

## **Privacy Policy**

### **A. Data protection at a glance**

#### **I. General instructions**

The following information provides a simple overview of what happens to your personal data when you visit our website. Personal data is all data with which you can be personally identified. Detailed information on the subject of data protection can be found in our privacy policy set out under this text.

#### **II. Data collection on our website**

##### **Who is responsible for data collection on this website?**

The data processing on this website is carried out by Murrplastik Systemtechnik GmbH, the website operator.

##### **How do we collect your data?**

On the one hand, your data is collected through your communicating it to us. This can be data that you input in a contact form, for example.

Other data is automatically collected by our IT systems when you visit the website. This is mainly technical data (e.g. Internet browser, operating system or time of the page call). This data is collected automatically once you enter our website.

##### **What do we use your data for?**

Part of the data is collected to ensure that the website is error-free. Other data can be used to analyze your user behavior.

##### **What rights do you have with regard to your data?**

You have the right to obtain information about the origin, recipient and purpose of your stored personal data at any time and at no cost. You also have the right to request the rectification, blocking or erasure of this data. You can contact us at any time at the address given in the site notice for this and other issues on the subject of data protection. You also have the right to lodge a complaint with the competent supervisory authority.

##### **Analysis tools and third-party tools**

Your browsing behavior can be statistically evaluated during visits to our website. This is done mainly with



cookies and with so-called analysis programs. Your browsing behavior is usually analyzed anonymously, and the browsing behavior cannot be traced back to you. You can object to this analysis or prevent it by not using certain tools. You will find detailed information on this in the following privacy policy. You can object to this analysis. This privacy policy will provide you with information about the objection options.

## **B. General and mandatory information**

### **I. Data Protection**

The aim of data protection and also the aim of Murrplastik Systemtechnik GmbH is to handle personal data in such a way that the individual's personal rights are protected.

To ensure the achievement of this objective, entities responsible for the processing of personal data are required to comply with the rules set out in EU legislation (the General Data Protection Regulation (GDPR)) and national laws on data protection.

Personal data may only be collected and processed where permitted by the GDPR or another law. The GDPR's essential basic principles are:

- Lawfulness of processing, fairness of processing, transparency
- Purpose limitation
- Data minimization
- Accuracy of data processing
- Storage limitation and deletion policies
- Integrity and confidentiality

Responsible behavior when handling personal data, but also the risk-conscious use of IT systems and applications are further key aims of Murrplastik Systemtechnik GmbH.

Please note that security breaches can occur with the transmission of data over the Internet (e.g. communication by email). Complete protection of the data against access by third parties is not possible.

### **II. Controller's information obligations and data subject rights**

#### **Name and contact details of the controller and, if applicable, their substitute**

The controller for the data processing on this website is:

Murrplastik Systemtechnik GmbH



Dieselstraße 10  
71570 Oppenweiler  
Germany  
Phone: +49 7191 4820  
E-Mail: [info@murrplastik.de](mailto:info@murrplastik.de)

The Controller is the natural or legal person who alone or jointly with others decides on the purposes and means of processing personal data (e.g. names, email addresses, etc.).

### **Data protection officer's contact details**

Our data protection officer, Mr. Daniel Voigtländer, can be reached at

[Daniel.voigtlaender@mso.de](mailto:Daniel.voigtlaender@mso.de)

### **Purpose of the data collection, processing or use**

Murrplastik Systemtechnik GmbH is an expert in cable protection, cable marking, energy chains, labeling, automation and robotics equipment.

Personal data is collected, processed or used in order to fulfill this corporate purpose or support secondary purposes, such as customer service.

### **Data subject groups and related data or data categories**

The affected data subject groups are

- current employees;
- former employees;
- applicants;
- interested parties;
- customers;
- suppliers;
- service providers and
- other business partners.

The relevant data includes all personal data required to fulfill the respective purpose. Which of the data subjects' specific data is processed is explained in detail below.

### **Legal bases**

Processing of personal data is only lawful where permitted by law, i.e. if there is a legal basis, or where the person has consented.

We only process personal data in our company in accordance with statutory provisions. This is generally done when



- consent to the processing of personal data has been given (Art. 6(1)(a) GDPR),
- personal data must be processed in order to fulfill a contract or initiate a contract (Art. 6(1)(b) GDPR),
- the processing of personal data is necessary to comply with a legal obligation (Art. 6(1)(c) GDPR) or
- we process personal data on the basis of a legitimate interest or on the basis of a legitimate interest of a third party (Art. 6(1)(f) GDPR).

### **Specificity regarding the legal basis of data processing for contractual purposes**

Murrplastik Systemtechnik GmbH deals mainly with tradespersons. Therefore, when processing personal data for contractual purposes, unless otherwise stipulated in the individual case, the following legal bases shall apply:

1. if you are a registered merchant or freelancer, Art. 6(1)(b) GDPR, and the data processing is for the purpose of performing the contract or pre-contractual measures with the data subject; or
2. if you have the status of a company employee, e.g. as an employee in purchasing, Art. 6(1)(f) GDPR, Murrplastik Systemtechnik GmbH's legitimate interest. In this case, Murrplastik Systemtechnik GmbH's legitimate interest is the sale of its own goods and services, which is based in particular on entrepreneurial freedom and professional freedom.

For the sake of simplicity, we will refer only to "data processing for contractual purposes" below.

### **Potential recipients in the event of data transfer**

The potential recipients of transferred personal data are

- public authorities, where a legal obligation exists,
- service providers and other business partners provided this is necessary to fulfill the respective purpose and this is statutorily permitted or required or the data subject has consented.

### **Planned data transfer to third countries or international organizations**

Should it become necessary to transfer data to third countries (countries that are not member states of the European Union) or to international organizations, this will only be done for the purpose of concluding or fulfilling contracts – provided this does not conflict with the interests of the data subject worthy of protection – taking into account all data protection requirements. If, in individual cases, we transfer your data to a third country or to an international organization, we will provide you with the information required for this situation.



### **Standard data erasure periods**

Personal data will be erased in accordance with the respective applicable legal or contractual regulations on data erasure, taking into account legal or contractual retention obligations. Such legal obligations arise from the German Commercial Code (HGB) and the German Tax Code (AO), among others. The periods specified there for storage or documentation are up to ten years beyond the end of the business relationship or the pre-contractual legal relationship.

Furthermore, other statutory provisions may require a longer retention period, such as the preservation of evidence within the scope of statutory prescription periods. The regular limitation period is three years. However, in certain cases, limitation periods of up to 30 years or, in individual cases, even longer, may apply. Personal data not subject to a legal or contractual retention or deletion obligation shall be erased after it has become dispensable for the fulfillment of the respective purpose.

### **Your rights regarding data protection (Art. 12 et seq. GDPR)**

Data subjects are entitled to various rights regarding data protection. These rights are explained below. The above contact details can be used to exercise these rights.

#### **Right to information (Art. 15), rectification (Art. 16), restriction of processing (Art. 18) and erasure (Art. 17)**

Within the framework of the applicable statutory provisions, you have the right to information at no cost and at any time about your personal data stored with the controller, its origin and recipient and the purpose of data processing and, if applicable, a right to rectification, blocking or erasure of this data.

#### **Right to object (Article 21 GDPR)**

Every data subject has the right to object to the processing of their data where the data processing is based on Art. 6(1)(f) GDPR or for direct marketing purposes. In the event of an objection to the processing of your personal data, we will review your objection on a case-by-case basis. Where data protection law requires us to delete your personal data due to your objection, we will delete your data taking into account statutory retention obligations. An objection shall not affect the legitimacy of the processing carried out until the objection was made.

#### **Data disclosure obligation**

Our data protection officer will inform you on a case-by-case basis whether the provision of personal data is statutorily or contractually required or whether it is necessary for the conclusion of a contract, whether the data subject is obliged to provide the personal data and what the possible consequences of the failure to provide it would be.



### **Right to lodge a complaint with a supervisory authority**

Data subjects shall have a right of appeal to the competent supervisory authority where they believe that one of their rights has been violated. The responsible supervisory authority for data protection issues is the data protection officer of the federal state in which our company is based. In principle, however, the data subject may also contact the supervisory authority of their place of residence or of the place of the alleged infringement. A list of the data protection officers and their contact details can be found at the following link: [https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html).

### **Right to data portability**

You have the right to receive the data that we have processed through automated processing on the basis of your consent or in the performance of a contract or to have it transmitted to a third party, in a structured, commonly used and machine-readable format. Where you request the direct transmission of the data to another controller, this will only be done where technically feasible.

### **Withdrawal of your consent for data processing**

Some data processing operations are only possible with your express consent. You can withdraw already given consent. An informal email message to one of the email addresses given above shall suffice for this purpose. The legality of the data processing carried out until the withdrawal remains unaffected thereby.

### **Use of your data for (direct) marketing purposes**

Independently of your subscription to our newsletter, we may use your data, in particular your e-mail address, for (direct) marketing purposes. We will only use your data for this purpose if you have not objected to this. Please note that whenever you contact us you can object to the use of your data for (direct) marketing purposes at any time without incurring any costs other than the transmission costs at basic rates.

### **SSL or TLS encryption**

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as orders or inquiries that you send to us as the site operator. You can recognize an encrypted connection by the change in the browser address line from "http://" to "https://" and by the lock symbol in your browser line.

Where SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.



## **C. Data collection on our website**

### **I. Cookies**

Some websites use so-called cookies. Cookies do not damage your computer and do not contain viruses. Cookies serve to make our website more user-friendly, more effective and safer. Cookies are small text files which are set on your computer and stored by your browser.

Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your terminal until you delete them. These cookies enable us to recognize your browser during your next visit.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, accept cookies for certain cases or generally exclude them and activate the automatic deletion of cookies when closing the browser. Deactivation of cookies may result in the restriction of this website's functionality.

Cookies which are necessary for the execution of the electronic communication process or for the provision of certain functions you desire (e.g. shopping basket function), are stored on the basis of Article 6(1)(f) GDPR. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimized provision of its services. If other cookies (e.g. cookies for the analysis of your browsing behavior) are stored, these are treated separately in this privacy policy.

### **II. Cookie consent with Usercentrics**

This website uses Usercentrics cookie consent technology to obtain your consent to the storage of certain cookies on your end device or to the use of certain technologies and to document this in accordance with data protection law. The provider of this technology is Usercentrics GmbH, Rosental 4, 80331 Munich, Website: <https://usercentrics.com/de/> (subsequently referred to as "Usercentrics").

The following personal data is transferred to Usercentrics when you enter our website:

- Your consent(s) or the revocation of your consent(s);
- Your IP address;
- Information about your browser;
- Information about your end device;
- Time of your visit to the website.

Usercentrics also stores a cookie in your browser to enable the allocation of your granted consent granted or its withdrawal. The data collected in this way is stored until you request us to delete it, delete the Usercentrics



cookie yourself or the data storage purpose no longer applies. Mandatory statutory claims shall remain unaffected.

Usercentrics is used to obtain consent for the use of certain statutorily prescribed technologies. The legal basis for this is Article 6(1)(c) GDPR.

### **III. "Do Not Track" settings**

You can control the storage of cookies through the "Do Not Track" (DNT) settings in your internet browser. Depending on the browser, DNT is either a setting in the program settings or a so-called plug-in or add-on. When activated, the browser signals that this tool's tracking measures are not desired without your explicit consent. If the setting is activated, we will anonymize tool tracking functions. Please note that the procedure for activating DNT differs depending on the Internet browser you are using.

### **IV. Server log files**

The page provider automatically collects and stores information in so-called server

log files that your browser automatically transmits to us. These are:

- Browser type and version;
- operating system used;
- Referrer URL
- Accessing computer's host name;
- Time of the server request;
- IP address.

This data will not be merged with other data sources.

The basis for data processing is Article 6(1)(f) GDPR, which permits the processing of data for the fulfillment of a contract or pre-contractual measures.

### **V. Webshop**

You can register with our webshop to use additional features on the site. We use the data entered for this purpose solely for the purpose of the use of the respective offer or service for which you have registered. All the mandatory information requested during registration must be provided. Otherwise we will refuse the registration.

#### **Categories of data processed**

The following data is processed within the scope of using the webshop:





### **Company information**

Company Name\*  
Owner name for sole proprietorships  
Address\*  
Country\*  
ZIP Code  
City\*  
Website  
Sector\*  
Number of persons who work with Murrplastik products\*  
VAT ID

### **Personal information:**

Title\*  
First name\*  
Last name\*  
Language  
Position\*  
Email address\*  
Tel.:\*  
Mobile phone number  
Fax

### **Legal basis**

The processing of the mandatory data (marked with "\*) during registration for our webshop is for data processing for contractual purposes.

You can voluntarily provide us with information beyond the mandatory information. The legal basis for this information is Art. 6(1)(a) GDPR, your consent. The data processing of the voluntary information serves to improve our service to you and to enable us to provide you with more comprehensive support. You can withdraw your consent to the processing of the voluntarily provided data at any time. Please use the contact option above to do so.

### **Contact via email**

We will use the email address provided during registration to notify you of important changes, for example in the scope of the offer or in the event of technically necessary changes.

### **Retention period**

We will store the data collected during registration for as long as you are one of our customers. Where you delete your access to the webshop, your MurrShop customer account will remain and your customer data will continue to be stored. Statutory retention periods remain unaffected.



## **VI. Personal product recommendation**

If you have agreed to the use of cookies for personal product recommendations on our website, we will use your browsing behavior for product recommendations on this website after your registration. This includes in particular item pages and product categories that you have visited or searched for on Murrplastik Systemtechnik GmbH websites. You can withdraw your consent to the analysis of your browsing behavior at any time. Please note that we will then no longer be able to offer you product recommendations tailored to your browsing behavior.

### **Legal basis**

The storage of cookies for the creation of personal product recommendations is based on Art. 6(1)(a) GDPR, your consent.

You can prevent the storage of cookies by refraining from giving us your consent to do so. However, please note that in this case you may not be able to use all this website's functions to their full extent.

The information generated by cookies for personal product recommendations is not passed on to third parties.

### **Retention period**

Where you do not or no longer agree to the storage and use of your data, you can terminate the storage and use here. In this event, your decision will be stored in the form of a cookie. Deleting your cookies will cause this cookie to be deleted as well. When you visit our site again, you will then be asked again whether cookies may be used for web analysis.

## **D. Analysis tools and advertising**

### **I. Google Tag Manager**

We use Google Tag Manager. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Google Tag Manager is a tool that allows us to embed tracking or statistical tools and other technologies on our website. Google Tag Manager itself does not create user profiles, does not store cookies and does not perform any independent analyses. It is only used for the management and output of the tools integrated by



it. Google Tag Manager, however, collects your IP address, which may also be transferred to Google's parent company in the United States.

The use of Google Tag Manager is based on Art. 6(1)(f) GDPR. The website operator has a legitimate interest in a fast and uncomplicated integration and management of various tools on his website. As far as a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6(1)(f) a GDPR and § 25(1) TTDSG (Telecommunications and Telemedia Data Protection Act) as far as the consent includes the storage of cookies or access to information in the user's end device (e.g. device fingerprinting) within the meaning of the TTDSG. The consent can be withdrawn at any time

## **II. Google Analytics**

This website uses functions of the Google Analytics web analysis service. The provider is Google, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses so-called "cookies". These are text files stored on your computer to enable an analysis of your use of the website. The information generated by the cookie about your use of this website is usually transferred to a Google server in the US and stored there.

Google Analytics cookies are stored on the basis of Art. 6(1)(f) GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising.

### **IP anonymization**

We have activated the IP anonymization function on this website. This means that Google will shorten your IP address within member states of the European Union or in other

Contracting Parties to the Agreement on the European Economic Area before being transmitted to the US. Only in exceptional cases will the full IP-address be sent to the Google server in the USA and then be abbreviated there. On behalf of this website's operator, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website and Internet use. The browser IP-address that was submitted in the context of Google Analytics is not merged with any other data held by Google.

### **Browser plug-in**

You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use this website's full functionality. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP



address) and from processing this data by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

### **Objecting to data collection**

You can prevent the collection of your data by Google Analytics by clicking the following link. An opt-out cookie which prevents the future collection of your data when visiting this website will be set: Disabling Google Analytics:

You can find more information on how Google Analytics handles user data in Google's privacy policy:

<https://support.google.com/analytics/answer/6004245?hl=en>.

### **Demographic characteristics in Google Analytics**

This website uses the Google Analytics "demographic characteristics" feature. This allows the creation of reports containing statements about site visitors' age, gender and interests. This data comes from interest-based advertising from Google and visitor data from third-party providers. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as indicated in the "Objecting to data collection" section.

### **Google AdWords and Google conversion tracking**

This website uses Google AdWords. AdWords is an online advertising program of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("**Google**").

We use so-called conversion tracking within the framework of Google AdWords. When you click on an ad placed by Google, a cookie for conversion tracking is set.

Cookies are small text files that the internet browser stores on the user's computer. These cookies lose their validity after 90 days and are not used to identify users personally. Where the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognize that the user has

clicked on the ad and has been redirected to this page. Each Google AdWords customer receives a different cookie. The cookies cannot be tracked via AdWords customers' websites. The information collected using conversion cookies is used to create conversion statistics for AdWords customers who have opted for conversion tracking. Clients find out the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information enabling the personal identification of users. Should you not wish to participate in the tracking, you can object to this use



simply by deactivating the Google conversion tracking cookie via your internet browser under user settings. Subsequently, you will not be included in the conversion tracking statistics.

Conversion cookies are stored on the basis of Art. 6(1)(f) GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising.

You can find more information about Google AdWords and Google conversion tracking in

Google's privacy policy: <https://policies.google.com/privacy>

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, accept cookies for certain cases or generally exclude them and activate the automatic deletion of cookies when closing the browser. Deactivation of cookies may result in the restriction of this website's functionality.

### **III. Use of SalesViewer® technology**

This website uses SalesViewer® technology from SalesViewer® GmbH on the basis of the website operator's legitimate interests (Section 6 paragraph 1 lit.f GDPR) in order to collect and save data on marketing, market research and optimisation purposes.

In order to do this, a javascript based code, which serves to capture company-related data and according website usage. The data captured using this technology are encrypted in a non-retrievable one-way function (so-called hashing). The data is immediately pseudonymised and is not used to identify website visitors personally.

The data stored by Salesviewer® will be deleted as soon as they are no longer required for their intended purpose and there are no legal obligations to retain them.

The data recording and storage can be repealed at any time with immediate effect for the future, by clicking on <https://www.salesviewer.com/opt-out> in order to prevent SalesViewer® from recording your data. In this case, an opt-out cookie for this website is saved on your device. If you delete the cookies in the browser, you will need to click on this link again.



## **E. Social networks**

### **I. Facebook plug-ins (like & share buttons)**

Plug-ins of the social network Facebook, provider Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA, are integrated on our pages. You can recognize the Facebook plug-ins by the Facebook logo or the "Like" button on our site. You can find an overview of the Facebook plug-ins here: <https://developers.facebook.com/docs/plugins/>.

When you visit our website, the plug-in will establish a connection between your browser and the Facebook server. Facebook will thus receive the information that you have accessed our website with your IP address. If you click the Facebook "Like" button while you are logged into your Facebook account, you can link the content of our pages on your Facebook profile. This allows Facebook to associate the visit to our pages with your user account. Please note that as the website's provider, we have no knowledge about the transmitted data's content and its use by Facebook. Please refer to Facebook's privacy policy at <https://de-de.facebook.com/policy.php> for more information:

Please log out of your Facebook user account if you do not want to enable Facebook to assign your visit to our pages to your Facebook user account,

### **II. Instagram plug-in**

Features of the Instagram service are integrated into our pages. These features are provided by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA.

If you are logged into your Instagram account, you can link our page content to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate the visit to our pages with your user account. Please note that as the website's provider, we have no knowledge about the transmitted data's content and its use by Instagram.

Please refer to Instagram's privacy policy at [https:// instagram.com/about/legal/privacy/](https://instagram.com/about/legal/privacy/) for more information.

### **III. LinkedIn plug-in**

Our website uses functions of the LinkedIn network. The provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.



A connection to LinkedIn's servers will be established every time you visit one of our pages that contains LinkedIn functions. LinkedIn will be notified that you have visited our website with your IP address. If you click on the LinkedIn "recommend" button when logged into your LinkedIn account, LinkedIn will be able to associate your visit to our website with you and your user account. Please note that as the website's provider, we have no knowledge of the transmitted data's content and its use by LinkedIn.

Please refer to LinkedIn's privacy policy at [https:// www.linkedin.com/legal/privacy-policy](https://www.linkedin.com/legal/privacy-policy) for more information.

#### **IV. XING plug-in**

Our website uses functions of the XING network. The provider is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany.

A connection to XING's servers will be established every time you visit one of our pages that contains XING functions. As far as we are aware, no personal data is stored in the process. In particular, there is no storage of IP addresses or evaluation of usage behavior.

Please refer to XING's privacy policy at [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection) for more information.

#### **F. Newsletter and electronic communication**

##### **I. Data processing for newsletter registration**

Should you wish to receive the newsletter offered on the website, we require an email address from you as well as information that enables us to verify that you are the owner of the email address provided and that you agree to receive the newsletter. No additional data is collected or is only collected on a voluntary basis.

The processing of the data entered into the newsletter registration form is therefore based exclusively on your consent (Art. 6(1)(a) GDPR). You can withdraw the consent given to the storage of the data and the email address as well as their use for the transmission of the newsletter at any time, e.g. via the "Unsubscribe" link in the newsletter. The legality of the data processing procedures carried out up till the withdrawal remains unaffected thereby.

##### **Transmission of the newsletter through Inxmail**

Murrplastik Systemtechnik GmbH uses the Inxmail service for the transmission of newsletters. The provider is Inxmail GmbH, Wentzingerstr. 17, 79106 Freiburg, Germany.



Inxmail is a service which, among other things, enables the organization and analysis of newsletter transmission. The data you input for the purpose of receiving the newsletter is stored on Inxmail's servers in Germany.

You must unsubscribe from the respective newsletter if you do not want any analysis by Inxmail. We provide a link for this in every newsletter message.

### **Data analysis by Inxmail**

To analyze our newsletter's success, the emails sent with Inxmail contain a so-called web beacon or a "tracking pixel", which reacts to interactions with the newsletter. This enables the following to be determined: whether a newsletter message was opened, whether links were clicked or the time when the newsletter was read.

Inxmail processes the following data as part of the performance analysis:

- Master data (e.g. name, address);
- Contact details (e.g. email address, telephone number);
- Meta and communication data (e.g. device information, IP address);
- Usage data (e.g. interests, access times).

A withdrawal of the consent to the performance analysis can also be declared separately. You can deactivate the Inxmail analysis in the respective newsletter if you do not want it. We provide a corresponding link for this in every newsletter.

### **Legal basis**

The data processing is based on your consent (Art. 6(1)(a) GDPR). You can withdraw this already given consent. The legality of the data processing procedures carried out up till the withdrawal remains unaffected thereby.

### **Retention period**

We will store the data you provide us with for the purpose of receiving the newsletter until you unsubscribe from the newsletter and it will be deleted after you unsubscribe from the newsletter. Data we store for other purposes (e.g. e-mail addresses for registration in the webshop) will not be affected by this.

### **Conclusion of a contract for commissioned data processing**

We have concluded a contract with Inxmail pursuant to Art. 28 (3) GDPR by virtue of which Inxmail has undertaken to protect our customers' data and not to pass it on to third parties.





## **II. Transactional emails**

Murrplastik Systemtechnik GmbH uses Inxmail to send transactional emails related to your orders. Transactional emails are emails that are sent automatically after certain business transactions, such as order confirmations or delivery notifications.

The provider is Inxmail GmbH, Wentzingerstr. 17, 79106 Freiburg, Germany.

Inxmail processes the following data as part of the transmission of transactional emails:

- Technical information about the recipient's end device: Operating system, information about the browser used, recipient's IP address, further information about the end device and the internet connection;
- Recipient's contact details: E-mail address, name if applicable
- Data on user interactions: Information about opened newsletters, clicked links, date and time of interaction

## **Legal basis**

Data processing for the sending of transactional emails related to your orders is carried out for the fulfillment of contractual purposes.

Data processing for the purpose of documenting the fulfillment of information obligations is based on Art. 6(1)(f) GDPR (processing to protect the controller's legitimate interests).

## **Retention period**

The data you have provided to us for the purpose of receiving transactional mail will be deleted from both our servers and the Inxmail servers as part of the regular deletion routine following transmission.

The data we have stored for the purpose of documenting the fulfillment of information obligations will be deleted from both our servers and Inxmail's servers as part of the regular deletion routine after a period of six months following the email's transmission.

## **III. Automated internal forwarding of emails as part of an establishment of contact**

When our service team is contacted by email, the contact data transmitted by the customer via email may be used for the current inquiry as well as other digitally transmitted processes in order to automatically forward



the inquiry to the relevant internal department, where possible. This is to ensure the proper processing of these business transactions and to guarantee faster customer inquiry handling. The contact data provided will be transferred to our customer database in this connection and stored there.

### **Legal basis**

The data you provide in this context is processed on the basis of our legitimate interest in accelerating and further optimizing our process flows for our customers (Art. 6(1)(f) GDPR).

### **Retention period**

The personal data processed in this context will be retained for as long as you have a business relationship with us or until you request us to delete it. Statutory retention periods remain unaffected.

## **G. Plug-ins and Tools**

### **I. YouTube**

We have integrated YouTube videos into our online presence, which are stored on [www.youtube.com](http://www.youtube.com) and can be played directly from our website. The provider is Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. The use of YouTube may also result in the transmission of personal data to the Google LLC servers in the USA. Google LLC. has concluded so-called standard contractual clauses of the European Union Commission with us for the transfer of personal data to Google LLC., which is based in the USA. These can be found here: <https://privacy.google.com/businesses/processorterms/>.

YouTube videos on our website are all embedded in "enhanced data protection mode", which means that no data about you as a user is transmitted to YouTube if you do not play the videos. Data is only transferred when you play the videos. We have no influence on this data transmission. Prior to transmission, you will be explicitly informed again that your data is transmitted to YouTube during playback. This takes place regardless of whether YouTube provides a user account through which you are logged in or whether no user account exists. If you are logged in to Google, your data will be directly assigned to your account.

If you do not wish to be associated with your YouTube profile, you must log out of your Google account before playing the video. YouTube stores your data as usage profiles and uses them for the purposes of advertising, market research and/or needs-based configuration of its website. You have the right to object to the creation of these user profiles, and you must contact YouTube to exercise this right.

The legal basis for data processing by Murrplastik Systemtechnik GmbH is Art. 6(1)(a), your consent. You can withdraw your consent at any time. The legality of the data processing procedures carried out up till the withdrawal remains unaffected thereby.



Further information about YouTube and Google's privacy policy can be found at:

<https://policies.google.com/privacy?hl=en> (General Google Privacy Policy)

<https://policies.google.com/terms?hl=en#toc-software> (Google Services Terms of Use)

<https://www.youtube.com/static?gl=DE&template=terms&hl=de> (YouTube Terms of Use)

## **II. Google Maps**

We use the Google Maps service on this website. This allows us to show you interactive maps directly on the website, and enables you to conveniently use the map function. The provider is Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. The use of Google Maps may also result in the transmission of personal data to the Google LLC servers in the USA. Google LLC. has concluded so-called standard contractual clauses of the European Union Commission with us for the transfer of personal data to Google LLC., which is based in the USA. These can be found here: <https://privacy.google.com/businesses/processorterms/>.

Visiting the website will cause Google to receive the information that you have accessed our website's corresponding sub-page. This occurs regardless of whether Google provides a user account through which you are logged in or whether no user account exists. If you are logged in to Google, your data will be directly assigned to your account. If you do not wish to be associated with your Google profile, you must log out of your Google account before retrieving a map. Google stores your data as usage profiles and uses them for the purposes of advertising, market research and/or needs-based configuration of its website. Such an evaluation is carried out in particular (even for non-logged-in users) for the provision of needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, and you must contact Google to exercise this right.

The legal basis for data processing by Murrplastik Systemtechnik GmbH is Art. 6(1)(a) GDPR, your consent. You can withdraw your consent at any time. The legality of the data processing procedures carried out up till the withdrawal remains unaffected thereby.

Further information about Google Maps and Google's privacy policy can be found at:

<https://policies.google.com/privacy?hl=en> (General Google Privacy Policy)

<https://policies.google.com/terms?hl=en#toc-software> (Google Services Terms of Use)



### **III. Mapbox**

On some websites we use the online map service provider Mapbox. This allows us to show you interactive maps directly on the website, and enables you to conveniently use the map function.

The provider of the map service is Mapbox, Inc, 740 15th St Nw Suite 500, Washington DC 20005, USA. In order to use the functionalities of Mapbox, it is necessary to collect and store the following data:

IP address,

Device and browser information,

Operating system,

Content of the request,

Date and time of the request

Usage data

Location data (when using a mobile application).

The legal basis for the processing of your personal data is your consent granted for this purpose based on Art. 6(1)(a) GDPR.

Since a transfer of personal data to the USA takes place, further protection mechanisms are required to ensure the level of data protection of the GDPR. To ensure this, Mapbox uses standard data protection clauses in accordance with Art. 46(2)(c) GDPR. These undertake the recipient of the data in the USA to process the data in accordance with the level of protection in Europe. In cases where this cannot be ensured even by this contractual extension, we will endeavor to obtain additional arrangements and commitments from the recipient in the USA.

For more information on the handling of user data, please refer to the privacy policy of Mapbox: <https://www.mapbox.com/legal/privacy>

### **IV. Google Fonts**

We use the Google Fonts service on this website. This allows us to use fonts on our own website and to avoid having to upload them to our own server. The provider is Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. The use of Google Maps may also result in the transmission of personal data to the Google LLC servers in the USA. Google LLC. has concluded so-called standard contractual clauses of the



European Union Commission with us for the transfer of personal data to Google LLC., which is based in the USA. These can be found here: <https://privacy.google.com/businesses/processorterms/>.

Visiting the website will cause Google to receive the information that you have accessed our website's corresponding sub-page. This occurs regardless of whether Google provides a user account through which you are logged in or whether no user account exists. If you are logged in to Google, your data will be directly assigned to your account. If you do not wish to be associated with your Google profile, you must log out of your Google account before retrieving a map. Google stores your data as usage profiles and uses them for the purposes of advertising, market research and/or needs-based configuration of its website. Such an evaluation is carried out in particular (even for non-logged-in users) for the provision of needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, and you must contact Google to exercise this right.

The legal basis for data processing by Murrplastik Systemtechnik GmbH is Art. 6(1)(a) GDPR, your consent. You can withdraw your consent at any time. The legality of the data processing procedures carried out up till the withdrawal remains unaffected thereby.

The Google Ads data processing clauses, which are also the standard contractual clauses for Google Fonts, can be found at <http://www.google.com/intl/de/policies/privacy/>

## **V. Google Photos**

We use "Google Photos" on this website. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4(""), Ireland.

When retrieving the image galleries, your browser loads the required pages into its browser cache in order to display the images correctly.

For this purpose, the browser you use must connect to Google's servers. This allows Google to learn that our website has been accessed via your IP-address. Google Photos is used to provide a consistent and appealing presentation of our online offers. The legal basis for the processing of your personal data is your consent granted for this purpose based on Art. 6(1)(a) GDPR.

For more information on Google Photo, please visit <https://photos.google.com/?hl=de> and Google's privacy policy: <https://policies.google.com/?hl=de>.

## **VI. Use of the assono chatbot**

On our website we offer you the possibility to start a conversation with our chatbot. Our chatbot answers questions or text messages about your request as well as about our products. For this purpose, it evaluates



the messages you write using artificial intelligence and sends back suitable, predefined responses. Only if our chatbot is explicitly opened by you, data will be transmitted in this regard (to external servers). In the following, we inform you about the data collected as well as the purpose, time and place of processing.

For quality control and training of the chatbot, we store the following data:

- Complete call logs, including timing of requests.
- Data on technical problems that occurred during a call (so-called error logs).
- Feedback given within the chat.

This data is stored on our own servers and is not passed on to third parties.

The corresponding data use is based on Art. 6(1)(b) GDPR in the context of processing your request.

The provider of the chatbot is assono GmbH, Lise-Meitner-Straße 1-7, 24223 Schwentinental, Germany. You can find the privacy policy here: <https://www.assono.de/datenschutz>

### **IBM Watson**

In order for our chatbot to understand the texts you enter and send back suitable answers, it uses an artificial intelligence service called IBM Watson from IBM Deutschland GmbH, IBM-Allee 1, 71139 Ehningen, Germany. To analyze your text input, the following data is transmitted to servers of IBM:

- All sent messages in the chat (one by one).
- The exact time when sending.
- Information about the chatbot that is being used.

The data is stored in a data center in Frankfurt am Main, Germany for a maximum period of 3 months. The corresponding data use is based on Art. 6(1)(b) GDPR in the context of processing your request.

### **Automatic translation**

To enable you to communicate with our chatbot in multiple languages, it uses the translation service of DeepL SE, Maarweg 165, 50825 Cologne, Germany. If you have selected a language other than German, all sent messages in the chat (individually and without context) will be sent to the translation service. At no time will a direct connection be set up between your computer and the servers of the translation services. All data is transmitted encrypted and processed on servers in Finland (EU). After translation, they are deleted.



immediately. The corresponding data use is based on Art. 6 (1)(b) GDPR in the context of processing your request.

### **Job processing**

We have concluded an order processing agreement with the chatbot provider assono GmbH. In this contract IBM Deutschland GmbH and DeepL SE are named as subcontractors.

## **H. Processing of customer data**

### **Processing of customer data**

We also collect, process and use personal data outside the webshop environment provided it is necessary for the contract's establishment, content-related configuration or amendment.

### **Data categories**

We need the following data to register you as a customer with us:

- Company name with legal form (e.g. GmbH);
- Company registered office (street address/postcode/town/city);
- Contact person's forename and surname;
- Telephone number;
- Surname and forename of the managing director/owner of the commercial undertaking;

You can voluntarily provide us with the following data:

- Email address - However, please note that we require this for access to our webshop.
- Fax;
- Different invoice address, if applicable;
- Mobile telephone number;
- Date of birth of the managing director/owner of the commercial undertaking;

### **Retention period**

We will store the collected data for as long as you have a business relationship with us. Your data will be deleted after the termination of the business relationship. Statutory retention periods will remain unaffected thereby.

### **Data categories**

The following categories of personal data are processed in the course of submitting the target customer form:

- Customer number;



- Company;
- Street;
- Building number;
- ZIP code;
- City;
- Contact person;
- Position;
- Telephone number;
- Email address.

### **Legal basis**

The personal data is processed for contractual purposes and the legal basis for the processing for these purposes is:

1. if you are a registered merchant or freelancer, Art. 6(1)(b) GDPR, and the data processing is for the purpose of performing the contract or pre-contractual measures with the data subject; or
2. if you have the status of a company employee, e.g. as an employee in purchasing, Art. 6(1)(f) GDPR, Murrplastik Systemtechnik GmbH's legitimate interest. In this case, Murrplastik Systemtechnik GmbH's legitimate interest is the preparation of the sale of Murrplastik Systemtechnik GmbH's products or services, which is based in particular on entrepreneurial freedom and professional freedom.

### **Retention period**

The transmitted data is available to us and is only transmitted to the respective company, and the duration of storage by Murrplastik Systemtechnik GmbH depends on the retention period for the original processing purpose. The retention period at the receiving company depends on the respective company's data protection policy.

