

Last updated: 03/02/2021

## Gütermann GmbH Data Privacy Policy

The controller under data protection law is Gütermann GmbH, Landstraße 1, D-79261 Gutach-Breisgau, Germany, represented by managing director Jürgen Drescher. Mr Drescher can be contacted at the above address, by e-mail at [contact@guetermann.com](mailto:contact@guetermann.com) or by phone on +49 7681 21 26.

Data privacy is of our utmost concern.

We are delighted that you are interested in our company, products and services and want you to feel safe visiting our websites, not least in terms of personal data protection. Your data is collected and used in strict compliance with General Data Protection Regulation (GDPR), Germany's Federal Data Protection Act (BDSG n. F.) and Telemedia Act (TMG). We are particularly committed to keeping your personal data confidential, and we therefore work strictly within the statutory framework in force. Personal data is collected on a voluntary basis, whenever this is possible for us. We will only share such data with third parties if you have expressly consented to this. By using SSL encryption, our aim is to ensure high levels of security on our website in general. After all, we do take the protection of your personal data very seriously. It goes without saying that we comply with the provisions of the Federal Data Protection Act and other data protection laws. We want you to know what data we are collecting, when, and how we are using it. We have put in place technical and organisational measures to ensure that both we, and external service providers, follow data privacy rules.

### Personal data

'Personal data' means any information concerning the personal or material circumstances of an identified or identifiable individual. Personal data such as your real name, e-mail address, postal address or telephone number can identify you as an individual. Other personal data such as your age, gender, profession or your PC's IP address cannot identify you directly, but can make you identifiable as an individual, and is therefore also included under data privacy.

Following the principles of data reduction and data economy, we only collect personal data to the extent that and for as long as this is necessary for using our website or as required by law. When collecting and processing personal data, we comply strictly with the applicable statutory provisions and with this Data Privacy Policy. If the purpose for which data was collected no longer applies, or the statutory retention period has lapsed, collected data is blocked or erased. Our website can often be used without any personal data being shared. When we collect personal data – your name, address or e-mail address, for example – this data is collected on a voluntary basis. Such data is never shared with third parties, unless you have expressly consented to this.

### Provision of information, erasure and blocking

You can obtain from us, at any time and free of charge, information about the personal data we have stored about you, as well as about where this data came from, who the recipient was, and what the purpose was for collecting and processing the data. You also have the right to demand that your data be corrected, blocked or erased. This does not include data that must be retained by law or is required to properly perform transactions. So that data can be blocked at any time, data is held in a blocked file for control purposes. If data does not have to be archived by law, we will erase your data at your request. If there is an obligation to archive data, we will block your data. If you have any questions or concerns about the correction, blocking or erasure of personal data, please contact our Data Protection Officer using the

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contact details given in this Data Privacy Policy or at the address given in the Legal Notice.

### Collection of access data in server log files

In order to provide and display content through our website, certain data has to be recorded for technical purposes. When you access our website, these 'server log files' are recorded by us or the provider of the web space. This information cannot be attributed to you personally. For technical reasons, it is essential for providing and displaying our content. It is also used for statistical purposes and to help us continually improve our website. The information in question consists of the name of the website, the file, today's date, the data volume, the web browser and version thereof, the operating system used, the domain name of your Internet provider, the referrer URL, i.e. the page from which you were referred to our site, and the corresponding IP address. We use this data in order to display and provide our content, and for statistical purposes. The information helps us to provide and continually improve our website. We also reserve the right to review the data mentioned at a later time, in the event that unlawful use of our website is suspected.

### SSL encryption

Our website uses SSL encryption. Please note that SSL encryption is activated when you carry out certain activities. It is easy to recognise when encryption is being used: The display in your browser line changes from 'http://' to 'https://'. SSL-encrypted data cannot be read by third parties. Only transmit your confidential information when SSL encryption is activated. If you are in any doubt, please contact us.

### Cookies

Cookies are small text files containing data about your IP address, your browser, your operating system and your Internet connection. We do not link this information to personal data and do not share it with third parties. We will never use cookies to install malware or spyware onto your computer. The cookie information stored on our web server is erased two years after it was created, at the very latest.

Your visit to our website will not be tracked until you click on "accept" in the cookie hint. If you do not want your visit to be tracked again, please click on "decline". You will then be redirected to our privacy page. Please deactivate the checkbox there.

The cookies we use are outlined below.

### Web analytics using Matomo

We use the open source software Matomo on our website. Matomo stores permanent cookies on your PC, which can be read again when you next visit our website. They support the display of our website and help you to navigate our website. Visits to our website can also be analysed in real-time. You can change the cookie settings at any time, including at a later date, on our website at <https://www.guetermann.com/en/data-protection>. If you do not provide your consent, no Matomo cookies are stored.

### Matomo Tag Manager

On our website we use the Matomo Tag Manager. The Matomo Tag Manager is a solution of the open source software Matomo with which we can manage our website tags via an interface. Matomo Tag Manager is a cookie-less domain that does not collect or store any personal data. The Matomo Tag Manager only provides for the triggering of other tags, which in turn may collect data. Matomo Tag Manager cannot access this data. If you have deactivated your cookies at the domain or cookie level, this deactivation will remain in effect for all tracking tags that have been implemented via Matomo Tag Manager.

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### Facebook pixels

On our website we use the remarketing function "Facebook Custom Audience", a tool of Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA; "Facebook").

The purpose of "Facebook Custom Audience" is to reach Facebook users who have previously visited the website of our guetermann.com, to address them on Facebook with appropriate information about our products and services and possibly also to find new people who resemble our website visitors. This may lead, for example, to you being creatively addressed on Facebook with an advertising material from Gütermann GmbH/Gütermann after you have visited the website.

A Facebook pixel has been implemented on our website for this purpose. When you visit our website, information from this Facebook pixel is transferred to a Facebook cookie on your computer and from there a connection to the Facebook servers is established. The collected data is then indirectly transferred to Facebook via the Facebook cookie on your computer. Responsible for this data processing are Facebook Inc. and Gütermann GmbH.

The Facebook cookie set by Facebook on your computer is neither visible nor changeable by Gütermann GmbH.

### Technical HTTP header data

Information about the web browser, page location, document, URL reference and user agent of the web browser as well as the IP address (which according to Facebook in Germany can only be evaluated at the general country level).

### Pixel specific data

Pixel ID and Facebook cookie data are collected, as well as information about which pages you have visited.

### Processing of the collected data

Facebook assigns the above information to your personal Facebook user account. Gütermann GmbH neither stores nor processes this information.

Recognition is possible across websites and, under certain circumstances, across devices by Facebook (but not by Gütermann GmbH), if Facebook can assign different devices to you, for example. Gütermann GmbH can only recognize you indirectly by allowing Gütermann GmbH to address you anonymously as a Facebook user on Facebook.

This assignment is largely made possible by the Facebook cookie. According to Facebook, the information sent from the Facebook pixel to Facebook is currently stored for 180 days, after which time it is encrypted and anonymized. Gütermann GmbH has no influence on this procedure.

Further information from Facebook on the collection, processing and use of your data by Facebook can be found under Internet addresses:

[https://de-de.facebook.com/business/help/449542958510885/?helpref=hc\\_fnav](https://de-de.facebook.com/business/help/449542958510885/?helpref=hc_fnav) and

<https://www.facebook.com/about/privacy/>

We cannot take responsibility for the information provided by Facebook.

### Opt-Out link:

<https://www.facebook.com/ads/settings>

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### Newsletter

If you subscribe to our newsletter on our website, you expressly consent to the use of your first name, surname and e-mail address exclusively for this purpose. We use the solution Evalanche to send newsletters. For this purpose, your data will be sent to the company

port-neo GmbH  
Relenbergstr. 80  
70174 Stuttgart  
Germany

Your data will not be sent to any other recipients. You can unsubscribe from the newsletter at any time and withdraw your consent to the processing of your data. To do so, please use the corresponding link at the end of each newsletter.

### Use of SalesViewer® technology

Data is collected and stored on this website for marketing, market research and optimisation purposes using SalesViewer® technology from CONCEPTPARTNER® GmbH.

Usage profiles can be created from this data under a pseudonym. To this end, 'tracking scripts' are used for collecting company-related data. The data collected with this technology is not used to identify the website visitor in person and is not combined with any personal data relating to the pseudonymised user. You can opt out of data being collected and stored at any time, with future effect. Please click this link <https://www.salesviewer.com/opt-out> to prevent SalesViewer® recording data through this website in future. An opt-out cookie will be stored on your device for this website. If you delete your cookies from this browser, you must click the link again. For further information on SalesViewer® technology, visit <https://www.salesviewer.com/>.

### Cookie Consent

This open source cookie from Silktide Ltd. alerts users about the use of cookies on the website. It displays data protection notices and controls the website in accordance with the options you have set. For further information, visit <https://cookieconsent.insites.com/>.

### Google Maps

This website uses Google Maps to display interactive maps and to provide directions. Google Maps is a map service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, California 94043, USA. By using Google Maps, information about your use of the website, including your IP address and the (start) address entered in the route planner function, can be transmitted to Google in the USA. If you access one of our pages that contains Google Maps, your browser will create a direct connection to the Google servers. The map content is transmitted by Google directly to your browser, which integrates the content into the website. We therefore have no influence on the extent of the data collected by Google in this way. According to our present knowledge, the following data is collected at the very least:

the date and time of the visit to the website in question,  
the Internet address or URL of the website accessed,  
your IP address,  
the (start) address entered in the route planner function.

We have no influence on any further processing or use of the data by Google and therefore cannot assume any responsibility in this respect.

If you do not want Google to collect, process or use data about you through our website, you can

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deactivate JavaScript in your browser settings. However, you cannot use the map display if you do so.

For further details on the purpose and extent of data collection, further processing and use of the data by Google as well as your rights and setting options in this respect, please see Google's privacy policies.

By using this website, you consent to the data collected about you by Google Maps Route Planner being processed in the manner outlined above and for the above-mentioned purpose.

### Social media services

We give you the opportunity to recommend and discuss content in selected social media services. For this purpose, corresponding links are provided by the operators of these platforms. These links are not executed automatically, but are only activated by clicking.

The data privacy practices of these platforms are beyond our control. Please see

[Twitter privacy policy](#)  
[Facebook privacy policy](#)  
[Instagram privacy policy](#)  
[LinkedIn privacy policy](#)  
[Xing privacy policy](#)  
[Pinterest privacy policy](#)  
[Youtube privacy pollicy](#)

for details of the privacy practices of each platform.

### Ability to contact us through the website

In keeping with statutory requirements, the Gütermann GmbH website provides contact details, enabling you to communicate with us directly, quickly and electronically. This includes a general e-mail address. If a data subject contacts the controller through a contact form, an e-mail is sent to [contact@guetermann.com](mailto:contact@guetermann.com). These e-mails are forwarded by our marketing staff to the relevant department. To provide you with the best possible customer care, your personal data is processed and used by the regional A&E Gütermann companies in order to deal with your enquiry. If your data needs to be stored so that your request can be dealt with, you will be informed of this.

This data is not stored on the web server. Depending on the nature of your request, the data you provide will be stored on Gütermann systems if this is necessary to deal with your request. Please note that data transmitted online is not always secure. Particularly when communicating by e-mail, data protection cannot be guaranteed.

### Data protection for applications and in the application process

The controller collects and processes the personal data of applicants for the purpose of performing the application process. Data can also be processed electronically. This is particularly the case if an applicant transmits relevant application documents electronically by e-mail to the controller. If the controller enters into a contract of employment with an applicant, the data transmitted is stored for the purpose of performing the employment relationship and in compliance with statutory provisions. If the controller does not enter into a contract of employment with the applicant, the application documents are automatically erased two months after the rejection decision has been made known, unless other legitimate interests of the controller prevent such erasure. For the purposes of this policy, 'other legitimate interests' means, for example, to satisfy the burden of proof under General Equal Treatment Act (AGG) proceedings.

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### Minors

People under 18 years of age should not provide us with any personal data without the consent of a parent or guardian. We do not request personal data from children and young people, nor do we store it or share it with third parties.

### Security

We have put in place technical and organisational security measures to protect your personal data from unauthorised access and to prevent it from being lost, destroyed or manipulated. Where personal data is transmitted in electronic form, the information is encrypted to prevent the data being misused by third parties. Our security measures are revised on an ongoing basis, in line with technological progress.

Our staff and service providers that we commission to process your data are obligated to maintain confidentiality and data secrecy.

### Links

If you use external links provided through our websites, this Data Privacy Policy does not cover linked pages. Gütermann GmbH is not responsible for the content of such pages and associated data privacy. The operators of the respective sites have this responsibility. For more details, please see the Legal Notice information and the privacy policies of any externally linked sites.

### Right to object, withdrawal of consent

You can object to having your personal data processed or used by us at any time, or you can withdraw any previously provided consent, with future effect. In such cases, please write to Gütermann GmbH, Marketing Industry, Landstraße 1, 79261 Gutach, Germany or e-mail [contact@guetermann.com](mailto:contact@guetermann.com).

### Right of access, right to rectification, erasure and blocking

You can obtain information at any time about the data we have stored about you. If necessary, please write to Gütermann GmbH, Marketing Industry, Landstraße 1, 79261 Gutach, Germany or e-mail [contact@guetermann.com](mailto:contact@guetermann.com). You can use the same contact details to request that Gütermann GmbH rectify, erase or block your data.

### Changes to our Data Privacy Policy

We reserve the right to modify our security and data privacy measures, to the extent necessary as technology develops or the law changes. In such cases, we will also update our data privacy notices accordingly. It is therefore important that you are familiar with the latest version of our Data Privacy Policy.

### Questions, suggestions, complaints

If you have any further questions about our Data Privacy Policy or about the processing of your personal data, please contact our Data Protection Officer directly: Mr Martin Bockstahler, Gütermann GmbH, Landstraße 1, 79261 Gutach, Germany (tel. +49 7681 21 460, fax +49 7681 21 5460, e-mail [martin.bockstahler@guetermann.com](mailto:martin.bockstahler@guetermann.com)). He can also be contacted with any requests for information, suggestions or in the event of any complaints.

*This Data Privacy Policy includes excerpts from the privacy policy generator of DGD Deutsche Gesellschaft für Datenschutz GmbH, which operates as an external data protection officer, contributions from RC GmbH, which recycles used computers, and the law firm WILDE BEUGER SOLMECKE, as well as excerpts from the privacy policy generator of [www.datenschutzexperte.de](http://www.datenschutzexperte.de)*

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