

Privacy Policy – Baerlocher GmbH

Baerlocher GmbH, Freisinger Straße 1, 85716 Unterschleißheim (hereinafter referred to as “we“ or “us”) is the operator of the website www.baerlocher.com (hereinafter referred to as “website”) and controller regarding the personal data of its users in the meaning of the EU General Data Protection Regulation (“GDPR”).

We are committed to protect your privacy and your personal data. We collect, process and use personal data in accordance with this privacy policy and the applicable data protection laws, in particular with the GDPR and the German Federal Data Protection Act (“BDSG”).

This privacy policy provides information about which personal data we collect from you, when you visit our website and how we collect, process and use your data. We kindly ask you to carefully read the following explanations.

Personal data in the meaning of this privacy policy are specific information about your personal or material relationships. This includes, but is not limited to, your name, your email address, eventually your postal address and your phone number and your credit card or banking details. If you are a registered merchant, we will also collect your sales tax details.

1. Provision of the website

1.1 Personal Data are further information regarding your usage of the Site. In this context we collect the following personal data from you:

- Your IP address,
- Date and time of your request,
- Time difference to Greenwich Mean Time,
- Content of your request,
- Status of your request/HTTP-status code
- Extent of the transferred data,
- Website from which your request was redirected,
- Browser, operating system and user interface, language and version of your browser,
- Location from which you retrieve data from the site,
- other communication data and source, which you retrieve.

This data will generally be collected through log-files and cookies. Please see below for further information regarding cookies.

1.2 We use the collected data to protect our legitimate interest (Art. 6 para. 1 lit. f GDPR)

- to present our website to you on your computer,
- to ensure the functionality of the website,

- to optimise our website,
- to ensure the security of our information technology system

The legal basis of such processing is Art. 6 para. 1 lit. f GDPR.

- 1.3 The data will be deleted, as soon as they will not be required for the fulfilment of the purpose the data has originally been collected for. Data that is collected in order to view the Site will be deleted after the session has ended.

2. Cookies and targeting

- 2.1 We also collect information about your usage of our website by using so called browser cookies. These are small text files, that will be stored on your device and that will save settings and data in order to exchange them with our system via your browser. Normally, cookies contain the name of the website which sent the cookie data and information about the date when the cookie was set, the cookie lifetime and an alphanumeric id (cookie id). Cookies facilitate the recognition of your device and to make your preferred settings available, instantly. The cookie will be set in as soon as you are visiting our website.

On our website we use the following cookies:

Name	Description	Lifetime
PHPSESSID	Recognition of a user during session	Until end of session
fe_typo_user	Session management	Until end of session
typo3-login-cookiecheck	Session management	Until end of session
Cookieconsent_status	Saves that the user has taken note of the cookie note and prevents re-display of the cookie note	1 year
newslayer-closed	Prevents the news-layer from appearing	1 day

- 2.2 The cookies we use store data about your visit of our website as explained above. These data cannot be associated with, but with a unique identification number for every cookie (cookie id). We are not capable to associate the cookie id with your name, your ip address or similar data that would enable us to identify you.
- 2.3 If you want to prevent the use of cookies, you can change the settings of your browser so that it will prevent the acceptance of cookies. Please keep in mind that you may possibly not be able to use all services on our website when you deactivated cookies in your browser. If you want to accept our cookies, but not the

cookies of our service providers, please indicate “block cookies from third parties” in your browser settings.

2.4 We use cookies in order to protect our legitimate interest to improve our website and to deliver a service to you that is even better and more tailored to your needs. Cookies facilitate to recognize you when you return to our website and therefore to:

- store information about your preferred activities on the website so that we can align the website to your interests;
- to store your display preferences;
- to speed up the processing of inquiries.

The legal basis of such processing is Art. 6 para. 1 lit. f GDPR.

2.5 Cookies are stored until you delete them or the lifetime of the respective cookies ends. In this case, the cookie will be deleted from your computer automatically.

3. Contact form

The website offers a contact form, which allows you to make enquiries, ask questions, give recommendations and make suggestions to us and to require promotion and information material. The information you enter will be sent to us when you use the contact form. The following information is mandatory:

- name
- company name
- country
- E-Mail
- time of request and your IP address

In addition, you can provide further voluntary information, e.g. address, title, fax or telephone number. We will use this information only to process your request and answer your questions, as well as to send you information and promotion material, if you have requested it. We will use the voluntary information to address you personally. We will not process the data for other purposes. We save your details until we have answered your request.

Processing the data serves our legitimate interest in providing you with a convenient way to contact us or as pre-contractual action if you have requested it. The legal basis of the processing is Art. 6 para. 1 lit. f GDPR or Art. 6 para. 1 lit. b GDPR.

4. Email Communication

If you contact us via email or receive an email from us, the information included in the email communication, i.e. your name, your email address, and time, date and content of the email communication will be stored on our IT systems.

We will use such information to process your request, to respond to your message or to get in contact with you. The processing serves our legitimate interest to communicate with you by using up to date communication measures. The legal basis of the processing is Art. 6 para. 1 lit. f GDPR. If your message is associated with the performance of an agreement with you or shall prepare the conclusion of a contract with you, the legal basis of the processing is Art. 6 para. 1 lit. b GDPR.

Providing such information is neither a statutory or contractual requirement nor a requirement necessary to enter into a contract with us. However, if you fail to provide such information, we will not be able to communicate with you via email.

Incoming and outgoing messages will be archived automatically and stored until statutory retention periods expire.

5. Google Analytics

5.1 This website also uses Google Analytics, a web analytics service provided by Google, Inc., ("Google"). Google Analytics uses cookies to help us analyse your use of the website. The information generated by the cookie about your use of the website may be transmitted to and stored by Google on servers in the United States. However, if IP anonymization is activated on the Site, Google will shorten your IP address within Member States of the European Union or in other states party to the Agreement on the European Economic Area beforehand. Only in exceptional cases the unshortened IP address will be transmitted to a Google server in the USA and shortened there. On behalf of us, Google will use this information to evaluate your use of the website, to compile reports on the website activity and to provide us with other services relating to the website usage and internet usage.

5.2 The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data.

5.3 You can prevent the storage of cookies by a corresponding setting of your browser software; however, we point out that in this case you may not be able to use all functions of the website. Furthermore, you can prevent the collection of the data generated by the cookie and related to your use of the online portal (including your IP address) as well as the processing of this data by Google, if you download and install a browser-plugin, which is available under tools.google.com/dlpage/gaoptout?hl=en.

5.4 As an alternative to the browser add-on or on mobile devices, you can prevent Google Analytics from collecting the data by clicking on the following link. An opt-out cookie will be set preventing future collection of your data when you visit the website.

If you delete your cookies, you will need to click this link again:
Deactivate Google Analytics

- 5.5 This website uses Google Analytics with the extension "_anonymizeIp ()". As a result, IP addresses are processed shortened and linking the data to a concrete individual is therefore excluded. Insofar as the data collected can be used for a personal reference, it will be immediately excluded and the personal data will be deleted immediately.
- 5.6 We collect this data in order to protect our legitimate interests, to analyse the use of the website, to improve it and to make it more interesting for you. The legal basis for processing is Art. 6 para. 1 lit. f GDPR.

6. Matomo

- 6.1 We use the web analysis service Matomo to analyse and regularly improve the use of our website. With the statistics based on the analysis we can improve our offerings and make them more interesting for you as a user. The legal basis for the use of Matomo is Art. 6 para. 1 lit. f GDPR.
- 6.2 Cookies are stored on your computer for this evaluation. You can stop the evaluation by deleting existing cookies and preventing the storage of cookies. If you prevent the storage of cookies, we point out that you may not be able to use this website to the full extent. The prevention of the storage of cookies is possible through the setting in your browser.
- 6.3 We use Matomo with the extension "_anonymizeIp ()". As a result, IP addresses are processed shortened and linking the data to a concrete individual is therefore excluded. Insofar as the data collected can be used for a personal reference, it will be immediately excluded and the personal data will be deleted immediately.
- 6.4 The Matomo program is an open source project. Privacy information by Matomo is available via matomo.org/privacy-policy/.

7. Embedding YouTube Videos

- 7.1 We embedded videos in the website which are hosted on www.youtube.com and which may be played directly on the website. All videos are embedded by using the privacy-enhanced mode. This means, that no personal data will be transmitted to Youtube, before you did not click on play. Only when you play the videos, data will be transmitted to Youtube. We have no influence on this data transfer.
- 7.2 Youtube receives the information that you visited the relevant page of the Site, where the video is embedded, when you click on play. In addition, the data specified in 1.1

will be transmitted. Further, Youtube uses cookies in order to collect information about the visitor of the website and transfers these data to Youtube, regardless if you are registered with Youtube or if you are logged into your personal account. If you are logged into your personal account, Youtube will be able to associate your visit to the Site with your personal account. Youtube saves your personal data as user profile and uses such information for marketing, research and/or optimizing its website. This information is particularly used to provide advertising that matches your interests, regardless, whether you are registered with Youtube. You are entitled to object to such creation of profiles. In order to execute such right, you are required to file an enquiry with Youtube.

- 7.3 Further information with regard to collection and use of personal data by Youtube and your rights related to such use may be taken from the Youtube privacy policy: www.youtube.com/privacy. Google also processes your personal data in the US and has submitted to the EU-US Privacy Shield, [www.privacyshield.gov/EU-US Framework](http://www.privacyshield.gov/EU-US-Framework).
- 7.4 We use videos hosted on Youtube in order to pursue our legitimate interests to present you contents in an appealing and optimized form. The basis for the processing is Art. 6 para 1 lit. f GDPR.

8. Embedding Vimeo-Videos

- 8.1 We embedded videos in the website which are hosted on www.vimeo.com and which may be played directly on the website. All videos are embedded by using the privacy-enhanced mode. This means, that no personal data will be transmitted to Vimeo, before you did not click on play. Only when you play the videos, data will be transmitted to Vimeo. We have no influence on this data transfer.
- 8.2 Vimeo receives the information that you visited the relevant page of the website, where the video is embedded, when you click on play. In addition, the data specified in 1.1 will be transmitted. Further, Vimeo uses cookies in order to collect information about the visitor of the website and transfers these data to Vimeo, regardless if you are registered with Vimeo or if you are logged in. If you are logged into your personal account, Vimeo will be able to associate your visit to the website with your personal account. Vimeo saves your personal data as user profile and uses such information for marketing, research and/or optimising its website. This information is particularly used to provide advertising that matches your interests, regardless, whether you are registered with Vimeo. You are entitled to object to such creation of profiles. In order to execute such right, you are required to file an enquiry with Vimeo.
- 8.3 Further information with regard to collection and use of personal data by Vimeo and your rights related to such use may be taken from the Vimeo privacy policy: www.vimeo.com/privacy. Vimeo also processes your personal data in the US and

has submitted to the EU-US Privacy Shield, [www.privacyshield.gov/EU-US Framework](http://www.privacyshield.gov/EU-US-Framework).

- 8.4 We use videos hosted on Vimeo in order to pursue our legitimate interests to present you contents in an appealing and optimized form. The basis for the processing is Art. 6 para 1 lit. f GDPR.

9. Data of applicants

- 9.1 You can apply for vacancies or based on your own initiative for a job both by post and online. In order to use the online application procedure, data such as name, address, telephone number, e-mail address as well as further submitted application documents (cover letter, CV, certificates, etc.) are collected and processed. These data are transmitted encrypted.
- 9.2 If your application is successful, the data will be used for administrative matters related to employment. If we cannot offer you employment, we will retain the information you provided for up to six months for the purpose of answering questions related to your application and our refusal. However, if your application is of general interest for us and there is currently no suitable employment possible, you can agree that your information will be stored and considered for similar jobs.
- 9.3 The basis for the data processing is Art. 6 para 1 lit. f or Art. 6 para 1 lit. b GDPR in case you agree to store the data.

10. Data security

All information that you supply, will be stored on servers within the European Union (EU). In order to protect our website and our systems against loss, destruction, and access or distribution by unauthorized persons we use technical and organizational security measures. The technical and organizational measures will be constantly updated to the newest technical standards. All your personal data will be transferred encrypted. For encryption we use the SSL (Secure Locket Layer) system.

11. No transfer of data

Unless you have consented to or we are obligated to or entitled to by law and/or by a binding decision of a court or of the authorities, we will not transfer your personal data to third parties.

12. Deletion

We will store your data as long as we are entitled to. If you executed your right to objection or if the processing of the data loses its legal basis for other reasons (i.e. because the purpose for which we collected the data has been achieved), we will delete the data without delay, unless, we are obligated to keep the data according to statutory storage obligations.

13. References (links) to other websites

The website may contain links to websites and offers from other providers. After clicking on a link, we have no influence on the processing of any personal data (e.g. the IP address or the URL on which the link is located), which is transferred to third parties by clicking on the link. We cannot assume any responsibility for the processing of such personal data by third parties.

14. Modification of the Data Protection Conditions

We reserve the right to update this privacy policy. In the case of changes, we will provide you with an appropriate period of notice and, if necessary, request your consent. You can find the current version of this privacy policy on our website. Please check our website regularly regarding an updated privacy policy.

15. Your rights and contact information

We will provide you with information on whether and, if so, what personal data are stored on you, where we collected the data, the recipients or the categories of recipients of the data to which these data has been transferred to and the purpose of the collection. You can also have your personal data rectified, deleted or restricted by us at any time.

If the processing is based on our legitimate interests, you are entitled to object the processing of data at any time. In this case, we will only execute the processing if we demonstrate compelling legitimate grounds which override your interest regarding the exclusion of your data from the processing or the processing takes place for the establishment, exercise or defense of legal claims.

If the processing of your data is based on your consent, you are entitled to revoke this consent at any time. In this case, we will cease processing your data, unless, we are entitled to further processing your data by law. Your revocation will not affect the lawfulness of the processing of data prior to your revocation.

If you supplied personal information, we will, upon request, provide you with them in a machine readable form in order to use the data with other service providers.

To execute your rights, please contact us via email under info@baerlocher.com, via fax +49/89 14 37 33 12 or mail to: Baerlocher GmbH, Freisinger Straße 1, 85716 Unterschleißheim. Please do not hesitate to contact us, if you have any questions, comments or suggestions, or inquiries concerning the collection, processing and use of personal data by us.

If you believe, that the processing of your data infringes data protection laws, you are entitled to lodge a complaint with a supervisory authority. In order to do that, you can contact the Data Protection Authority of Bavaria under the following address:

Bayerisches Landesamt für Datenschutzaufsicht (BayLDA)
Promenade 27
91522 Ansbach

16. Data protection officer

If you have any inquiries in the context of the protection of your personal data, you may also contact our data protection officer under the following contact details

Dr. Patrick Schweisthal
DataCo GmbH
Siegfriedstraße 8
80803 München
Telefon: +49 89 7400 45840
E-Mail: pschweisthal@consulting.dataguard.de

17. Availability of this privacy policy

You can download the privacy policy [here](#) and save it

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