

## General Data Privacy Statement for Schüco International KG

### 1. Collection of personal data

We are delighted that you are interested in Schüco International KG (Schüco). The protection of your personal data is important to us. For this reason, this website contains information about what personal data we collect from you when you use this site, for example. Personal data refers to all data that relates to you personally, e.g. your name, address, email address and user behaviour.

Our website uses SSL/TLS encryption for the transfer of confidential content.

This document can be downloaded in the form of a PDF and archived. The free programme Adobe Reader (at [www.adobe.de](http://www.adobe.de)), or a similar programme which exports PDF formats, is required in order to open the [PDF file](#). The document can also be printed.

### 2. Responsible authority for the collection and processing of data

According to art. 4 para. 7 of the GDPR, the responsible party is

Schüco International KG  
Karolinenstraße 1-15  
33609 Bielefeld  
Germany  
Tel.: +49 521 783-0  
Email: [info@schueco.com](mailto:info@schueco.com)  
Website: [www.schueco.com](http://www.schueco.com)

The contact details for the data protection officer are:

Schüco International KG  
Data Protection Department  
Karolinenstraße 1-15  
33609 Bielefeld  
Germany

If you have any questions and suggestions relating to data protection, please send an email to:

[datenschutz@schueco.com](mailto:datenschutz@schueco.com)

### 3. Your rights

(1) You may assert the following rights against us with regard to any personal data that relates to you:

- a) Right to information
- b) Right to correction
- c) Right to deletion (right to be forgotten)
- d) Right to limitation of processing
- e) Right to data portability
- f) Right to objection
- g) Right to revoke data protection consent

(2) You also have the right to make a complaint to a data protection authority regarding the processing of your personal data by us.

## 4. Collection of personal data during visits to our website

(1) When using the website for purely informational purposes, i.e. if you do not register or if you transmit information by other means, we will only collect the personal data that your browser transmits to our server. All collection and processing of data takes place for specific purposes. These may arise from technical requirements, contractual conditions or your explicit request. If you make use of specific services on our website, we shall obtain your consent regarding the collection and processing of the data.

When our website is viewed, we collect the following data, which is technically necessary in order to display our website and ensure stability and security. The data is also used for website troubleshooting. The legal basis for data processing is therefore art. 6 para. 1 lit. f) GDPR:

- IP address
- Date and time of request
- Time zone difference to Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Access status/HTTP status code
- Quantity of data transmitted in each case
- Website from which the request comes
- Browser
- Operating system and its interface language and version of browser software

(2) In addition to the purely informational use of our website, we offer various services which you may use if you are interested and after consenting to data processing (legal basis: art. 6 para. 1 lit. a) GDPR), such as receiving newsletters, as stipulated in section 6 of this data privacy statement, for example.

For this, you must specify additional personal data, which is used by us to provide you with the respective service or to contact you, and which is covered by the principles stipulated in this data privacy statement.

Should you fail to provide the necessary information, we will be unable to perform our services, where applicable.

With regard to the details, such as consent, objection and revocation, please refer to our special data privacy statements regarding

- the “My Workspace” area, protected by a login procedure
- the job market

### (3) Cookies

In addition to the data mentioned above, cookies are also stored on your computer when using our website. Cookies are small text files which are assigned to and stored on your hard drive by the browser you are using and which supply specific information to the authority which sets the cookie (us in this instance). Cookies cannot run any programmes or transmit viruses to your computer. They are used to make the internet service more effective and user-friendly on the whole.

Use of cookies:

a) This website uses the following types of cookies, for which the scope and mode of operation is explained below:

- Transient/session cookies (refer to b)
- Persistent cookies (refer to c).

b) Transient cookies are automatically deleted when you close the browser. These include session cookies in particular. These store a so-called session ID which allows various requests from your browser to be allocated to the overall session. As a result, your computer can be

recognised once again if you return to our website. The session cookies are deleted when you log out or close the browser.

c) Persistent cookies (e.g. the function “stay logged in on this computer”) remain on your end device and are automatically deleted after a specified period of time, which may differ depending on the cookie. You can delete the cookies at any time in the security settings of your browser.

d) You can configure your browser settings according to your needs and, for example, refuse to accept cookies from third parties. Please be aware that you may potentially not be able to use all features of this website. The help function in the menu bar of most web browsers explains how to prevent your browser from accepting new cookies, how you can get your browser to inform you when you receive new cookies, or how you can delete all cookies which have already been received, as well as block all additional ones.

The legal basis for this data processing is art. 6 para. 1 lit. f) GDPR in conjunction with section 15 of the German Telemedia Act. Our main concern is this website’s operation and the safeguarding of its basic functions.

## **5. Deletion and blocking of personal data**

Your data is deleted as soon as it is no longer required to fulfil the purpose for which it was collected. After a purely informational use of the website, your IP address will be deleted from all systems used in connection with the operation of this website after 7 days at the latest. Thus, we will no longer be able to trace the residual data back to individual persons.

During the use of additional services on our website, your data is generally saved on our systems for user management. These systems are regularly checked to ascertain whether data can be deleted. Should data no longer be required in the context of our relationship with a customer or interested party, or a conflicting interest takes precedence, we shall delete the data in question, provided no conflicting legal retention requirements exist.

Your data shall also be deleted if its storage is inadmissible (e.g. if the data is incorrect and correction is not possible). If there are legal or factual obstacles (such as particular retention requirements) preventing deletion, then blocking shall take place instead.

## **6. Data transfer to third parties**

As a matter of principle, the data you provide us with will not be passed on to third parties. In particular, data is not passed on to third parties for advertising purposes.

However, we employ the use of service providers where necessary, e.g. for technical maintenance services or services in connection with the enhancement of our website, for the operation of this website, or for our other products. These providers are carefully selected and commissioned by us, bound by our instructions and inspected at regular intervals.

## **7. Newsletter/advertising**

(1) With your consent, you may subscribe to our newsletter which is used to inform you about our current offers.

(2) For subscription to our newsletter, we use the so-called double opt-in procedure. This means that, following your subscription, an email is sent by us to your specified address asking you to confirm that you would like to receive the newsletter. If you do not confirm your subscription within 48 hours, your information shall be blocked and automatically deleted after one month. In each case, we will additionally store the IP address used and the time of subscription and confirmation.

The purpose of the procedure is to prove your subscription and, if applicable, to be able to detect any potential misuses of your personal data.

(3) It is only mandatory for you to provide your email address in order to receive the newsletter. The disclosure of other, separately highlighted data is voluntary and used in order to be able to address you personally or to be able to provide you with further information. After your confirmation, we store your email address for the purpose of sending out the newsletter. The legal basis is art. 6 para. 1 p. 1 lit. a) of the GDPR.

(4) You can revoke your consent to receiving the newsletter and unsubscribe from the newsletter at any time. You can declare your revocation by clicking on the link provided in every newsletter email, using this form<sup>1</sup> on the website, by emailing newsletter@schueco.com or by sending a message to the contact details specified in the company imprint.

(5) You also have the option elsewhere on our website to consent to receiving further advertising material from us (email, telephone, post). If you would to receive this advertising material, it is mandatory that you specify the data required for the selected method of contact (e.g. email address, telephone number, address). If you subscribe, we shall use the double opt-in procedure described in clause 6 (2).

(6) You can, of course, object to the processing of your personal data for advertising purposes at any time after providing your consent to advertising. You can inform us of your objection to advertising by emailing datenschutz@schueco.com.

## **8 Social media icons in the website footer**

Usually, when a user visits a website in which a social media button has been integrated, the button solutions provided by the social networks (such as the 'like' button) already transmit personal data to the respective social network.

For us, this is not the case. No plug-in buttons are incorporated into the footer of our website. Only icons are featured there. Upon clicking on these, they direct you to external links within the corresponding social media platforms. They only actively connect with the respective platforms if they themselves are activated through clicking and the user is, where applicable, logged into the respective platform. There is no transfer of personal data due to the integration of icons for social media platforms when our website is accessed.

## **9. Data privacy statement on the use and application of YouTube**

Components from YouTube have been integrated into our website. YouTube is an online video portal which enables video publishers to upload videos free of charge, and enables other users to watch, rate and comment on these videos, also free of charge. YouTube allows all types of videos to be published, which is why both complete films and television programmes, as well as also music videos, trailers or videos made by the users themselves, can be accessed via the online portal.

The operating company of YouTube is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time one of the individual pages of this website, which is operated by the party responsible for processing and which has an integrated YouTube component (YouTube video), is visited, the respective YouTube component automatically prompts the internet browser on the IT system of the person concerned to download a representation of the corresponding YouTube component from YouTube. Additional information about YouTube can be accessed at <https://www.youtube.com/yt/about/de/>. Within the framework of this technical process, YouTube and Google receive information about which specific sub-pages from our website are visited by the person concerned.

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<sup>1</sup> Please link.

If the person concerned is logged into YouTube at the same time, then when a sub-page containing a YouTube video is visited YouTube is able to recognise which specific sub-page from our website the person concerned is visiting. This information is collected by YouTube and Google and allocated to the respective YouTube account of the person concerned.

If the person concerned is simultaneously logged into YouTube when they visit our website, then YouTube and Google always receive information via the YouTube component that the person concerned has visited our website. This takes place regardless of whether or not the person concerned clicks on the YouTube component. If the person concerned does not wish this information to be transmitted to YouTube and Google in this way, they can prevent the transmission by logging out of their YouTube account before visiting our website.

The data privacy statements published by YouTube, which are accessible at <https://www.google.de/intl/de/policies/privacy/>, provide information about the collection, processing and use of personal data by YouTube and Google.

## **10. Data privacy statement on the use and application of Google Remarketing**

We have integrated services from Google Remarketing into this website. Google Remarketing is a feature of Google AdWords, which enables a company to allow advertisements to be displayed to internet users who have previously visited the company's website. The integration of Google Remarketing therefore enables a company to create user-related advertising and to subsequently allow interest-related advertising to be shown to the internet user.

The operating company of the service of Google Remarketing is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google Remarketing is to display interest-related advertising. Google Remarketing enables us to display advertising via the Google advertising network or to let it be displayed on other websites which are tailored to the individual requirements and interests of internet users.

Google Remarketing sets a cookie on the IT system of the person concerned. A description of what cookies are is provided above. Setting cookies enables Google to recognise our website users when they subsequently call up websites which are also a member of the Google advertising network. Each time a website is visited which has Google Remarketing as an integrated service, the internet browser automatically identifies the person concerned within Google. Within the framework of this technical process, Google receives information about personal data such as the IP address or web surfing behaviour of the user, which Google uses to display interest-relevant advertising, amongst other things.

Personal information, for example the websites visited by the person concerned, is stored by means of cookies. During each visit to our website, personal data, including the IP address of the internet connection used by the person concerned, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. In certain circumstances, Google passes on this personal data collected via the technical process to third parties.

The person concerned can, at any time, prevent cookies from being set by our website, as already described above, by appropriately adjusting the settings of their internet browser and thereby objecting to cookies on a permanent basis. Adjusting the settings of your internet browser in this way would also prevent Google from setting a cookie on the IT system of the person concerned. In addition, the cookies already set by Google Analytics can be deleted at any time via an internet browser or other software programme.

Furthermore, the person concerned has the option to object to interest-related advertising by Google. For this, the person concerned must call up the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from the internet browsers that are in use, and adjust the desired settings.

Additional information and the applicable data privacy statements from Google can be accessed at <https://www.google.de/intl/de/policies/privacy/>.

The summary of data collected for your Google account is carried out exclusively on the basis of your consent, which you can either withdraw or grant to Google (art. 6 para. 1 lit. a) GDPR). For data collection processes that have not been merged with your Google account (e.g. because you do not have a Google account or you have objected to merging), the collection of data is based on art. 6 para 1 lit. f) GDPR. Our legitimate interest arises from the fact that we, as operators of the website, are interested in anonymised analyses of website visitors for advertising purposes.

## **11. Data privacy statement on the use and application of Google AdWords and Google Conversion Tracking**

This website uses Google AdWords. AdWords is an online advertising programme provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google").

Within the Google AdWords application we use so-called conversion tracking. When you click on an ad delivered by Google, a cookie is set for conversion tracking. Cookies are small text files that the internet browser places on the user's computer. These cookies lose their validity after 30 days and do not serve to identify the user personally. If the user visits certain pages of this website and the cookie has not yet expired, we and Google are able to detect that the user clicked on an advertisement and was subsequently forwarded to this site.

Each Google AdWords customer receives a different cookie. Cookies cannot be tracked via websites belonging to AdWords customers. Information gathered using conversion cookies helps to create conversion statistics for AdWords customers who have opted for conversion tracking. These customers receive information on the total number of users that clicked on their ad and were forwarded to a page with a conversion tracking tag. However, they don't receive any information which would enable users to be personally identified. If you would like to opt out of tracking, you can object to this usage by simply deactivating the Google conversion tracking cookie in your internet browser's user settings. You will then not be recorded in conversion tracking statistics.

The storage of "conversion cookies" takes place on the basis of art. 6 para. 1 lit. f) GDPR. The website operator has a legitimate interest in the analysis of user behaviour to optimise both its web content and advertising.

More information on Google AdWords and Google Conversion Tracking can be found in Google's privacy policies: <https://www.google.de/policies/privacy/>.

You can configure your browser to ensure you are informed when cookies are set and you only permit cookies in individual cases, cookies are accepted in specific cases or generally excluded, or so that cookies are automatically deleted when the browser is closed. If cookies are deactivated, the functionality of this website may be restricted.

## **12. Data privacy statement on the use and application of Webtrekk**

Components from Webtrekk have been integrated into our website. Webtrekk is an analytical and marketing system combined within one system. Webtrekk enables the website operator to collect data about the use of the website, as well as to customise their marketing activities.

The operating company of Webtrekk is Webtrekk GmbH, Robert-Koch-Platz 4, 10115 Berlin, Germany.

Each time an individual page of this website, which is operated by the party responsible for processing, is visited, Webtrekk collects and stores data for marketing and optimisation purposes. Pseudonymised user profiles are created using the data obtained. The pseudonymised user profiles are used in order to analyse user behaviour and to enable us to improve our internet

service. The data collected through the Webtrekk component is not used to identify the person concerned if the separate explicit consent of this person has not previously been obtained. This data is not merged with personal data or with other data containing the same pseudonym.

Webtrekk sets cookies on the IT system of the person concerned. A description of what cookies are is provided above. On behalf of the parties responsible for processing, Webtrekk uses the data and information obtained via our website to analyse the user behaviour of the person concerned, who has visited our website. Furthermore, Webtrekk uses the data in order to create reports about the user activities on our behalf, as well as to provide further services for our company which are associated with the use of our website. Webtrekk does not merge the IP address of the person concerned with other personal data.

The person concerned can, at any time, prevent cookies from being set by our website, as already described above, by appropriately adjusting the settings of their internet browser and thereby objecting to cookies on a permanent basis. Adjusting the settings of your internet browser in this way would also prevent Webtrekk from setting a cookie on the IT system of the person concerned. In addition, the cookies already set by Webtrekk can be deleted at any time via an internet browser or other software programme.

Furthermore, the person concerned has the option to object to the recording of the data generated by the Webtrekk cookie, which relates to the use of this website, as well to the processing of this data by Webtrekk, and to prevent this recording from taking place. For this, the person concerned must click on this link <https://www.webtrekk.com/de/legal/opt-out-webtrekk/>, which sets an opt-out cookie. The opt-out cookie set upon objection is stored on the IT system used by the person concerned. If the cookies on the system of the person concerned are deleted following an objection, the person concerned must call up the link again and set a new opt-out cookie.

However, upon setting the opt-out cookie, there is the possibility that the person concerned shall no longer be able to use the websites of the parties responsible for processing to their full extent.

The applicable data privacy statements from Webtrekk can be accessed at <https://www.webtrekk.com/de/warum-webtrekk/datenschutz/>.

### **13. Data privacy statement on the use and application of DoubleClick**

Components from DoubleClick by Google have been integrated into our website. DoubleClick is a Google brand which is predominately used to market specific online marketing solutions to advertising agencies and publishing houses.

The operating company of DoubleClick by Google is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

DoubleClick by Google transmits data to the DoubleClick server both upon each impression, as well as through clicks or other activities. Each of these data transmissions triggers a cookie request to the browser of the person concerned. If the browser accepts the request, then DoubleClick sets a cookie on the IT system of the person concerned. A description of what cookies are is provided above. The purpose of cookies is to optimise and display advertisement. Cookies are used to control and display user-related advertising, as well as to create reports for advertising campaigns or to improve these, amongst other things. In addition, cookies serve to prevent the same advertisement from being displayed multiple times.

DoubleClick uses a cookie ID which is necessary to implement the technical process. For example, the cookie ID is required in order to display an advertisement in a browser. Through the cookie ID, DoubleClick can record which advertisements have already been displayed in a browser in order to prevent adverts being shown twice. In addition, the cookie ID makes it possible to record conversions. For example, conversions are recorded if a DoubleClick advertisement has previously been displayed to a user and the user subsequently completes a purchase on the website of the advertiser using the same internet browser.

There is no personal data contained in DoubleClick cookies. However, a DoubleClick cookie can contain additional campaign identifiers. A campaign identifier serves to identify the campaigns with which the user has already come into contact with.

Each time one of the individual pages of this website, which is operated by the party responsible for processing and which has an integrated DoubleClick component, is visited the respective DoubleClick component automatically prompts the internet browser on the IT system of the person concerned to transmit data to Google for the purpose of online advertisement and the calculation of provisions. Within the framework of this technical process, Google receives information about data which is also used by Google to create commission calculations. Google can, among other things, retrace the particular links on our website which have been clicked by the person concerned.

The person concerned can, at any time, prevent cookies from being set by our website, as already described above, by appropriately adjusting the settings of their internet browser and thereby objecting to cookies on a permanent basis. Adjusting the settings of your internet browser in this way would also prevent Google from setting a cookie on the IT system of the person concerned. In addition, the cookies already set by Google can be deleted at any time via an internet browser or other software programme.

Additional information and the applicable data privacy statements from DoubleClick can be accessed at <https://www.google.com/intl/de/policies/>.

## **14. Integration of Google Maps**

We use the Google Maps service on this website. As a result, we are able to directly show you interactive maps within the website and make it easy for you to use the maps function. The operating company is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

When visiting the website, Google will be informed that you have visited the corresponding sub-page on our website, and your IP address will be saved. This takes place regardless of whether Google provides a user account with which you are logged in, or whether no user account exists. If you are logged into Google, your data is directly allocated to your account. If you do not want this allocation to take place with your Google profile, then you must log out before activating the button. Google stores your data as a user profile and uses it for the purpose of advertising, market research and/or the requirement-oriented design of its website. Such an analysis takes place (even for users who are not logged in) in order to provide requirement-oriented advertising and to inform other users of the social network about your activities on our website, in particular. You are entitled to object to the creation of this user profile, whereby you are required to contact Google in order to exercise this right.

Further information about the purpose and scope of data collection and the processing of data by the plug-in provider can be found in the data privacy statements from the provider. There, you can also obtain additional information about your rights in respect of this and about the configuration options for the protection of your privacy:

<http://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and has subscribed to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

## **15. Legal basis for processing**

Art. 6 I lit. a) of the GDPR serves as Schüco's legal basis for processing procedures, during which consent is obtained for a particular processing purpose (e.g. newsletters, My Workplace, the jobs board). If the processing of personal data is required for the fulfilment of a contract for which the contracting party is the person concerned, as, for example, is the case during the processing procedures required for a delivery of goods or the provision of another service or return service, then the processing shall be subject to art. 6 I lit. b) of the GDPR. The same applies to any processing procedures that are necessary to carry out pre-contractual measures.

Should, in cases concerning product inquiries or services for example, our company be subject to a legal obligation which requires the processing of personal data, such as for the fulfilment of tax obligations, then the processing shall be based on art. 6 I lit. c of the GDPR. In rare cases, the processing of personal data could be necessary in order to protect vital interests of the person concerned, or to protect another individual. For example, this would be the case if a visitor was injured and we consequently had to pass on details about his name, age, health insurance funds or other vital information to a doctor, hospital or other third party. In this instance, processing is based on art. 6 I lit. d) of the GDPR. Ultimately, processing procedures could be based on art. 6 I lit. f) of the GDPR. Processing procedures which are not covered by any of the aforementioned legal foundations are based on this legal foundation if the processing is required to safeguard our legitimate interests or those of a third party, unless the interests, legal foundations and fundamental freedoms of the person concerned take precedence. In particular, we are authorised to carry out such processing procedures as they have been specifically referred to by the European legislator. In this respect, the legislator took the view that a legitimate interest could be accepted if the person concerned is a client of the responsible party (recital 47 sentence 2 of the German General Data Protection Regulation - GDPR).

Status as of: May 2018