of Personal Data Held by Individuals protects your personal information from unauthorized uses and without your consent, so this document will make known the information we collect from the Owner, for what and how we use it and its possible transfers to third parties, the purposes of data processing, your ARCO rights, as well as the revocation of your consent, which the Owner can assert before Balluff México with the aim of having full control and decision over their personal information. For this reason, we recommend that you carefully read the following information:

This Privacy Notice is applicable to Owners of Personal Data obtained directly, indirectly or personally by Balluff de México, through the processes of purchasing and selling products, contracts, letters, requests for information, as well as the different forms contained on the Company's Website [www.balluff.com.mx](http://www.balluff.com.mx) (hereinafter "Website" and / or "Website") or any other means specified for such purposes, which refer to this Privacy Notice.

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

Personal Data is provided through the creation of an Account or the User Registry, and / or by submitting a contact request through the contact form on the customer service page. The Company collects personally identifiable information that is transferred voluntarily by the User, or in response to explicit requests by the Company.

Information should be truthful and complete. The user will respond at all times to the data provided and in no case will Balluff de México be responsible for their veracity.

The information requested is as follows: Name, Address, Date of Birth, Gender, Transactions, Email Account, Telephone Number (s), Fiscal Data for Preparation of Invoices, Bank Card Number, and Identifiers of Bank Accounts. Balluff de México does not request Sensitive Personal Data on the Website it administers.

Your personal information will be used for marketing purposes and to provide the services and products you have requested, inform you of changes and evaluate the quality of the service we provide. Because of this, we require obtaining the personal data defined in the fields of the contact form.

You have the right to access, rectify and cancel your personal data, as well as to oppose the treatment of these or revoke the consent that you have given us for this purpose, through the procedures that we have implemented. To know these procedures, you can contact the email address [dataprotectionmx@balluff.com](mailto:dataprotectionmx@balluff.com)

Likewise, we inform you that your personal data may be transferred and processed inside and outside the country, by people other than this company. If you do not express your opposition for your personal data to be transferred, it will be understood that you have given your consent for it.

The security and confidentiality of the data that users provide when contracting a service or buying a product online will be protected by a secure server under the Secure Socket Layer (SSL) protocol, in such a way that the data sent will be transmitted encrypted to ensure your receipt.

To verify that you are in a protected environment, make sure that an „S“ appears in the „https:// navigation bar.

However, and despite having more secure tools every day, the protection of data sent over the Internet cannot be guaranteed 100%; so once received, every effort will be made to safeguard the information.

That the installation, permanence and existence of Cookies on the user's or visitor's computer depends on their sole will and can be removed from their computer whenever they so wish. To know how to remove Cookies from the system it is necessary to check the Help section of the browser. Also, Cookies or other similar systems installed by third parties can be found on certain pages of our Site. The Company does not control the use of Cookies by third parties.

### 3. 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. 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 balluff@balluff.de, or sending a message to the contact details in the section Contact of this website.

#### **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 balluff@balluff.de, 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.

#### **5. Cookies Policy**

The User of the Company's Internet Page knows and accepts that the Company may use a monitoring system through the use of cookies (the „Cookies“). Cookies are data files that are stored on the hard drive of a user's computer equipment or electronic communications device when browsing an Internet site, which allows the exchange of status information between such site and the user's browser. The status information may reveal means of session identification, authentication or user preferences, as well as any data stored by the browser regarding the Internet site. Cookies are used in order to know the interests, behavior and demographics of those who visit our website and thus, better understand their needs and interests and give them a better service or provide related information. We also offer certain features that are only available through the use of Cookies. We will also use the information obtained through Cookies to analyze the pages browsed by the visitor or User, the searches carried out, improve our commercial and promotional initiatives, display advertising or promotions, banners of interest, improve our offer of content and articles, personalize such contents, presentation and services. Cookies are also used so that the User does not have to enter their password as frequently during a browsing session, also to account for and corroborate the records, the activity of the User and other concepts and commercial agreements, always aiming that the installation of Cookies benefits the User who receives it, and will not be used for other purposes outside the Company. It is established that the installation, permanence and existence of Cookies on the user's or visitor's computer depends on their sole will and can be removed from their computer whenever they so wish. To know how to remove Cookies from the system it is necessary to check the Help section of the browser. Also, Cookies or other similar systems installed by third parties can be found on certain pages of our Site. The Company does not control the use of Cookies by third parties. If you want more information about cookies, go to <http://www.allaboutcookies.org>. The Internet Protocol (IP) address can be used to diagnose problems with a browser, report global information, determine the fastest route for your computer when using a connection to a site, and manage and improve the site. „Internet bookmarks - Internet tags“ (also known as single-pixel GIFs, GIF files, invisible GIFs, and 1-for-1 GIFs) are smaller than cookies and provide the website server with information such as the IP address and the type of browser related to the visitor's computer. Bookmarks can be published both in online ads, which attract people to the site, or on different pages on the net. These bookmarks indicate how many times a page is visited and what information is consulted. „Browsing Data“ (historical files, server sessions, and detailed history data) are used for system administration, to improve site content, for market research purposes, and to provide information to visitors.

#### **6. Use of Google Analytics**

This website uses Google Analytics, a web analysis service of Google Inc. (Google), which makes use of cookies. The information generated by the cookie about your use of this website is generally transferred to a Google server in the United States and stored there. After activating IP anonymization on this website, Google shortens your IP address in advance within the member states of the European Union and in other countries that are contracting parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is transferred to a Google server in the United States and shortened there. Google will use this information on behalf of the operator of this website to evaluate your use of the website, compile reports on the activities of the website and provide additional services to the operator of the website associated with the website and the use of the Internet. The IP address transferred by your browser under Google Analytics is not combined with other Google data.

You can avoid storing cookies with the corresponding settings in your browser software; However, please note that with these settings you may not be able to use all the features of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) by Google, as well as the treatment of this data by Google, by downloading and installing the plugin of the browser. Available at the following link: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout). This website uses Google Analytics with the extension „anonymizelp ()“. This means that IP addresses are only processed in shorthand to prevent them from directly binding to a particular individual. If a personal connection can be established from the data collected about you, it will be rejected immediately and the personal data will be immediately deleted.

We use Google Analytics to be able to regularly analyze and improve the use of our website. Using statistics we can improve our offer and make it more interesting for you as a user. Exceptionally, when personal data is transferred to the United States, Google is subject to the EU and US Privacy Shield. USA, [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework). The legal basis for the use of Google Analytics is Art. 6 Section 1 Clause 1 letter f of the GDPR.

This website also uses Google Analytics for the analysis of visitors on multiple devices, which is carried out using a user identification. You can prevent the storage of cookies with the corresponding settings in your browser software. However, please note that in this case, you may not be able to use all the features of this website.

You can also prevent Google from collecting your data together with Google Analytics by downloading and installing the browser plug-in available at the following link: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout).

You can prevent Google Analytics from collecting your data on this website by clicking on the link below. An opt-out cookie is placed that prevents your data from being collected in the future when you visit this website:

### **Deactivate Google Analytics**

Learn more about Google's terms of use, as well as Google's privacy policy:

Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

Terms of use: [www.google.com/analytics/terms/](http://www.google.com/analytics/terms/). Data protection overview: [www.google.com/intl/es/analytics/learn/privacy.html](http://www.google.com/intl/es/analytics/learn/privacy.html).

Privacy Policy: [www.google.com/intl/es-US\\_us/policies/privacy/](http://www.google.com/intl/es-US_us/policies/privacy/).

#### **6.1 Google Tag Manager**

Google Tag Manager is a solution with which we can manage so-called website tags through a single interface (for example, integrating Google Analytics, as well as other Google marketing services, in our online offer). The Tag Manager (which implements the tags) does not process any personal data from users. See the following information about Google services regarding the processing of personal data of users. Usage guidelines: [www.google.com/intl/es-US\\_us/policies/privacy/](http://www.google.com/intl/es-US_us/policies/privacy/).

#### **6.2 Google Universal Analytics**

We use Google Analytics in the form of "Universal Analytics". "Universal Analytics" describes a Google Analytics procedure in which user analysis is performed on the basis of a pseudonymous user ID and, therefore, a pseudonymous user profile is created with information on the use of different devices (called „Cross Device Tracking“).

### **7. 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>

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.

### **8. Matomo**

We use the open-source software tool Matomo on our website to analyze the surfing behavior of our users.

Matomo creates usage profiles based on pseudonyms. For this purpose, permanent cookies are stored on your terminal device and read by us. In this way, we can recognize and count returning visitors. We also use the heatmap and session recording modules. Matomo's heatmap service shows us the areas of our website where the mouse is most often moved or clicked. The session recording service records individual user sessions. We can replay recorded sessions and thus analyze the use of our website.

Data entered in forms is not recorded and is not visible at any time. Your IP address is anonymized immediately after processing and before it is stored.

For more information on Matomo's terms of use and data protection policies, please visit: <https://matomo.org/privacy/>

## 9. Opticon Configuration

On our website we have implemented services of Opticon Sensoren GmbH, Siemensstr. 18, 63303 Dreieich, for configurable product display.

When using the configurations, your IP address is forwarded to Opticon Sensoren GmbH. There is no use of data by the service provider, nor is there any evaluation or combination of personal data. No data storage takes place. We have concluded an order processing contract with the company. You can find more information on Opticon Sensoren's data protection policies at: <https://opticon.com/privacy-policy/>

## 10. 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.

## 11. Conservation terms

Your personal data will be stored for the time provided solely for the purpose of collecting it, or for the time required by law. The data is only stored during the period required by the laws, rules and regulations of Mexico, which we are subject to. You will find more information in the individual functions of our website.

## 12. Opposition or revocation of the processing of your data

If you have given your consent to the processing of your data, you can revoke this consent at any time in the future. You can send your revocation to [dataprotectionmx@balluff.com](mailto:dataprotectionmx@balluff.com). Please note that despite any objection or revocation, we may be legally required to store the data.

Of course, you can object at any time to the processing of your personal data for advertising purposes. Contact details can be found in point 1.

## 13. Databases

The Company's Database, where the information collected is stored, will keep the Information provided by the Owner saved and protected, despite the fact that they are modified, updated, or even canceled for any reason. The foregoing is in order to maintain a History of the Owner and guarding its legal interests. The conservation of information indicated in this paragraph may be erased or eliminated in its entirety through the exercise of ARCO Rights.

## 14. Your rights

You can exercise the following rights against us with respect to the personal data that concerns you:

- Right of access
- Right of rectification or deletion
- Right to limitation of treatment
- Right of opposition to treatment
- Right to portability of your data
- Right not to be subject to automated individual decisions.

We inform you that you have the right to contact the data protection officer via email [dataprotectionmx@balluff.com](mailto:dataprotectionmx@balluff.com) and file a claim with the competent data protection control authority about the treatment of your personal data, if it deems appropriate.

## 15. Modifications of the Privacy Notice

Due to the dynamic development of Internet service provision and possible legislative changes, it may be necessary to adapt our privacy policy from time to time. For this reason, you should take note of the current version of our privacy policy.

## 16. Exclusion of liability

The Website may contain links, hyperlinks or hypertexts „links“, banners, buttons and / or Internet search tools that when used by users transport them to other portals or Internet sites that could be owned by third parties. Balluff de México does not control these sites and is not responsible for the Privacy Notices that they hold, the personal data that users come to provide through these portals or Internet sites other than the Website, which you must verify in the Notice of Privacy on each site you access. In addition, the Company may provide the Website with social media functions that allow it to share the Website information on its social networks and interact with Balluff de México on various social media sites. The use of these functions may imply that information is collected or shared about the Owner, which will depend on each specific function. We recommend that you review the settings and privacy policies of the social media sites with which those sites interact.

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