



## Data protection notice for the Internet presence of LABOM Mess- und Regeltechnik GmbH

### Data protection notice relating to the website

We, LABOM Mess- und Regeltechnik GmbH would like to welcome you to our Internet presence (hereinafter also referred to as "Internet service"). We appreciate your interest and wish your visit to our Internet presence to be as comfortable as possible. For us, this also includes responsible handling of your data which corresponds to the legal regulations in Germany in every respect.

Should we refer to the provisions of the General Data Protection Regulation (GDPR) below, you can access these [here](http://eur-lex.europa.eu/legal-content/DE/TXT/PDF/?uri=OJ:L:2016:119:FULL&from=DE) [<http://eur-lex.europa.eu/legal-content/DE/TXT/PDF/?uri=OJ:L:2016:119:FULL&from=DE>]. You can find the text of the German Federal Data Protection Act (BDSG) [here](https://www.bmi.bund.de/SharedDocs/downloads/DE/gesetztestexte/datenschutzanpassungsumsetzungsgesetz.pdf;jsessionid=32340324F57AD1C86E3997D59C3C3B0D.1_cid295?__blob=publicationFile&v=1) [[https://www.bmi.bund.de/SharedDocs/downloads/DE/gesetztestexte/datenschutzanpassungsumsetzungsgesetz.pdf;jsessionid=32340324F57AD1C86E3997D59C3C3B0D.1\\_cid295?\\_\\_blob=publicationFile&v=1](https://www.bmi.bund.de/SharedDocs/downloads/DE/gesetztestexte/datenschutzanpassungsumsetzungsgesetz.pdf;jsessionid=32340324F57AD1C86E3997D59C3C3B0D.1_cid295?__blob=publicationFile&v=1)].

We are the "responsible body" for the processing of your personal data on this Internet presence, as defined in Article 4 Number 7 GDPR.

You can contact us as follows:

LABOM Mess- und Regeltechnik GmbH  
Marketing Department  
Im Gewerbepark 13  
27798 Hude

You can contact our data protection officer as follows:

LABOM Mess- und Regeltechnik GmbH  
Data protection officer  
Im Gewerbepark 13  
27798 Hude

This data protection notice applies to the Internet presence provided by LABOM Mess- und Regeltechnik GmbH. Should services of other providers ("third party services") be accessible from our Internet service, our data protection notice does not apply to these. In such a case, we are also not responsible for the processing of your personal data by such third party services in accordance with Article 4 Number 7 GDPR.

### **1. Processing of personal and non-personal data**

#### 1.1 Surfing on our Internet site

As a rule, you can visit our Internet presence without telling us who you are. When you visit our Internet presence, we are

- only informed of your IP address,
- the name of the Internet site and/or file being accessed and the time of accessing and leaving the Internet site,
- the transferred data quantity and
- whether accessing or leaving the site was successful.



The data is only used in order to administer and optimise the Internet service.

The IP address can be a personal date, since under certain circumstances it is possible to trace the identity of the owner of the Internet connection which is being used by means of the provision of information.

The IP address will only be used by us in case of attacks against our Internet infrastructure. In such a case, we have a legitimate interest in the processing of the IP address under Article 6 Paragraph 1 f) GDPR. This legitimate interest arises from the need to defend against the attack against the Internet infrastructure, to determine the origin of the attack, to take criminal and civil action against the person responsible and to effectively prevent further attacks.

The IP address is deleted, once we can exclude the possibility that an attack against our Internet infrastructure originated from it. This generally takes place after 7 days.

## 1.2 Use of cookies

Cookies are also used in our Internet service. Cookies are small data packages which are stored on the hard drive of your computer via the browser. These serve the purpose of managing the Internet connection during your visit or during a subsequent visit to our websites and therefore make the visit more comfortable.

Some browsers allow cookies in the basic settings. Should you not want these, you can alter the setting of your browser. Please read the instructions of your browser provider in order to find out how to do this. Should you decide against cookies, it may be the case that parts of our Internet service cannot be used.

## 1.3 Tracking and web analysis services

### 1.3.1 Google Analytics

This website uses Google Analytics, a web analysis service provided by Google Inc. ("Google").

Google Analytics also uses "cookies". Information about your use of this website generated by the cookie is generally transmitted to a Google server in the USA and stored there. This website uses Google Analytics with the "anonymizeIp()" extension. By means of this, IP addresses are shortened first by Google within Member States of the European Union or in other Member States of the European Economic Area. By means of this, direct tracing of persons in the course of the further processing is excluded. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and abbreviated there. Google will use this information, on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activities and to provide further services associated with the use of the website and the use of the Internet for the website operator. The IP transmitted by your browser within the scope of Google Analytics, will not be associated with other data from Google.

You can prevent the storage of cookies by selecting the appropriate setting on your browser software, but we would point out that, if you do so, you may be unable to use the full functions of this website.

You can also prevent Google from recording and processing the data generated by your cookie about your use of the website (including your IP address) by downloading and installing the browser plug-in available via the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

The use of Google Analytics takes place in accordance with the requirements agreed between the German data protection authorities and Google.



Information concerning the third party provider:

Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

Terms and conditions of use: <http://www.google.com/analytics/terms/de.html>,

Data protection overview: <http://www.google.com/intl/de/analytics/learn/privacy.html>

Data protection declaration <http://www.google.de/intl/de/policies/privacy>.

#### 1.4 Making contact and communication

On some pages, you can enter the required personal data in the entry fields for the purpose of correspondence with us.

This data is only processed for this correspondence with you and for the purpose for which you provided us with the data in the course of this communication, for example in order to respond to your queries or to get in touch with you following your request. In such a case, the processing of the personal data takes place with your consent and is then permitted under Article 6 Paragraph 1 a) GDPR. We delete your relevant data once the purpose for which you disclosed it to us has been fulfilled or completed and we are not entitled or obliged to continue to save the data for legal reasons.

#### 1.5 Creating and accessing a profile

In certain areas of our Internet presence, you have the option of voluntarily creating your own profile, saving data there and accessing it again when necessary. In such profiles, the data entered by you and the results of the actions carried out by you (for example accounts) are saved and can be accessed by you.

The following information will be saved in a profile within our Internet presence, should you provide all of the data:

On the product pages of the homepage (<https://labom.com>)

- First name and surname
- Company name
- Telephone number
- Email address

In the configurator (<https://configurator.labom.com>)

- First name and surname
- Postal address
- Telephone and fax number
- Email address
- Company name
- Department and position
- Branch

On the training page (<https://ausbildung.labom.com>)

- First name and surname
- Email address
- If applicable, contact data via the free text field

Thereby usage data will never be saved. Your profile is based solely on the information which you have provided. No automated profile formation is carried out by us on the basis of your behaviour or other information. The access to your respective profile is protected by a password and can only be accessed by third parties if you yourself allow this.

Should you create a profile in our Internet presence, a contract for the saving and provision of the respective profile comes into effect between us. The processing of your personal data is therefore legitimated under Article 6 Paragraph 1 b) GDPR. As a rule, we do not ourselves delete the personal data which has been stored in a profile. However at all times, you have the option of altering or deleting individual data in your profile and fully deleting the profile which has been created, whereby at the same time, all personal data which has been saved in the profile will be deleted.

## 1.6 Google Maps

This Internet presence uses Google Maps in order to display maps and create journey planners. Google Maps is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Should you use the additional functions of Google, for example by clicking on the displayed map, you are using a service of Google which is outside of our area of influence. In such a case, the guidelines and instructions which have been respectively issued by Google apply.

You can find further information concerning the terms and conditions of use of Google

- additional terms and conditions of use for Google Maps / Google Earth ("additional terms and conditions of use for Google Maps / Google Earth") and
- the legal notice for Google Maps / Google Earth ("legal notice") and
- the Google data protection declaration ("data protection declaration")
- on the website which can be accessed at [www.google.de](http://www.google.de). In the [data protection declaration of Google \[http://www.google.de/intl/de/privacy/\]](http://www.google.de/intl/de/privacy/), you can find information as to what data is recorded for what purpose and what Google does with this data.

## 1.7 Consent

As a rule, any processing of your personal data which goes beyond the above only takes place if you have issued us with your consent in this respect and we are entitled to process your personal data in accordance with Article 6 Paragraph 1 a) GDPR. In certain areas of our Internet presence, you have the option of issuing such express consent. In such a case, we notify you of the respective purpose for which the data will be issued if you grant us your consent and how long we will save this personal data.

## 1.8 Other processing due to a legitimate interest

If necessary, we process your data in order to fulfil a contract which has been concluded with you. We can also process your personal data which goes beyond the extent of the consent which you have issued us with in order to safeguard our legitimate interests or those of third parties, unless your legitimate basic rights and basic freedoms which require the protection of personal data take precedence over this in an individual case (see Article 6 Paragraph 1 f GDPR). This can include:

- Checking and optimisation of procedures for requirements analysis and direct contact with customers;
- Advertising or market and opinion research, unless you have objected to the use of your data;



- Assertion of legal claims and defence in case of legal disputes;
- Ensuring IT security and safeguarding the IT facilities of the company;
- Prevention and clarification of criminal activity;
- Business management measures and further development of services and products.

## 2. Your rights as a user of our Internet site

2.1 All affected persons have the right to **information** in accordance with Art. 15 GDPR, the right to **correction** in accordance with Art. 16 GDPR, the right to **deletion** in accordance with Art. 17 GDPR, the right to **restriction of the processing** in accordance with Art. 18 GDPR and the right to **data transferability** in accordance with Art. 20 GDPR. The restrictions under §§ 34 and 35 of the German Federal Data Protection Act (BDSG) apply to the right of information and right to deletion. In addition, you have the right to complain to a data protection authority (Article 77 GDPR and § 19 BDSG).

### 2.1.1 Revocation of consent which has been issued

You can revoke any consent which has been issued to us explicitly or in an implied manner at any time with effect for the future.

### 2.1.2 Information concerning your right of objection in accordance with Article 21 of the General Data Protection Regulation (GDPR)

a. You have the right to object at any time for reasons connected to your specific situation to the processing of personal data which relates to you which takes place under Article 6 Paragraph 1 Letter e) GDPR (data processing in the public interest) and Article 6 Paragraph 1 Letter f) GDPR (data processing for the purpose of legitimate interests). This also applies to profiling which is based on this provision under Article 4 Number 4 GDPR which we use for creditworthiness checks or for advertising purposes.

Should you raise an objection, we will no longer process your personal data, unless we can provide proof of mandatory protectable reasons for the processing which outweigh your interests, rights and freedoms or should the processing be necessary in order to assert, exercise or defend legal claims.

b. In individual cases, we process your personal data in order to carry out direct advertising. You have the right to raise an objection to the processing of personal data which relates to you for the purposes of such advertising. This also applies to the profiling, should this be connected to such direct advertising.

Should you object to the processing for the purposes of direct advertising, we will no longer process your personal data for these purposes

[The objection can be made informally and should be addressed to

LABOM Mess- und Regeltechnik GmbH  
Marketing Department  
Im Gewerbepark 13  
27798 Hude where possible].

2.2 As a rule, the claiming of all rights named in Number 2.1 is free-of-charge to you

In case of requests which are obviously unjustified or, in particular in case of excessive repetition, we can however in accordance with Article 12 Paragraph 5 GDPR either

a. request a reasonable fee which takes the administration costs for the information or notification or the performance of the measure which has been applied for into account or

b.. refuse to provide services due to the application.

2.3 In order to exercise your rights, please contact our data protection officer who is named above. The data protection officer can provide you with further information relating to data protection on request.

### **3. Updating of this data protection notice**

From time to time, it may be necessary to update this data protection notice, for example due to new legal provisions or regulations issued by the authorities, or the provision of new services on our Internet presence. We will inform you of such here. We would generally recommend that you regularly access this data protection notice in order to check for any changes. You can recognise that changes have taken place by the "as of " date at the bottom of this document being updated.

### **4. Printing and saving of this data protection notice**

You can print out this data protection notice directly and save it, for example via the print and save function in your browser.

As of: April 2018