

# Data Protection and Privacy Statement

Data protection is a major concern of afb Application Services AG, Landsberger Strasse 300, 80687 Munich. The processing of the data of our customers takes place exclusively in compliance with the applicable data protection regulations (e.g. DSGVO, BDSG-neu).

We collect and process personal data when you provide us with this information (e.g. by registering on the website, contact inquiries, surveys, etc.) and we are authorized to use and process it on the basis of your consent or on the basis of a legal provision collection.

If we receive personal data from other companies, you will be informed as soon as possible, at the very first contact. Also these data are stored and processed only on the basis of the legal regulations.

## 1 YOUR PERSONAL DATA

“Personal data“ means any information concerning the personal or material circumstances of an identified or identifiable individual (the data subject). This includes for example: your name, telephone number, postal and e-mail address.

## 2 WHAT DATA DO WE COLLECT WHEN YOU VISIT OUR WEBSITE?

The processing of personal data is necessary to achieve the above-mentioned purposes, including the execution of the (contractual) business relationship with you. Legal basis for the data processing is – as far as not anomalous indicated – article 6 (1) (b) and (f) of the General Data Protection Regulation or your expressly granted consent acc. Article 6 (1) (a) of the General Data Protection Regulation.

Insofar as the above data are to be further processed for an other purpose than the original data collection purpose, you will be informed of it before further processing. In this way, you have the opportunity to object to the processing of your data for another purpose.

### **Data of business customers:**

We process the following data from our business partners:

- first and last name, business address, business telephone number, business mobile number, business fax number and business e-mail address;
- payment information required to process payment or fraud prevention, including credit card information and card verification numbers;
- other information required to be processed by us as part of a project or to execute a contractual relationship with us or voluntarily provided by our business partners, such as orders placed, requests made or project details;

- information collected from publicly available sources, information databases or credit bureaus.

When you visit this website, the web server captures and stores your IP-address. The collection and storage of this data is for technical reasons only, such as to eliminate malfunctions. No further use or analysis of this data takes place.

Beyond that we collect and store your personal data only if you have given us your express consent.

### 3 COOKIES

We use an analysis cookie when you visit this website. Cookies are small text files that are stored in your browser's cache. The stored cookie may for example contain information about your chosen language. Cookies further allow us to anonymously analyse your web surfing behavior by storing information such as the date and time of access, URL (address) of the referring site, which pages you visit, the type of browser and browser version, and your operating system.

Matching this data to a specific person is not possible. The data does not contain any information that could enable the identification of individual users.

You can choose to completely deactivate the use of cookies in the settings of your web browser. However, we would like to point out that as a result some areas of this site may no longer function or may not function to their full extent.

#### **Cookie consent with Cookiebot**

Our website uses Cookiebot's cookie consent technology to obtain your consent to the storage of certain cookies on your device and to document them in compliance with data protection regulations. The provider of this technology is Cybot A / S, Havnegade 39, 1058 Copenhagen, Denmark (hereinafter "Cookiebot").

When you visit our website, a connection is established to the Cookiebot servers in order to obtain your consent and other declarations regarding the use of cookies. Cookiebot then saves a cookie in your browser in order to be able to assign the consent given to you or to be able to withdraw it. The data collected in this way will be stored until you ask us to delete it, delete the cookie yourself or the purpose for data storage no longer applies. Mandatory statutory retention requirements remain unaffected.

Cookiebot is used to obtain the legally required consent for the use of cookies. The legal basis for this is Article 6 (1) c GDPR.

#### **Order processing**

We have concluded an order processing contract (AVV) with the above-mentioned provider. This is a contract stipulated by data protection law, which ensures that it processes the personal data of our website visitors only in accordance with our instructions and in compliance with the GDPR.

## 4 SERVER LOG FILES

The website provider automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- the operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server request
- IP address

This data will not be merged with other data sources.

This data is recorded on the basis of Art. 6 Paragraph 1 lit. f GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimisation of his website – the server log files must be recorded for this.

## 5 GOOGLE ANALYTICS

This website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”). Google Analytics uses “cookies”, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

Google will use this information on behalf of the site operator (afb Application Services AG) for the purpose of evaluating your use of the website, compiling reports on website activity for the site operator and providing him other services relating to website activity and internet usage.

In addition, Google may transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. The IP-address that your Browser conveys within the scope of Google Analytics will not be associated with any other data held by Google. You may prevent the use of cookies by selecting the appropriate settings in your browser. If you do this you may not be able to use the full functionality of this website.

We point out that we use Google Analytics with the “\_anonymizeIp ()” function, so that only a shortened IP address is processed in order to exclude the possibility of matching to a specific user.

You can opt-out from being tracked by Google Analytics with effect for the future by downloading and installing Google Analytics Opt-out Browser Add-on for your current web browser.

We have activated the IP anonymisation function on this website. As a result, your IP address will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before it is transmitted to the USA. The full IP address will only be sent to a Google server in the USA and shortened there in exceptional cases. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator

with other services relating to website activity and internet usage. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

You can object to the collection and use of information by Google at any time with future effect by installing the deactivation add-on provided by Google.

### **Browser plugin**

You can prevent Google from collecting and processing your data by downloading and installing the browser plug-in available under the following link:

<https://tools.google.com/dlpage/gaoptout?hl=de>.

You can find more information on how Google Analytics handles user data in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>.

### **Order processing**

We have concluded an order processing contract with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

### **Demographic characteristics in Google Analytics**

This website uses the "demographic characteristics" function of Google Analytics in order to be able to show website visitors appropriate advertisements within the Google advertising network. This allows reports to be created that contain information on the age, gender and interests of the site visitors. This data comes from interest-based advertising from Google as well as from visitor data from third-party providers. These data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the section "Objection to data collection".

### **Google Analytics e-commerce tracking**

This website uses the "e-commerce tracking" function of Google Analytics. With the help of e-commerce tracking, the website operator can analyse the purchasing behavior of website visitors in order to improve their online marketing campaigns. Information such as the orders placed, average order values, shipping costs and the time from viewing to purchasing a product are recorded. This data can be summarised by Google under a transaction ID that is assigned to the respective user or their device.

### **Storage period**

Data stored by Google at user and event level that are linked to cookies, user IDs (e.g. user ID) or advertising IDs (e.g. DoubleClick cookies, Android advertising ID) are anonymised after 14 months or deleted. You can find details on this under the following link:

<https://support.google.com/analytics/answer/7667196?hl=de>.

## 6 GOOGLE DOUBLECLICK

This website uses functions from Google DoubleClick. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter "DoubleClick").

DoubleClick is used to show you interest-based advertisements across the entire Google advertising network. With the help of DoubleClick, the advertisements can be tailored to the interests of the respective viewer. For example, our advertising can be displayed in Google search results or in advertising banners linked to DoubleClick.

In order to be able to display interest-based advertising to users, DoubleClick must recognise the respective viewer and be able to assign the websites he has visited, clicks and other information on user behavior. For this purpose, DoubleClick uses cookies or comparable recognition technologies (e.g. device fingerprinting). The information collected is combined into a pseudonymous user profile in order to display interest-based advertising to the user concerned.

Google DoubleClick is used in the interest of targeted advertising. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit.f GDPR. If a corresponding consent has been requested (e.g. consent to the storage of cookies), processing takes place exclusively on the basis of Art. 6 Para . 1 lit. a GDPR; the consent can be revoked at any time.

For more information on how to object to the advertisements displayed by Google, please refer to the following links: <https://policies.google.com/technologies/ads> and <https://adssettings.google.com/authenticated>.

## 7 USING GOOGLE ADWORDS CONVERSION TRACKING

We use the online advertising program "Google AdWords" including Google AdWords Conversion Tracking, a tool used to analyze website traffic. When you click an ad delivered by a Google ad, a conversion tracking cookie is stored on your computer. These cookies expire after 30 days, do not contain personal data and cannot be used for personal identification.

If you visit certain pages of our website and the cookie has not yet expired, both Google and we recognize that you clicked the ad and proceeded to the selected page. Every Google AdWords advertiser is assigned a different cookie. This prevents tracking of cookies through the websites of different AdWords customers.

The information gathered using the conversion cookie is used to create conversion statistics for AdWords customers, who have decided to activate conversion tracking. Google provides customers with information about the total number of users who clicked on the ad and proceeded to a page marked by a conversion tracking tag. Customers do not receive any information that can personally identify users.

You can disable conversion tracking by setting your browser to block cookies from the following domain: "Googleadservices.com."

For more information on "Privacy" in the context of Google AdWords, follow this Link: [www.google.de/privacy\\_ads.html](http://www.google.de/privacy_ads.html)

## 8 GOOGLE MAPS

This site uses the Google Maps map service. The provider is Google Ireland Limited (“Google”), Gordon House, Barrow Street, Dublin 4, Ireland.

To use the functions of Google Maps, it is necessary to save your IP address. This information is usually transmitted to and stored by Google on servers in the United States. The provider of this site has no influence on this data transfer. If Google Maps is activated, Google can use Google Web Fonts for the purpose of uniformly displaying the fonts. When you call up Google Maps, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly.

The use of Google Maps is in the interest of an appealing presentation of our online offers and to make it easy to find the places we have indicated on the website. This represents a legitimate interest within the meaning of Article 6 Paragraph 1 lit. the consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission. You can find details here: <https://privacy.google.com/businesses/gdprcontrollerterms/> and <https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>.

You can find more information on handling user data in Google's data protection declaration: <https://policies.google.com/privacy?hl=de>.

## 9 GOOGLE RECAPTCHA

We use “Google reCAPTCHA” (hereinafter “reCAPTCHA”) on this website. The provider is Google Ireland Limited (“Google”), Gordon House, Barrow Street, Dublin 4, Ireland.

The purpose of reCAPTCHA is to check whether data is entered on this website (e.g. in a contact form) by a person or by an automated program. To do this, reCAPTCHA analyses the behavior of the website visitor based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website. For the analysis, reCAPTCHA evaluates various information (e.g. IP address, length of stay of the website visitor on the website or mouse movements made by the user). The data collected during the analysis are forwarded to Google.

The reCAPTCHA analyses run completely in the background. Website visitors are not informed that an analysis is taking place.

The storage and analysis of the data takes place on the basis of Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in protecting its web offers from abusive automated spying and from SPAM. If a corresponding consent has been requested, the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

Further information on Google reCAPTCHA can be found in the Google data protection provisions and the Google Terms of Use under the following links: <https://policies.google.com/privacy?hl=de> and <https://policies.google.com/terms?hl=de>.

## 10 VIMEO WITHOUT TRACKING (DO-NOT-TRACK)

This website uses plugins from the video portal Vimeo. The provider is Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA.

When you visit one of our pages equipped with Vimeo videos, a connection to the Vimeo servers is established. The Vimeo server is informed which of our pages you have visited. Vimeo also obtains your IP address. However, we have set Vimeo in such a way that Vimeo will not track your user activities and will not set any cookies.

Vimeo is used in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 Paragraph 1 lit. f GDPR. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 Paragraph 1 lit. f GDPR the consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission and, according to Vimeo, on "legitimate business interests". You can find details here:

<https://vimeo.com/privacy>.

Further information on the handling of user data can be found in Vimeo's data protection declaration at: <https://vimeo.com/privacy>.

## 11 MYFONTS

This site uses so-called web fonts from MyFonts Inc., 600 Unicorn Park Drive, Woburn, Massachusetts 01801 USA (hereinafter: MyFonts) for the uniform representation of fonts. These are fonts that are loaded into your browser when you visit our website in order to ensure a uniform typeface for the website.

The fonts are installed locally. There is no connection to the MyFonts servers. The use of the fonts is based on our legitimate interest in a uniform presentation

## 12 SOCIAL PLUGINS

On our website so-called social plugins ("plugins") of the social networks Facebook, Google+, LinkedIn, the microblogging services Twitter are used. These services are offered by the companies Facebook Inc., Google Inc., Twitter Inc. and LinkedIn Inc. ("providers").

Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). An overview of Facebook's plugins and their appearance can be found here: <https://developers.facebook.com/docs/plugins>

Google+ is operated by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). An overview of Google+'s plugins and their looks can be found here: <https://developers.google.com/+/web/>

Twitter is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter"). An overview of the Twitter buttons and their appearance can be found here: <https://twitter.com/about/resources/buttons>

LinkedIn is operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA (hereafter "LinkedIn"). The LinkedIn plugins are identified by the LinkedIn logo or the "Recommend" button on our site.

When you visit a page of our website that contains such a plugin, your browser connects directly to the servers of Facebook, Twitter or LinkedIn. The content of the plugin is transmitted by the respective provider directly to your browser and integrated into the page. By integrating the plugins, the providers receive the information that your browser has accessed the corresponding page of our website, even if you do not have a profile or are currently not logged in. This information (including your IP address) is transmitted by your browser directly to a server of the respective provider in the USA and stored there.

If you are logged in to one of the services, the providers can directly assign the visit to our website to your profile on Facebook, Twitter or LinkedIn. When you interact with the plugins, for example you press the like, the +1s, the tweet, comment button, the corresponding information is also transmitted directly to a server of the provider and stored there. The information will also be posted on these social networks and displayed to your contacts.

For the purpose and scope of data collection and further processing and use of the data by the providers as well as your related rights and setting options for the protection of your privacy, please refer to the privacy policy of the provider.

Privacy Policy of Facebook: <http://www.facebook.com/policy.php>

Privacy Policy of Twitter: <https://twitter.com/privacy>

Privacy notices of LinkedIn: [http://www.linkedin.com/static?key=privacy\\_policy](http://www.linkedin.com/static?key=privacy_policy)

If you do not want Facebook, Twitter or LinkedIn to directly associate the data collected through our website with your profile, you must log out of that service before visiting our website. You can also completely prevent loading the plugins with add-ons for your browser, for example with the script blocker "NoScript" (<http://noscript.net/>).

## 13 CONTACT FORMS

You can contact us directly by using the contact forms on this website. We collect, process, and use the data you provide via a contact form solely for the purpose of responding to your query.

## 14 NEWSLETTER REGISTRATION

We regularly provide registered users with a general newsletter and/or information concerning afb's specific topics (for example press releases, product information, updates on legal and regulatory issues).

If you have subscribed to our newsletter, we shall collect and use your personal data exclusively for the purpose of distributing information and our newsletter. If you wish to receive our information and newsletter, please follow the provided link "Register". You may choose your preferred method of communication: e-mail only or in addition also phone, fax and/or mail.

We apply the so-called double opt-in method. This means that you have to confirm your registration by clicking on a link in our confirmation email, before we add your contact details to

our information and newsletter distribution list. To update your personal information, please follow the link "Update" on this website.

We will delete your data immediately, should you cancel your registration and withdraw your consent to receive our promotional information and newsletter (with effect for the future).

Please follow the link "unsubscribe" on this website, in order to discontinue your registration.

## 15 NEWSLETTER AND INFORMATION DISTRIBUTION

afb Application Services AG captures data from e-mails with the help of a technical service, the so-called List Provider. We use "MailChimp", a trademark of The Rocket Science Group Company LLC., to process and use the data. "MailChimp" is committed to the principles of data reduction and data economy (EU-U.S. Privacy Shield Framework: Active / Original Certification Date: 11/21/2016 Next Certification Due Date: 12/15/2018) and collects required data only. Privacy Shield Agreement is a special data protection agreement between the European Union and the United States. This agreement was concluded also with Switzerland (Swiss-U. S. Privacy Shield Framework: Active, Original Certification Date: 7/21/2017, Next Certification Due Date: 12/15/2018).

When your e-mail address is registered in our distribution list, it is also stored by the Provider ("MailChimp"). The initial purpose for storing this e-mail address is to send a message to the e-mail-address owner asking him/her to confirm the membership in the e-mail list ("double opt-in"). Subject to the owner's confirmation the e-mail address is permanently saved in the Provider's list and remain there until either the e-mail owner or afb Application Services AG (list operator) delete it.

The Provider must be able to demonstrate the e-mail address owner's consent in order to defend himself against a possible accusation of unsolicited e-mail distribution. For this purpose the Provider stores the date of entry in the list as well as the IP-address used to make the entry. The IP address is **not used** for any other purpose.

"MailChimp's" use of Google Analytics is permitted under the applicable law.

You can prevent tracking by Google Analytics by applying the available browser plug-ins (»**Cookies**: Google Analytics).

### Storage time

In the case that with the enquiry e.g. during declaration of consent a storage time is not specified, the personal data will be deleted insofar as these are no longer required to fulfill the purpose of the storage, unless statutory retention requirements (e.g. trade and tax retention obligations) are against deletion.

## 16 HOW CAN YOU ACCESS AND CORRECT YOUR PERSONAL DATA

### **Affected rights: Right to information, correction, deletion or limitation of the processing of your personal data, right to object and data transferability**

Upon request, we will inform you in written form, in accordance with applicable law, whether and which personal data we store in our company. If you are registered as a user, we offer you the opportunity to view your data and to change and delete it if necessary. If wrong information was stored in spite of the efforts of our company for data security and data correctness, we will correct these upon your request.

You are also entitled to demand that our company restrict the processing of personal data. In addition, you may require that you obtain the data you have provided to our company in a structured, common and machine-readable format. You may also object to the processing of personal data by our company.

Furthermore you are entitled to request the deletion of your personal data, provided that statutory retention periods do not conflict. We will delete the data if we no longer need it for the purpose for which we collected and processed it, or if you revoke your consent and there is no other legal basis for the further processing of your data. In addition, we will delete this data if processing has been unlawful for reasons unknown to us, or you have objected to processing and no legitimate interests exist for processing. A deletion of your data takes place even if we are legally obliged to do it. Our company has also implemented technical measures to notify all recipients of your data about your request for deletion or correction. This only applies in the case that we have disclosed this data or made it public. All links, copies and replications of your personal data should be deleted.

If you have consented to the processing of your personal data, you have the right at any time, with effect for the future, to revoke your consent. The revocation of consent does not make data processing illegal in the past.

The data transfer to our company is voluntary. However, these data are required for the further conclusion of the contract or to answer your inquiries. Unless you want to disclose your information, the contract cannot be concluded or your requests will not be answered. The provision of the data is necessary for the conclusion of the contract.

You can submit your request to our data protection officer at the e-mail address [datenschutz@afb.de](mailto:datenschutz@afb.de).

You also have the right to complain to the relevant regulatory authority about the processing of data by our company. The data protection authority responsible for our company is: State Office for Data Protection Supervision, Promenade 27 (Schloss), 91522 Ansbach, Germany, Web: <http://www.lida.bayern.de>

### Changes and Modifications

We reserve the right to update this Data Protection and Privacy Statement from time to time.

Date: July 2021