

# Privacy Policy

**Responsible:**

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**Data Protection Officer:**

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Dated: March 20, 2020

## 1. Basic Information on Data Processing and Legal Foundations

- 1.1. This privacy policy explains to you the nature, scope and purpose of the processing of personal data within our online service and the associated websites, functions and content (hereinafter referred to as "Online Service" or "Websites"). The privacy policy applies regardless of the domains, systems, platforms and devices (e.g. desktop or mobile) on which the Online Service is executed.
- 1.2. The personal user data processed within the scope of our Online Service includes inventory, contact, content, contract and usage data as well as meta/communication data, employee master data and applicant data.
- 1.3. The affected groups of persons include our business partners, users and customers as well as interested parties, other visitors to our Online Service, employees and applicants.
- 1.4. We process users' personal data only in compliance with the applicable privacy regulations.
- 1.5. We pass on personal data (and user data) to affiliated companies and their subsidiaries for the purpose of order processing. These companies are either subject to this privacy policy or follow policies that provide at least as much protection as this privacy policy.
- 1.6. As we continue to develop our business, we, or individual subsidiaries, may sell or buy parts or components of our business. In such transactions, customer information is usually transferred with the part of the entity to be transferred. However, this data shall continue to be subject to the previously existing privacy policies (with the exception, of course, of cases in which the customer expressly consents to other provisions). In the unlikely event that our Online Services are sold as a whole, in part or in substantial part, personal information will be disclosed to the buyer.

## 2. Type of Personal Data Collected

- 2.1. In order to process our business processes, we collect and process the personal data that is expected to be required within this framework and also pass on the necessary data to third parties (executing contractors). We also use the data to provide a customer-specific order history and for marketing measures.
- 2.2. Personal data collected **when visiting the Website**

Category	Definition
Meta/communication data	Device ID, IP address, location data, operating system incl. corresponding version, and possibly the browser used
Usage and connection data	Access times, interests, websites visited, IP address and other log data

### 2.3. Personal data collected during registration

Category	Definition
Meta/communication data	Device ID, IP address, location data, operating system incl. corresponding version as well as the browser used, if any
Usage and connection data	Access times, interests, websites visited, IP address and other log data
Access data	User name, user ID, password (encrypted)
Inventory data	Company address, contact person, email address and other contact info, bank data, credit-rating data, identification number, assigned company, if applicable
Communication data	Reviews, support requests and other communications, photographs, videos

### 2.4. Personal data collected during registration and ordering

Category	Definition
Meta/communication data	Device ID, IP address, location data, operating system incl. corresponding version as well as the browser used, if any
Usage and connection data	Access times, interests, websites visited, IP address and other log data
Access data	User name, user ID, password (encrypted)
Inventory data	Company address, contact person, email address and other contact info, bank data, credit-rating data, identification number, assigned company, if applicable
Communication data	Evaluations, support requests and other communications
Order details	Order history

## 3. Safety Measures

- 3.1. We take state-of-the-art organisational, contractual and technical security measures to ensure that the provisions of the data protection laws are complied with and to protect the data processed by us against accidental or intentional manipulation, loss, destruction or against access by unauthorised persons.
- 3.2. The security measures include in particular those which are listed in the [Documentation of technical and organisational measures](#).

## 4. Disclosure of Data to Third Parties and Third-Party Providers

- 4.1. Data will only be passed on to third parties within the framework of legal requirements.
- 4.2. If we use subcontractors to provide our services, we will take appropriate legal precautions and take appropriate technical and organisational measures to ensure the protection of personal data in accordance with the relevant statutory provisions.
- 4.3. If content, tools or other means from other providers (hereinafter jointly referred to as "Third-Party Providers") are used within the scope of this privacy policy and their registered office is located in a third country, it is to be assumed that a data transfer to the country of the registered office of the Third-Party Providers will take place. Data is transferred to third countries either if an appropriate level of data protection, user consent or other legal permission has been obtained.

## 5. Registration and User Account

- 5.1. We create a user account for each of our users, in which they can view their contact and order data in particular. Within the framework of registration, the required mandatory information will be communicated to the users. The user accounts are not public and cannot be indexed by search engines. If users have terminated their user account, their data will be deleted at the request of the user with regard to the user account, subject to necessary retention for commercial or tax reasons pursuant to Art. 6(1)(c) GDPR. It is the user's responsibility to secure their data before the end of the contract in the event of termination. We are entitled to irretrievably delete all user data stored during the term of the contract.

- 5.2. Within the scope of registration and renewed registrations as well as use of our online services, we store the IP address and the time of the respective user action. The storage is based on our legitimate interests, as well as the user's protection against misuse and other unauthorised use. A passing on of this data to third parties does not take place in principle, except if it is necessary for compliance with our requirements or if a legal obligation exists in accordance with Art. 6(1)(c) GDPR.
- 5.3. We process usage data (e.g., the websites visited on our Online Service, interest in our products) and content data (e.g., entries in the contact form or user profile) for advertising purposes in a user profile in order to display, for example, product information based on the services they have previously used to the user.

## 6. Online Marketing

- 6.1. When contacting us, the user's details are used to process the contact enquiry and process it in accordance with Art. 6(1)(b) GDPR.
- 6.2. The user data can be stored in our Customer Relationship Management System ("CRM System") or comparable inquiry organisation.
- 6.3. We implement the CRM system "Hubspot". This is an integrated software solution that covers various aspects of our online marketing. These include, among other things: Content management (website and blog), email marketing (newsletters as well as automated mailings, e.g. to provide downloads), social media publishing & reporting, reporting (e.g. traffic sources, access, etc. ...), contact management (e.g. user segmentation & CRM), landing pages and contact forms.  
Our registration service allows visitors to our website to learn more about our company, download content and provide their contact information and other demographic information. This information, as well as the contents of our website, is stored on servers of our software partner HubSpot. They may be used by us to contact visitors to our website and to determine which services of our company are of interest to them. All information we collect is subject to these data protection regulations. We use all information collected exclusively to optimise our marketing activities.  
HubSpot is a software company from the U.S. with a subsidiary in Ireland. Contact: HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland, Phone: +353 1 5187500. HubSpot is certified under the terms of the "EU - U.S. Privacy Shield Framework" and is subject to the TRUSTe's Privacy Seal and the "U.S. - Swiss Safe Harbor" Framework.  
[More information about HubSpot's privacy regulations](#)  
[More information from HubSpot on EU data protection regulations](#)  
More information about the cookies used by HubSpot can be found [here](#) & [here](#) »

## 7. Collection of Access Data and Log Files

- 7.1. On the basis of our legitimate interests within the meaning of Art. 6(1)(f) GDPR, we collect data on each access to the server on which this service is located (so-called server log files). Access data includes the name of the website accessed, the file, the date and time of access, the amount of data transferred, geodata, customer number, notification of successful access, browser type and version, the user's operating system, referrer URL (previously visited page), IP address and the requesting provider.
- 7.2. Log file information is stored for security reasons (e.g. to clarify abuse or fraud actions) and to improve our Online Service for a maximum period of 6 months and then deleted. Data, the further storage of which is necessary for evidence purposes, are excluded from deletion until the respective incident has been finally clarified.

## 8. Cookies & Range Measurement

- 8.1. Cookies do not cause any harm to your computer nor do they contain any viruses. Cookies aim to make our sites more user-friendly, more effective, and more secure. Cookies are small text files that are stored on your computer and saved by your browser.
- 8.2. Most cookies used by us are so called "session cookies". They are automatically erased after the end of your visit. Other cookies remain saved on your end device until you delete them. These cookies enable us to recognise your browser when you next visit. You can adjust your browser settings so that you are informed of the use of cookies and to only allow their use on an individual basis, for certain cases or to forbid them in general such as by activating the automatic erasing of cookies when closing the browser.
- 8.3. If you do not want cookies to be stored on your computer, you must deactivate the corresponding option in the system settings of your browser. The exclusion of cookies can lead to functional limitations of our Online Service.
- 8.4. You may opt out of the use of cookies, which are used to measure reach and for advertising purposes, via the [opt-out page](#) of the Network Advertising Initiative and additionally the [U.S. website](#) or the [European website](#).

## 9. Google Analytics

- 9.1. On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our Online Service in the sense of Art. 6(1)(f) GDPR) we use the Google Analytics 360 Suite, a web analytics service provided by Google Ireland

Google uses cookies. The information generated by the cookie about your use of this website will be transmitted to and stored by Google on servers in Ireland.

- 9.2. Google is certified under the [Privacy Shield Agreement](#), providing a guarantee of compliance with European data protection law.
- 9.3. Google will use this information on our behalf to evaluate the use of our Online Service by users, to compile reports on the activities within this Online Service and to provide us with other services associated with the use of this Online Service and the Internet. Pseudonymous user profiles of the users can be created from the processed data.
- 9.4. We use Google Analytics to display ads placed by Google and its partners within our advertising services only to users who have shown an interest in our Online Service or who have specific characteristics (e.g. interests in specific topics or products determined on the basis of the websites visited) that we transmit to Google (so-called "Remarketing" or "Google Analytics Audiences"). With the help of Remarketing Audiences, we also want to make sure that our ads correspond to the potential interests of the users and are not annoying.
- 9.5. We only use Google Analytics with IP anonymisation enabled. This means that Google will reduce the IP address of users within Member States of the European Union or in other states party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.
- 9.6. The IP address transmitted by the user's browser is not merged with other Google data. Users can prevent the storage of cookies by setting their browser software accordingly; in addition, users can prevent Google from collecting the data generated by the cookie and related to their use of the Online Service and Google from processing this data through the [corresponding browser plug-in](#) by downloading and installing it.
- 9.7. Further information on the use of data by Google, setting and objection options can be found on the Google website: "[Google's use of data when you use our partners' websites or apps](#)", "[Use of data for advertising purposes](#)", "[Manage information Google uses to display advertisements to you](#)".

## 10. Google Re/marketing Services

- 10.1. On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our Online Service within the meaning of Art. 6(1)(f) GDPR), we use the marketing and remarketing services (hereinafter referred to as "Google Marketing Services") of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, ("Google")
- 10.2. Google is certified under the [Privacy Shield Agreement](#), providing a guarantee of compliance with European data protection law.
- 10.3. Google Marketing Services allow us to display advertisements for and on our website in a more targeted manner to show users only ads that potentially match their interests. If, for example, a user is shown ads for products in which he is interested in on other websites, this is referred to as "remarketing". For these purposes, when you visit our and other websites on which Google Marketing Services are active, Google directly executes a code from Google and so-called (re)marketing tags are integrated into the Website. With their help, an individual cookie is stored on the user's device (comparable technologies can also be used instead of cookies). The cookies can be set by various domains, including google.com, doubleclick.net, invitemediamedia.com, admeld.com, googlesyndication.com or googleadservices.com. In this file it is noted which websites the user visits, which contents he is interested in and which offers he has clicked, furthermore technical information about the browser and operating system, referring websites, visiting time as well as further information about the use of the Online Service. The IP address of the user is also recorded, whereby we disclose, within the scope of Google Analytics, that the IP address originates within a member state of the European Union or in another contracting state of the Agreement on the European Economic Area and then shorten the IP address; only in exceptional cases is it completely transmitted to a Google server in the USA and shortened there. The IP address is not merged with user data within other Google services. Google may also link the above information to such information from other sources. If the user subsequently visits other websites, the ads tailored to the user's interests can be displayed.
- 10.4. User data is processed pseudonymously within the framework of Google Marketing Services. I.e. Google does not store and process the name or email address of the user, but processes the relevant data related to cookies within pseudonymous user profiles. This means that, from Google's point of view, the ads are not administered and displayed for a specifically identified person, but for the cookie holder, regardless of who this cookie holder is. This does not apply if a user has expressly permitted Google to process the data without this pseudonymisation. The information Google Marketing Services collects about users is transmitted to Google and stored on Google's servers in the United States.
- 10.5. One of the Google Marketing Services we use is the online advertising program "**Google AdWords**". In the case of Google AdWords, each AdWords customer receives a different "conversion cookie". Cookies cannot therefore be tracked via the websites of AdWords customers. The information collected through the cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. AdWords customers see the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they will not receive any information that personally identifies users.

- 10.6. We may use the Google Marketing Services "**DoubleClick**" to include third-party advertisements. DoubleClick uses cookies to enable Google and its partner websites to serve ads based on users' visits to this Website or other websites on the Internet.
- 10.7. We may use the Google Marketing Services "**AdSense**" to include third-party advertisements. AdSense uses cookies to enable Google and its partner websites to serve ads based on users' visits to this Website or other websites on the Internet.
- 10.8. We can also use the service "**Google Optimizer**". Google Optimizer allows us to track the effects of various changes to a website (e.g. changes to input fields, design, etc.) within the framework of so-called "A/B-Testings". For these test purposes, cookies are stored on the devices of the users. Only pseudonymous data of the users will be processed.
- 10.9. We may also use the "**Google Tag Manager**" to integrate and manage the Google Analytics and marketing services into our website.
- 10.10. For more information about Google's use of data for marketing purposes, please see the [Overview page](#) or the [Privacy policy](#) of Google.
- 10.11. If you wish to opt out of interest-based advertising through Google Marketing Services, you can use the [Settings and opt-outs](#) provided by Google.

## 11. Facebook Social Plugins

- 11.1. We use social plugins ("plugins") of the social network facebook.com, which is operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"), on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our Online Service in the sense of Art. 6(1)(f) GDPR). The plugins can display interaction elements or content (e.g. videos, graphics or text contributions) and can be recognised by one of the [Facebook logos](#).
- 11.2. Facebook is certified under the [Privacy Shield Agreement](#), providing a guarantee of compliance with European data protection law.
- 11.3. When a user calls a function of this Online Service that contains such a plugin, his device establishes a direct connection with the Facebook servers. The content of the plugin is transmitted directly from Facebook to the user's device and integrated into the Online Service by the user. User profiles can be created from the processed data. We therefore have no influence on the amount of data that Facebook collects with the help of this plugin.
- 11.4. By integrating the plugins, Facebook receives the information that a user has called up the corresponding page of the Online Service. If the user is logged in to Facebook, Facebook can assign the visit to his Facebook account. When users interact with the plugins, e.g. by clicking the Like button or commenting, the corresponding information is transferred directly from your device to Facebook and stored there. If a user is not a member of Facebook, it is still possible for Facebook to know and store their IP address. According to Facebook, however, only an anonymous IP address is stored in Germany.
- 11.5. The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as the relevant rights and setting options to protect the privacy of users can be found in the [data protection information](#) of Facebook.
- 11.6. If a user is a Facebook member and does not want Facebook to collect information about him or her via this Online Service and link it to his or her Facebook member data, he or she must log out of Facebook and delete cookies before using our Online Service. Further settings and objections to the use of data for advertising purposes are possible within the [Facebook profile settings](#) or via the [US page](#) or the [EU page](#). The settings are platform-independent, i.e. they are applied to all devices (desktop or mobile).

## 12. Facebook, Custom Audiences and Facebook Marketing Services

- 12.1. Due to our legitimate interests in the analysis, optimisation and economic operation of our Online Service, the so-called "Facebook Pixel" of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are resident in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, is used within our Online Service.
- 12.2. Facebook is certified under the [Privacy Shield Agreement](#), providing a guarantee of compliance with European data protection law.
- 12.3. With the help of the Facebook Pixel, it is possible for Facebook to determine the visitors of our Online Service as a target group for the presentation of ads (so-called "Facebook Ads"). Accordingly, we use Facebook Pixel to display Facebook Ads placed by us only to those Facebook users who have shown an interest in our Online Service or who have certain features (e.g., interests in certain topics or products that are determined on the basis of the websites visited) that we transmit to Facebook (so-called "Custom Audiences"). With the help of Facebook Pixel, we also want to ensure that our Facebook Ads correspond to the potential interest of users and do not appear annoying. The Facebook Pixel also enables us to track the effectiveness of Facebook ads for statistical and market research purposes by showing whether users were referred to our Website after clicking on a Facebook ad (so-called "Conversion").
- 12.4. The Facebook Pixel is directly integrated by Facebook when you visit our Website and can store a so-called cookie on your device. If you then log in to Facebook or visit Facebook when logged in, the visit to our Online Service will be noted in your

profile. The data collected about you is anonymous to us and does not give us any information about the identity of the user. However, the data is stored and processed by Facebook so that a connection to the respective user profile is possible and can be used by Facebook as well as for its own market research and advertising purposes. If we transmit data to Facebook for comparison purposes, this data is encrypted locally on the browser and only then sent to Facebook via a secure https connection. This is done solely for the purpose of comparing it with the data encrypted by Facebook.

- 12.5. Furthermore, when using the Facebook Pixel, we use the additional function "extended comparison" where data for the formation of target groups ("Custom Audiences" or "Look Alike Audiences") are transmitted in encrypted form to Facebook. Further [Details](#).
- 12.6. Furthermore we use the procedure "Custom Audiences from File" of the social network Facebook, Inc. In this case, the email addresses of the newsletter recipients are uploaded to Facebook. The upload process is encrypted. The upload is used solely to determine the recipients of our Facebook ads. This is to ensure that ads are only displayed to users who have an interest in our information and services.
- 12.7. The processing of the data by Facebook takes place within the framework of Facebook's [Data usage guideline](#). Special information and details about the Facebook Pixel and how it works can be found in the [Help section](#) of Facebook.
- 12.8. You may opt out of Facebook Pixel collection and use of your information to display Facebook Ads. To customise what types of ads you see within Facebook, you can use the [page set up by Facebook](#) and follow the instructions on the settings for usage-based advertising. The settings are platform-independent (desktop or mobile).
- 12.9. You may object to the use of cookies to measure reach and for advertising purposes, via the [Network Advertising Initiative opt-out page](#), and additionally via the US [website](#) or the European [website](#).

### 13. Newsletter

- 13.1. The following information will inform you about the contents of our newsletter as well as the registration, dispatch and statistical evaluation procedures and your rights of objection. By subscribing to our newsletter, you agree to the receipt and procedures described.
- 13.2. We send newsletters, emails and other electronic notifications containing advertising information (hereinafter referred to as "Newsletters") only with the consent of the recipient or a legal permission. Insofar as the contents of the Newsletters are specifically described within the framework of registration, they are decisive for the consent of the user.
- 13.3. Double opt-in and logging: The registration to our Newsletter takes place in a so-called double opt-in procedure. This means that you will receive an email after registration asking you to confirm your registration. This confirmation is necessary so that no one can register with false email addresses. The registrations for the Newsletter are logged in order to be able to prove the registration process according to the legal requirements. This includes the storage of the registration and confirmation time, as well as the IP address. Likewise the changes of your data stored with the shipping service provider are logged.
- 13.4. Shipping service provider: HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland, Phone: +353 1 5187500. HubSpot is certified under the terms of the "EU - U.S. Privacy Shield Framework" and is subject to the TRUSTe's Privacy Seal and the "U.S. - Swiss Safe Harbor" Framework.
- 13.5. To subscribe to the Newsletters, it is sufficient to enter your email address.
- 13.6. The use of the shipping service provider, the performance of statistical surveys and analyses as well as the logging of the registration procedure are carried out on the basis of our legitimate interests in accordance with Art. 6(1)(f) GDPR. We are interested in using a user-friendly and secure newsletter system that serves both our business interests and users' expectations.
- 13.7. You can revoke your consent to the storage of data, email address and their use to send the Newsletters at any time by sending an email to [datenschutz@saitow.ag](mailto:datenschutz@saitow.ag).

### 14. Integration of Third-Party Services and Content

- 14.1. Within our Online Service, we use content or service offers from Third-Party Providers on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our Online Service within the meaning of Art. 6(1)(f) GDPR). The following presentation provides an overview of Third-Party Providers and their contents, along with links to their privacy policies, which contain further information on the processing of data and, partly already mentioned here, objection options (so-called opt-out):
  - If our users use the payment services of third parties (e.g. PayPal), the terms and conditions and privacy policy information of the respective Third-Party Provider applies.
  - External fonts from Google Ireland Limited, "[Google Fonts](#)". The integration of the Google Fonts takes place through a server call with Google (usually in the U.S.). [Privacy policy](#), [Opt-out](#).
  - Maps from the "Google Maps" service of the Third-Party Provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. [Privacy policy](#), [Opt-out](#).

- Videos from the "YouTube" platform of Third-Party Provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. [Privacy policy](#), [Opt-out](#).
- Within our Online Service, functions of the Google+ service are integrated. These features are provided by the Third-Party Provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. If you are logged in to your Google+ - account you can link the contents of our pages to your Google+ - profile by clicking the Google+ - button. This enables Google to assign the visit to our pages to your user account. We would like to point out that, as the provider of these pages, we do not have any knowledge of the content of the transmitted data or its use by Google+. [Privacy policy](#), [Opt-out](#).
- Our apps use technology from Google Firebase (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, "Google"). Firebase is part of the Google Cloud Platform and offers numerous services for developers. A list can be found [here](#). For Firebase Analytics, Google uses an "Instance ID" as well as the advertising ID of the end device. In the device settings of your mobile device, you can restrict the use of the advertising ID.  
For Android: Settings > Google > Ads > Reset advertising ID  
For iOS: Settings > Privacy > Advertising > No Ad Tracking  
More information about Firebase's privacy and security can be found [here](#). If possible, we use servers with a location within the EU. However, it cannot be ruled out that data may also be transferred to the U.S. Google has joined the EU-US Privacy Shield, a data protection agreement between the EU and the US. More information about Google Firebase and privacy can be found at <https://www.google.com/policies/privacy/> and at <https://firebase.google.com/>.
- Features of the Instagram service are integrated within our Online Service. These features are provided by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, U.S. If you are logged in to your Instagram - account you can link the contents of our pages to your Instagram - profile by clicking the Instagram - button. This allows Instagram to assign the visit to our pages to your user account. We would like to point out that, as the provider of these pages, we do not have any knowledge of the content of the transmitted data or of its use by Instagram. [Privacy Policy](#).
- Our Online Service uses features of the LinkedIn network. The provider is the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Each time you access one of our pages that contains LinkedIn features, a connection is established to LinkedIn servers. LinkedIn will be informed that you have visited our website with your IP address. If you click the LinkedIn "Recommend Button" and are logged into your LinkedIn account, LinkedIn will be able to associate your visit to our website with you and your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the transmitted data or its use by LinkedIn. [Privacy policy](#), [Opt-out](#).
- Features of the Twitter service can be integrated within our Online Service. These features are offered by Twitter Inc, 1355 Market Street, Suite 900, San Francisco, CA 94103, U.S. By using Twitter and the "Re-Tweet" function, the websites you visit are linked to your Twitter account and made known to other users. Data is also transmitted to Twitter. We would like to point out that, as the provider of these pages, we do not have any knowledge of the content of the transmitted data or of its use by Twitter. [Privacy Policy](#). You can change your privacy settings on Twitter in [Account settings](#).
- We use functions of the XING network. The provider is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany. Each time you access one of our pages that contains Xing features, you will be connected to Xing servers. A storage of personal data does not take place after our knowledge. In particular, no IP addresses are stored or usage behaviour evaluated. [Privacy Policy](#).
- Web analysis and optimisation using the Hotjar service, operated by Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe. With Hotjar, movements on the websites on which Hotjar is used can be traced (so-called heat maps). For example, it can be seen how far users scroll and which buttons users click and how often. Furthermore, technical data such as selected language, system, screen resolution and browser type are recorded. This may involve the creation of user profiles, at least temporarily, during a visit to our Website. Hotjar also makes it possible to obtain feedback directly from website users. In this way we obtain valuable information in order to make our websites even faster and more customer-friendly. [Privacy policy](#), [Opt-out](#).
- External code of the JavaScript framework "jQuery", provided by [jQuery Foundation](#).
- Conversion tracking from Microsoft (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, U.S.). Microsoft Bing Ads places a cookie on your computer if you have reached our website via a Microsoft Bing advertisement. In this way both we and Microsoft Bing can see that someone clicked on an ad, was redirected to our Website, and reached a predetermined destination page (conversion page). We only get to know the total number of users who clicked on a Bing ad and were then redirected to Conversion page. No personal information about the identity of the user will be disclosed. If you do not wish to participate in the tracking procedure, you can also refuse to set the cookie required for this purpose - for example by setting your browser to deactivate the automatic setting of cookies in general. [Privacy Policy](#).
- Our Websites use the web analysis service with bid management of IntelliAd Media GmbH, Sendlinger Str. 7, 80331 Munich. In order to design and optimise this Website in line with requirements, anonymous usage data is collected, aggregated and stored and usage profiles are created from this data using pseudonyms. When using IntelliAd tracking,

cookies are stored locally. According to §15 of the current version of the Telemediengesetz (German Telemedia Act), as a website visitor you have the right to object to the storage of your (anonymously recorded) visitor data in the future. To do this, use the [intelliAd opt-out function](#).

- Technology from Criteo (Criteo GmbH, Unterer Anger 3, 80331 Munich). Information about the surfing behaviour of website visitors for marketing purposes is collected in a purely anonymous form and cookies are set for this purpose. Criteo can thus analyse surfing behaviour and then display targeted product recommendations as appropriate banner ads when other websites are visited. For this purpose, cookies of the following companies are also placed via Pixel: [Appnexus](#), [MP Newmedia](#), [Adtech](#), [Yieldlab](#), [Rubicon](#), [DoubleClick \(Google\)](#), [AdSpirit](#). Under no circumstances can the anonymised data be used to personally identify the visitor to the website. The data collected by Criteo is only used to improve the advertising offering. On the bottom right of each banner that is displayed, there is a small "i" (for information), which opens when moused over and, once clicked on, leads to a page in which the system is explained and an opt-out is offered. When clicking on opt-out, an "opt-out" cookie will be set, which will prevent the display of these banners in the future. Any other use or disclosure to third parties will not take place. [Privacy policy and opt-out](#).
- We use the service provider "portatour anywhere" by portatour (impactit GmbH, Vienna Twin Tower, Wienerbergstraße 11/B14, 1100 Vienna) for planning trips. So that our external meetings resp. journeys can be planned appropriately, customers' data resp. data of new customers are recorded, saved and processed. [Privacy Statement](#).

## 15. Rights of Users

- 15.1. Users have the right, upon request and free of charge, to obtain information about the personal data we have stored about them.
- 15.2. In addition, users have the right to correct inaccurate data, restrict the processing and delete their personal data.
- 15.3. Users can also revoke their consent, in principle with effect for the future.

## 16. Deletion of Data

- 16.1. The data stored by us will be deleted or pseudonymised as soon as they are no longer required for their intended purpose and there are no legal obligations to retain them. In case the user's data is not deleted because it is required for other and legally permissible purposes, its processing will be restricted. This means that the data will be blocked and not processed for other purposes. This applies, for example, to user data that must be stored for commercial or tax reasons.

## 17. Changes to the Privacy Policy

- 17.1. We reserve the right to change the privacy policy in order to adapt it to changed legal situations or in the event of changes to the service or data processing. If user consents are required or components of the privacy policy contain provisions of the contractual relationship with the users, the changes will only be made with the consent of the users.
- 17.2. Users are requested to inform themselves regularly about the content of the privacy policy.

If you have any questions or concerns about our privacy regulations or how we treat personal information, please contact us at "datenschutz@saitow.ag" or write to us at:

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Data protection  
Gewerbegebiet Sauerwiesen  
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