

## PRIVACY STATEMENT

Version as at 06/2023

Balluff Automation Malaysia SDN BHD (hereinafter referred to as “Balluff”, “we”, “us” or “our” in this Privacy Statement) is 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.

Using the information below, we want to inform you about the processing of your Personal Data when you visit our Website at [www.balluff.com/en-my](http://www.balluff.com/en-my). As a Malaysian company, we observe applicable statutory provisions, particularly the Personal Data Protection Act 2010 (PDPA).

By using our Website, you consent to the collection, use, processing and disclosure of your Personal Data in accordance with this Privacy Statement. We have the right to amend, update, revise or change this Privacy Statement (or any part thereof) from time to time. If you do not agree to any part of this Privacy Statement, kindly cease accessing the Website.

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

Balluff Automation Malaysia SDN BHD is responsible for the Personal Data collected via our Website. Our contact details are as follows:

The “responsible body” within the meaning of the EU-GDPR may be reached at:

Balluff GmbH  
Schurwaldstraße 9  
73765 Neuhausen a.d.F.  
Germany  
Attn: Data Protection Commissioner  
Phone +49 7158 173-0  
Fax +49 7158 5010  
[balluff@balluff.de](mailto:balluff@balluff.de)  
[www.balluff.com](http://www.balluff.com)

The responsible body within the meaning of the PDPA may be reached at:

Balluff Automation Malaysia SDN BHD  
D-1-53A, Block D, First Floor, IOI Boulevard,  
Jalan Kenari 5, Bandar Puchong Jaya,  
47170 Puchong, Selangor, Malaysia  
Phone +60 3 8602 9833  
[balluff.malaysia@balluff.com.my](mailto:balluff.malaysia@balluff.com.my)

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

Should you have any questions, suggestions or complaints relating to this Privacy Statement or our data collection practices, please contact our corporate Data Protection Officer.

You can reach our corporate Data Protection Officer by sending an e-mail to [DP.APAC@Balluff.com](mailto:DP.APAC@Balluff.com) or a letter “for the attention of Data Protection Officer” to our postal address above or by calling via our phone number above.

### 2. Processing of Personal Data when visiting our Website

Personal Data refers to data, whether true or not, about an individual who can be identified directly from that data; or indirectly from that data and other information to which an organisation has or is likely to have access (e.g. name, work address, function, title, e-mail address, phone/mobile number and account details) (collectively referred to as “Personal Data”).

When you browse our Website for information purposes (i.e. when you do not register an account or otherwise submit any information to us), we collect your usage data which is gathered by the web analysis services used by us, like Google Analytics and HubSpot. You can find more information about this in Points 6, 7 and 8 below.

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 have the personal option to voluntarily disclose your Personal Data in order to utilise our services. More information can be found in the Points below.

### 3. Why We Collect Personal Data

3.1 We may use your Personal Data or information for any of the following purposes:

- to enable you and us to customize or personalize your experience of our Website;
- to enable you to access and use our Website, associated applications and associated social media platforms;
- to contact and communicate with you;
- for internal record keeping and administrative purposes;
- for analytics, market research and business development, including to operate and improve our Website, associated applications and associated social media platforms;
- to run campaigns and/or offer additional benefits to you;
- for advertising and marketing, including to send you promotional information about our products and services and information about third parties that we consider may be of interest to you;
- to solicit your opinion or feedback on products and/or services provided;
- to manage your newsletter subscriptions; and
- to comply with our legal obligations and resolve any disputes that we may have.

## 4. Disclosure of your Personal Data

We may disclose your Personal Data or information to the following entities only to the extent the same is required for us to provide you services on our behalf:

### 4.1 Affiliates

Balluff GmbH and its family of companies.

### 4.2 Business Partners

We may also disclose your information to entities that provide services for or on behalf of us, such as companies that run service centres, maintain this Website, to perform data integrity checks, to provide website optimisation services, to deliver advertisements on this Website, to send mail or email, and/or to provide customer service. These entities are limited in their ability to use your information for purposes other than providing services for us and are required by contract to use any information we share with them only to perform services to us or on our behalf and to protect the confidentiality of your Personal Data or information.

### 4.3 Other Parties

There may be instances when we disclose your information to other parties:

- to comply with the law or respond to compulsory legal process (e.g. court orders or enforcement authorities);
- to verify or enforce compliance with the policies governing our services;
- to protect our rights and property or any of our respective affiliates, business partners, or customers;
- as part of a merger or transfer, or in the event of a bankruptcy; and
- when you consent to or request such sharing.

When we disclose your Personal Data to our affiliates, business partners, and other parties, this will mean that your Personal Data may be transferred to countries outside Malaysia, which have no comparable level of data protection so that an appropriate protection level is not guaranteed.

Please contact our Data Protection Officer 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.

## 5. Use of Cookies

Cookies are required to use the Balluff website. A cookie is a small file that can be stored on your computer when you visit a website. Every time you load our website, your browser checks if a cookie associated with our website exists (i.e. contains the name of our website). If it does, your browser sends the information saved in this cookie back to our website. This allows our website to recognize that it had already been opened in this browser before, and some of the displayed content may vary based on this information.

Cookies are generally stored in order to optimize and personalize page design, offer users additional features, increase loading speed, and for statistical purposes. With the use of cookies, we furthermore can offer you products and services that we think may be of interest to you. You can block or delete the cookies from this site. However, this action can prevent some of the website features from working properly.

Please note: None of the cookies used on our website collect information that can be used to identify you personally.

You can block or delete cookies in the browser settings. In order to manage cookies, most browsers allow you to accept or reject all cookies, or to accept only specific types of cookies. You can also adjust your settings so you will be asked every time a website wants to store a cookie. The ways in which you can specifically manage and delete cookies depend on your particular browser. Every browser differs in this respect. To find out, you can simply use the integrated help function in your browser.

Alternatively, you can find additional information regarding various browsers here.

[Internet Explorer](#)

[Edge](#)

[Firefox](#)

[Safari](#)

[Google Chrome](#)

We use the following types of cookies, whose scope and operating principle are explained below:

- transient cookies (see 5.1)
- persistent cookies (see 5.2)

### 5.1 Transient cookies

Transient cookies are automatically deleted when you close the browser. They include, in particular, session cookies. They save a session ID which can be used to assign different queries from your browser to the joint session. As a result, your computer can be recognized when you return to our website. The session cookies are deleted when you log out or close the browser.

### 5.2 Persistent cookies

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 refuse the acceptance of third-party cookies or all cookies. Click on 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 on the Website if you block or delete cookies.

We use 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.

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.

## 5.3 Cookie Details

We use the following cookies on our website:

Name	Description/Purpose	Runtime	Cookie Type
<b>_gat_Idi</b> (Google Analytics)	<b>Statistics</b> Is used to limit the demand rate.	Session	Analytical & Comfort
<b>_gat</b> (Google Analytics)	<b>Statistics</b> Is used by Google Analytics to limit the demand rate.	Session	Analytical & Comfort
<b>_ga</b> (Google Analytics)	<b>Statistics</b> This cookie collects anonymous information on how users use this website for the purpose of analysis.	2 years	Analytical & Comfort
<b>_gid</b> (Google Analytics)	<b>Statistics</b> Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Session	Analytical & Comfort
<b>laravel_session</b> (Balluff Webshop)	<b>Identification of online shop user sessions</b> Used for online shop logon and user sessions. The cookie identifies online shop users in order to correctly assign the shopping carts.	5 days	Necessary
<b>XSRF-TOKEN</b> (Balluff Webshop)	<b>Security in the online shop</b> Protection against cross-site request forgery does not contain any personal data.	5 days	Necessary
<b>PREF</b> (YouTube)	<b>Statistics</b> Unique ID that Google uses for statistics purposes in order to survey the usage of visitors on different websites.	2 years	Analytical & Comfort
<b>VISITOR_INFO1_LIVE</b> (YouTube)	<b>Settings</b> Tries to determine the necessary bandwidth for the embedded YouTube video.	8 months	Analytical & Comfort
<b>GPS</b> (YouTube)	<b>Tracking</b> Registers a unique ID on mobile devices in order to allow geo-based GPS tracking.	Session	Analytical & Comfort
<b>YSC</b> (YouTube)	<b>Statistics</b> Is used by YouTube in order to track settings for the embedded YouTube video when this is played.	Session	Analytical & Comfort
<b>session</b> (Balluff Webshop)	Is used by the webshop to identify a session	1 day	Necessary
<b>auth_token</b> (Balluff Webshop)	Is used by the webshop to identify a session	1 day	Necessary
<b>auth_uid</b> (Balluff Webshop)	Is used by the webshop to identify a session	1 day	Necessary
<b>external_access</b> (Balluff Webshop)	Is used by the webshop to identify a session	1 day	Necessary
<b>last_cart_count</b> (Balluff Webshop)	Used by the webshop to cache the number of products in the shopping cart	6 months	Necessary
<b>myballuff</b> (Balluff Webshop)	Used by the My Balluff portal to identify a session	1 month	Necessary
<b>IDE</b> (Google)	Used by Google DoubleClick to register and report the user's actions on the website after viewing or clicking on one of the provider's ads with the purpose of measuring the effectiveness of an advertisement and displaying targeted advertising to the user.	1 year	Analytical & Comfort
<b>__hs_opt_out</b> (HubSpot)	Is used by HubSpot to remember your cookie settings.	13 months	Necessary
<b>__hs_initial_opt_in</b> (HubSpot)	Is used by HubSpot to prevent the cookie banner from always displaying when visitors are browsing in strict mode.	7 days	Necessary
<b>__hs_cookie_cat_pref</b> (HubSpot)	Is used by HubSpot to record the categories a visitor consented to.	13 months	Necessary
<b>&lt;id&gt;_key</b> (HubSpot)	When visiting a password-protected page, this cookie is set by HubSpot so future visits to the page from the same browser do not require login again.	14 days	Necessary
<b>hs-messages-is-open</b> (HubSpot)	Is used by HubSpot to determine and save whether the chat widget is open for future visits.	30 minutes	Necessary
<b>hs-messages-hide-welcome-message</b> (HubSpot)	Is used by HubSpot to prevent the chat widget welcome message from appearing again for one day after it is dismissed	1 day	Necessary
<b>__hsmem</b> (HubSpot)	Is used to identify HubSpot membership users (mostly Balluff sales representatives) when they are currently logged in	1 year	Necessary

<b>hs-membership-csrf</b> (HubSpot)	Is used by HubSpot to ensure that content membership logins cannot be forged.	Session	Necessary
<b>hs_langswitcher_choice</b> (HubSpot)	Is used by HubSpot to save the visitor's selected language choice when viewing pages in multiple languages	2 years	Necessary
<b>__cfuid</b> (Cloudflare)	Is used by Cloudflare to limit demand rate.	Session	Necessary
<b>__hstc</b> (HubSpot)	Is used by HubSpot for tracking visitors and contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	13 months	Analytical & Comfort
<b>Hubspotutk</b> (HubSpot)	Is used by HubSpot for keeping track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.	13 months	Analytical & Comfort
<b>__hssc</b> (HubSpot)	Is used by HubSpot to keep track of sessions. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.	30 minutes	Analytical & Comfort
<b>__hssrc</b> (HubSpot)	Is used by HubSpot to determine a session.	Session	Analytical & Comfort
<b>messagesUtk</b> (HubSpot)	Is used by HubSpot to associate a cookie browser with a chat.	13 months	Analytical & Comfort
<b>fr</b> (Facebook)	Is used by Facebook for remarketing purposes.	3 months	Analytical & Comfort
<b>fbp</b> (Facebook)	Is used by Facebook for remarketing purposes.	2 months	Analytical & Comfort
<b>_pk_ref</b> (Matomo)	Is used to store the attribution information, the referrer initially used to visit the website.	6 months	Analytical & Comfort
<b>_pk_cvar</b> (Matomo)	Is a short lived cookies used to temporarily store data for the visit.	30 minutes	Analytical & Comfort
<b>_pk_id</b> (Matomo)	Is used to store a few details about the user such as the unique visitor ID.	13 months	Analytical & Comfort
<b>_pk_ses</b> (Matomo)	Is a short lived cookies used to temporarily store data for the visit.	30 minutes	Analytical & Comfort
<b>matomo_ignore</b> (Matomo)	This cookie is generated when the user rejects our cookies via our cookie banner. The visit is recorded by Matomo, but can't be recognized due to missing information.	30 years	Necessary
<b>matomo_sessid</b> (Matomo)	It doesn't contain any data used to identify visitors and is considered an "Essential" cookie	14 days	Necessary
<b>_pk_hsr</b> (Matomo)	Is a short lived cookies used to temporarily store data for the visit.	30 minutes	Analytical & Comfort
<b>mtm_consent</b> (Matomo)	Are created to remember that consent was given by the user.	30 years	Necessary
<b>mtm_consent_removed</b> (Matomo)	Are created to remember that consent was removed by the user.	30 years	Necessary
<b>mtm_cookie_consent</b> (Matomo)	Is created to remember that consent for storing and using cookies was given by the user.	30 years	Necessary

#### Necessary Cookies

These cookies are necessary for the operation of the site. They help to make the website usable and enable security-relevant functionalities. Without these cookies the website cannot function properly.

#### Analytical & Comfort Cookies

These cookies provide us with information about which areas of our website are used. For this purpose we collect statistical data without personal reference. They allow us to continuously develop, to adapt the contents to your needs and to use networks for the targeted promotion of our products.

They furthermore enable us to display your personalized content according to your interests and make the site easier to use.

We support you by saving your settings.

You can opt-in HubSpot cookies in the cookie banner. Please refer to 7. and 8. below on how to opt-out other cookies.

#### 6. Online marketing and digital communication with HubSpot

We use the HubSpot marketing automation software of the American company HubSpot Inc., 2nd Floor 30 North Wall Quay, Dublin 1, Ireland (hereinafter referred to as "HubSpot") for our website [www.balluff.my](http://www.balluff.my), our blog [blog.innovatingautomation.asia/](http://blog.innovatingautomation.asia/) and our knowledge base [kb.innovatingautomation.asia/](http://kb.innovatingautomation.asia/). HubSpot is an integrated software solution by which we cover different aspects of our digital marketing, sales, and customer relation management. Furthermore, we use the tool for analytical purposes of our web offer to optimize it and to offer you the best possible and user-friendly service.

We use HubSpot for:

- Contacting us through the contact form or live-chat box;
- Sending newsletters;

- Content management for our blog;
- Subscription to blog updates;
- Creating landing pages which are used as part of an advertising campaign and contain interaction possibilities such as contacting or download of white papers;
- Social media linking and social media sharing; and
- Evaluating the usage of our web pages (e.g. access, pages visited, dwelling time, etc.) as well as for evaluating the usage of our newsletter (opening rate, click rate, unsubscribe, etc.).

Your Personal Data which you provide, e.g. when using our contact form, live chat or download form, are stored on the servers of our software and hosting partner HubSpot located in the USA.

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.

Of course, HubSpot also uses "cookies" which are saved on your computer and allow us to analyse your usage of the website. The information gathered (e.g. IP address, geographical location, type of browser, duration of the visit and pages viewed) is evaluated by HubSpot on our behalf so that we can generate reports on the visit and the pages viewed and can therefore improve our online presence. If you generally do not want HubSpot to record your activities on our website and our blog, you can opt-out in the cookie message appearing during the first visit to our pages.

Any information gathered by us is subject to this Data Privacy Statement. HubSpot is certified under the terms of the "EU - U.S. Privacy Shield Frameworks" and is subject to the TRUSTe's Privacy Seal as well as "U.S. - Swiss Safe Harbor" framework.

More information on HubSpot's data protection regulations can be found [here](#).

More information on the cookies used by HubSpot can be found [here](#).

## 6.1 Forms on landing pages and newsletter marketing

Our product-specific landing pages include forms which you can use for fast electronic contacting or for downloading brochures/white papers. Our legitimate interest in processing your data, is to communicate with you and to answer your inquiries in a fast way. If you provide us with your Personal Data using the contact form, these data are always disclosed on an explicitly voluntary basis.

The following data can be collected on a mandatory basis, when using the contact form, download form or the live-chat box:

- Your first and last name, e-mail address, phone number, title (Mr./ Mrs.), job function, industry, company and country can be mandatory items to process your request and send you an answer. If you do not provide us with your Personal Data, we will not be able to communicate with you or answer your inquiries.

Technical data collected:

- IP address, Time of subscription and webform used for the subscription.

Your Personal Data will not be passed on to any unauthorized third parties. The data is stored in our marketing automation tool HubSpot. Every newsletter contains an unsubscribe link. Furthermore, you can always send an e-mail to [DP.APAC@Balluff.com](mailto:DP.APAC@Balluff.com) and inform us to withdraw your consent to the processing of your data.

## 6.2 Blog and updates

You can register for a blog update with your e-mail address. This means that we send you e-mails with your preferred receiving frequency each month with posts from [blog.innovatingautomation.asia](http://blog.innovatingautomation.asia).

If you provide us with your Personal Data by subscribing to the blog update, these data are always disclosed on an explicitly voluntary basis. You always have the possibility to withdraw your consent to the processing of your data via e-mail to us to [DP.APAC@Balluff.com](mailto:DP.APAC@Balluff.com).

## 6.3 Newsletters

To keep you up to date about our company and products, we offer newsletters to different topics:

- Service E-Mails;
- Industry News;
- Balluff News (Company/ Marketing/ Application/ Products);
- Innovating Automation News;
- Sales and Offer Emails; and
- Blog News.

Only your e-mail address is required for sending the newsletters. The disclosure of other, separately marked data is voluntary and is used to be able to address you personally.

You may revoke your consent at any time. This can be done by clicking on the link in every newsletter e-mail or sending an e-mail to [DP.APAC@Balluff.com](mailto:DP.APAC@Balluff.com).

For sending the newsletter we make use of HubSpot, who has been bound by us to comply with the data protection laws. 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. The newsletters may also contain links to third-party websites. After you unsubscribe, we shall block your data given in this context so that you no longer receive any newsletters from us in the future.

## 6.4 Live Chat

If you want to receive direct information or help on our products, services, or other information about Balluff, you have the option to contact us directly and quickly via the Chat feature on our Website (at certain times). To take part in the live chat, we require your name, e-mail address and job function. If you share other Personal Data with us during the live chat, this information is provided on a voluntary basis.

## 6.5 Analytical data and reporting

Using HubSpot we can carry out the following analytical collections and evaluations, among other things:

- Activity on our web pages and our blog;
- Number of page views and dwelling time of website visitor;
- Click path of the respective visitor;
- Downloads of files provided via the Website;
- Visits to landing pages; and
- Opening rates of e-mails from newsletters and campaigns.

By using the Website or blog you declare your consent to the collection of analytical data. You can always unsubscribe from the HubSpot tracking using the opt-out button in the cookie message.

## 6.6 HubSpot logfiles

Whenever calling up websites/landing pages created using HubSpot, HubSpot automatically generates so-called logfiles. Among other things, the logfiles can contain the following information: IP address, browser type, domain names, internet service provider (ISP), the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, clickstream data, access times and referring website addresses. This information is used by HubSpot to provide general statistics regarding use of the Websites. For these purposes, we do link this automatically-collected data to other Personal Data such as name, email address, address, and phone number.

## 7. Use of Google Analytics

This Website uses Google Analytics, a web analysis service of Google Inc. (Google), which uses cookies. The information generated by the cookie about your usage of this Website is generally transferred to a Google server in the USA and stored there. Upon activation of the IP anonymization on this Website, your IP address may be shortened beforehand by Google. Google shall use this information on behalf of the operator of this Website in order to evaluate your usage of the Website, compile reports about the Website activities, and to provide further services to the Website operator associated with the Website and Internet usage.

We use Google Analytics in order to be able to analyse and regularly improve the usage of our Website. Using the statistics, we can improve our offering and make it more interesting for you as a user. This Website also uses Google Analytics for the analysis of visitors across multiple devices, which is done using a user ID.

This Website uses Google Analytics with the extension "anonymizelp()". This means that IP addresses are only processed further in abbreviated form to prevent them from being directly linked to a particular individual. If a personal connection can be made from the data collected about you, it is rejected immediately and the Personal Data is deleted straight away. The IP address transferred by your browser within the framework of Google Analytics is not merged with other data of Google. 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. You can also prevent the collection of data generated by the cookie and related to your usage of the Website (incl. your IP address) by Google, as well as the processing of this data by Google, by downloading and installing the browser plug-in available under the following link: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout). An opt-out cookie which prevents the collection of your data in the future will be placed.

More information about the terms of use of Google, as well as Google's privacy statement:

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/gb.html](http://www.google.com/analytics/terms/gb.html).

Overview of data protection: [www.google.com/intl/de/analytics/learn/privacy.html](http://www.google.com/intl/de/analytics/learn/privacy.html).

Privacy statement: [www.google.de/intl/gb/policies/privacy](http://www.google.de/intl/gb/policies/privacy).

#### 7.1 Google Tag Manager

Google Tag Manager is a solution with which we can manage website tags via a single interface (and, e.g., integrate Google Analytics, as well as other Google Marketing services, in our online offer). The Tag Manager itself (which implements the tags) does not process any Personal Data of the users. Refer to the following information on Google services with regard to the processing of Personal Data of the users.

Usage Guidelines: [www.google.com/intl/de/tagmanager/use-policy.html](http://www.google.com/intl/de/tagmanager/use-policy.html).

#### 7.2 Google Universal Analytics

We use Google Analytics in the form of "Universal Analytics". "Universal Analytics" describes a procedure of Google Analytics where the user analysis is effected on the basis of a pseudonym user ID and thus a pseudonymous user profile is created with information from the usage of different devices (commonly known as "Cross Device Tracking").

### 8. 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 external service providers to operate our Website and the associated processes. 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 further.

If your data has to be processed by a provider in a country without corresponding data protection law, the processing is protected by written contracts ensuring that the parties with whom we shall be sharing your Personal Data or information shall maintain the same or greater level of data protection and security as adhered by us.

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.

#### 8.1 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 orders, apart from the necessary details needed for us to fulfil and execute the orders, other information is voluntary. If you volunteer such information, you will be consenting to our processing it for the purpose of completing the orders [to specify other purposes if necessary/ e.g. managing our customers?].

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. 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 which allows us to save your data for future 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 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 will be stored or passed on. This survey includes a satisfaction rating and a comments section. The aim is to further enhance the online shop and improve customer satisfaction.

#### 8.2 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.

2) When you visit the Website YouTube is informed that you called up the corresponding subpage from our Website. YouTube also collects the following data:

- IP address;
- Date and time of request;
- Time zone difference to Greenwich Mean Time (GMT);
- Content of the request (specific page);
- Access status/HTTP status code;
- Data volume transferred;
- Website from where the request has come from;
- Browser;
- Operating system and its interface; and
- Language and version of browser software.

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 Malaysia 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 the privacy statement. There you also obtain further information about your rights and setting options for the protection of your privacy: [www.google.de/intl/en/policies/privacy](http://www.google.de/intl/en/policies/privacy).

#### 8.3 Integration of Google Maps

1) We use Google Maps on this Website. 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.

2) When you visit the Website, Google is informed that you called up the corresponding subpage from our Website. Google also collects the data listed under 8.2. 2) above. 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 also obtain further information about your relevant rights and setting options for the protection of your privacy: [www.google.de/intl/en/policies/privacy](http://www.google.de/intl/en/policies/privacy).

#### 8.4 Use of social media icons

We have configured social media icons on our Website. You can reach the following social media platforms with a simple mouse click: Facebook, YouTube, Twitter 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.

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.

Below you can find the addresses of the social media platforms where you can view their privacy statements.

- Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA; [www.facebook.com/policy.php](http://www.facebook.com/policy.php) Facebook is subject to the EU-US Privacy Shield, [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework).
- YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066 USA, [policies.google.com/privacy?hl=en](http://policies.google.com/privacy?hl=en), Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.
- Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA; [twitter.com/privacy](http://twitter.com/privacy). Twitter is subject to the EU-US Privacy Shield, [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework).
- LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA; [www.linkedin.com/legal/privacy-policy](http://www.linkedin.com/legal/privacy-policy). LinkedIn is subject to the EU-US Privacy Shield, [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework).

#### 8.5 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. 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.

#### 8.6 Balluff Configurator

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 for technically necessary reasons in accordance with Art. 6 Para. There is no use of data by the Opticon Sensoren GmbH, nor is there any evaluation or combination of personal data. No data storage takes place. We have concluded an order processing contract with Opticon Sensoren GmbH. You can find more information on the data protection of Opticon Sensoren GmbH at: <https://opticon.com/privacy-policy/>

#### 8.7 Career portal

Our Website informs you about vacancies in Balluff. If you share any Personal Data with us, this information is provided on a voluntary basis.

We shall delete the data generated in conjunction with this after the storage is no longer required and no legal retention periods prevent the deletion.

## 8.8 Contact function

On our Website there is a contact us function. If you share with us with any Personal Data such as your contact details, this information is provided on a voluntary basis.

We shall delete the data generated in conjunction with this after the storage is no longer required and no legal retention periods prevent the deletion.

## 8.9 Links to other Websites

Our web pages may contain hyperlinks to other websites which are not operated by us. We do not monitor these websites and do not assume any responsibility for their contents nor their treatment of personal data.

## 9. Use of retargeting tools

We use retargeting technology on our Website. We use retargeting in order to categorize website visitors into user groups.

### 9.1 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 [www.facebook.com/about/privacy/](http://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.

### 9.2 Google Adwords Conversion

- 1) We use Google Adwords in order to draw attention to our attractive offers using ads (commonly known as 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 an "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. Google only provides us with statistical analyses. 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 processing of the data that is collected by Google through the use of this tool, and we therefore inform you according to the level of information known: With the integration of AdWords Conversion, Google receives information that you called up the corresponding page of our Website or clicked on one of our ads. 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.
- 5) You can prevent the participation in this tracking process in different ways: a) with a corresponding setting in your browser software, particularly the rejection of third-party cookies means that you do not receive any ads from third-party providers; b) by deactivation of cookies for conversion tracking by setting your browser so that cookies are blocked from the domain "www.googleadservices.com", [www.google.de/settings/ads](http://www.google.de/settings/ads), whereby this setting is deleted when you delete your cookies; c) by deactivation of the interest-related ads from providers, which are part of the self-regulation campaign "About Ads", via the link [www.aboutads.info/choices](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 [www.google.com/settings/ads/plugin](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.
- 6) More information about data protection at Google can be found here: [www.google.com/intl/en/policies/privacy](http://www.google.com/intl/en/policies/privacy) and [services.google.com/sitestats/en.html](http://services.google.com/sitestats/en.html). Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at [www.networkadvertising.org](http://www.networkadvertising.org).

## 10. 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 are able to recognize and count returning visitors. We also use the heatmap & 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.

You can configure your browser settings according to your wishes and refuse the acceptance of such cookie. If you have given your consent via our banner. You can revoke your consent at any time.

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

## **11. Privacy of children**

We do not knowingly collect any Personal Data from children under the age of 18. If you are under the age of 18, please do not submit any Personal Data through our Website or service. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce this Policy by instructing their children to never provide Personal Data through our Website or service without their permission.

If you have reason to believe that a child under the age of 18 has provided Personal Data to us through our Website or service, please contact us. You must also be old enough to consent to the processing of your Personal Data in your country (in some countries we may allow your parent or guardian to do so on your behalf).

## **12. Duration of storage**

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 to which we are subject.

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

You may revoke your consent for the processing of your data at any time for future effect by sending your notice of revocation to [DP.APAC@Balluff.com](mailto:DP.APAC@Balluff.com). Please note that we may be legally bound to continue to store the data despite receipt of the objection or cancellation.

## **14. Right of Access and Correction**

You have the right at any time to inspect and correct your Personal Data held by us if you believe that the data is incorrect by contacting our corporate Data Protection Officer via the details set out under 1 above.

## **15. Changes to the Privacy Statement**

Due to the dynamic nature 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. Your continued use of our Website or services after we make any modifications to the Privacy Statement constitutes your acknowledgement of the modifications and your consent to abide and be bound by the modified Privacy Statement.

## **16. Governing Law**

This Privacy Statement shall be governed by the laws of the Malaysia. Further, it is irrevocably and unconditionally agreed that the Courts of Malaysia shall have exclusive jurisdiction in relation to any claims, disputes or proceedings.

## **17. Language**

This Privacy Statement is issued in both English and Malay languages. In the event of any discrepancy or inconsistency between the English and Malay version which is available here, the English version will prevail.

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[www.balluff.com.my](http://www.balluff.com.my)