

## Privacy Policy (GDPR) – [www.zenger-gmbh.de](http://www.zenger-gmbh.de)

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### Privacy Policy

Thank you for your interest in our website. The following provides comprehensive information on how your data is handled.

#### § 1 Information on the collection of personal data

(1) The following provides information on the collection of personal data during the use of our website. Personal data is data that relates to you personally, such as your name, address, email addresses and user behaviour.

(2) The controller pursuant to Art. 4 (7) of the EU General Data Protection Regulation (GDPR) is Ludwig Zenger Industrie-Service GmbH, Managing Director Ms Zenger-Klein, Otto-Hahn-Straße 10-20, 50169 Kerpen-Türnich Germany (see [Imprint](#)). You can contact our Data Protection Officer at [datenschutz@zenger-gmbh.de](mailto:datenschutz@zenger-gmbh.de) or via our postal address, addressed to "The Data Protection Officer".

(3) When you contact us by email or using a contact form, we store the data that you provide (your email address, potentially also your name and telephone number) in order to respond to your questions. We delete the data collected in this respect once its storage is no longer required, or restrict its processing, if statutory retention obligations exist.

(4) If we use service providers for individual functions of our offer, or would like to use your data for advertising purposes, we will immediately inform you of the relevant processes. We will also specify the defined criteria relating to the storage period.

#### § 2 Your rights

(1) You have the following rights with regard to your personal data:

- Right to information,
- Right to correction or deletion,
- Right to restriction of processing,
- Right of objection against processing,
- Right of data transferability.

(2) You also have the right to raise a complaint about our processing of your personal data with a data protection supervisory authority.

You can contact our Data Protection Officer at [datenschutz@zenger-gmbh.de](mailto:datenschutz@zenger-gmbh.de) or via our postal address, addressed to "The Data Protection Officer".

#### § 3 Collection of personal data when visiting our website

(1) If you solely use the website for information purposes, i.e. if you do not register or transmit any other information, we will only collect the personal data transmitted by your browser to our server. If you would like to view our website, we collect the following data, which is technically necessary to display our website and ensure its stability and security (the legal basis is Art. 6 (1) s. 1, lit. f GDPR):

- IP address
- Date and time of the request

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- Time zone difference to Greenwich Mean Time (GMT)
- Content of the request (specific webpage)
- Access status/HTTP status code
- Website from which the request was received
- Browser
- Operating system and its interface
- Language and version of the browser software.

(2) In addition to the aforementioned data, cookies will be stored on your computer when you use our website. Cookies are small text files that are saved on your hard drive, assigned to the browser you used, and which provide certain information depending on how the cookie is set. Cookies cannot access programs or transmit viruses to your computer. They help to make the internet offer more user-friendly and effective.

Some cookies are only saved for the duration of your visit to our website ("session cookies"). Others, permanent cookies, can be stored on your computer after your visit and our website can access these cookies every time that you return to our website ("ID cookies"). Some cookies, which are saved when you visit our website, may be saved and accessed by other companies.

You can control whether cookies are saved via the security settings on your browser, for instance, by not accepting cookies in the first place, only accepting cookies upon request, or, alternatively, by specifying that cookies are deleted whenever your browser is closed. Please note that this may restrict the usability of certain website services and that certain services or parts of the website only function correctly in connection with the setting of cookies.

### (3) Use of cookies:

- a) This website uses the following types of cookies, whose scope and function are explained below:
  - Transient cookies (temporary use)
  - Persistent cookies (use for a limited time)
  - Third-party cookies (from third-party providers)
  - Flash cookies (permanent use)
- b) Transient cookies are automatically deleted when you close the browser. These particularly include session cookies. They store a session ID, which is used to assign various requests by your browser to the joint session. This allows your computer to be recognised if you return to our website. The session cookies are deleted if you log out or close the browser.
- c) Persistent cookies are automatically deleted after a set duration, which may differ depending on the cookie. You can delete the cookies in your browser's security settings at any time.
- d) You can configure your browser setting as you wish and, for example, refuse to accept third-party cookies or all cookies. Please note that you may not be able to utilise all of the functions on this website.
- e) The flash cookies used are not recorded by your browser, but rather by your flash plug-in. These store the necessary data independent of the browser you use and have no automatic expiry date. If you do not want flash cookies to process this data, you either need to install a corresponding

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add-on, e.g. "Better Privacy" for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>) or the Adobe Flash Killer Cookie for Google Chrome. We also recommend manually deleting your cookies and the browser history on a regular basis.

### § 4 Objection against or revocation of the processing of your data

(1) If you have granted your consent to the processing of your data, you can revoke this at any time. This type of revocation influences the permissibility of the processing of your personal data after you have informed us of this revocation.

(2) If we process your data based on the balance of interests, you can object to the processing. This is the case, if the processing is, in particular, not required to execute a contract with you. If this kind of objection is raised, we ask that you provide the reasons why we should no longer process your personal data as we have been. If you provide a justified objection, we will review the matter and either cease or adjust the data processing, or inform you of our compelling legitimate grounds based on which we will continue the processing.

You can contact our Data Protection Officer at [datenschutz@zenger-gmbh.de](mailto:datenschutz@zenger-gmbh.de) or via our postal address, addressed to "The Data Protection Officer".

### § 5 Use of Google Analytics

This website uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics uses "cookies", text files, that are stored on your computer and which enable an analysis of use of the website by you. The information generated about your use of this website by the cookie is generally transmitted to a Google server in the USA where it is also stored. If IP anonymisation is enabled for this website, Google will abbreviate your IP address within the member states of the European Union or in other states party to the agreement on the European Economic Area. The full IP address is only transmitted to a Google server in the USA, where it is then abbreviated, in exceptional cases. Google uses this information on behalf of the operator of this website to assess your use of the website in order to compile reports on the website activities and to provide additional services related to the use of the website and the internet.

(2) The IP address transmitted by your browser as part of Google Analytics is not combined with other Google data.

(3) You can prevent cookies from being stored by adjusting your browser software setting; however, please note that, in this case, you may not be able to use all the functions on this website. Moreover, you can prevent the recording of the data generated by the cookie in relation to your use of the website (incl. your IP address) and its transmission to Google as well as the processing of this data by Google by downloading and installing the browser plugin available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

(4) This website uses Google Analytics with the extension "\_anonymizeIp()". This shortens IP addresses before further processing to rule out any personal reference. If the data collected about you receives a personal reference, this is immediately excluded and the personal data is immediately deleted.

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(5) You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set which prevents the collection of your data on future visits to this website: **disable Google Analytics**.

(6) We use Google Analytics to be able to analyse and regularly improve the use of our website. We can use the statistics obtained to improve our offer and make it more interesting for you as the user. In the exceptional cases in which personal data is transmitted to the USA, Google is subject to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the use of Google Analytics is Art. 6 (1) s. 1, lit. f GDPR.

(7) Information on the third-party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. Conditions of use: <http://www.google.com/analytics/terms/de.html>, overview of privacy: <http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as the privacy policy: <http://www.google.de/intl/de/policies/privacy>.

### § 6 Use of Google Adwords Conversion

(1) We use the Google Adwords offer to draw attention to our attractive offers on external websites with the help of advertising material (Google Adwords). The data on the advertising campaigns lets us determine how successful the individual advertising measures are. We are interested in showing you advertising that is of interest to you, structuring our website so that it is of more interest to you and achieving a fair breakdown of advertising costs.

(2) This advertising material is delivered by Google via "Ad Servers". We use Ad Server cookies, which are able to measure certain parameters for performance measurement, such as the display of advertisements or clicks by the user. If you reach our website via a Google advertisement, Google Adwords saves a cookie on your PC. These cookies generally lose their validity after 30 days and are not intended to identify you personally. This cookie generally stores the unique cookie ID, the number of ad impressions per placement (frequency), the last impression (relevant for post-view conversions) as well as opt-out information (marking that the user no longer wishes to be addressed) as analytical values.

(3) These cookies enable Google to recognise your internet browser. If a user visits certain pages of the website of an Adwords client and the cookie stored on their computer has not yet expired, Google and the client can recognise that the user has clicked on an advertisement and was forwarded to this webpage. A different cookie is assigned to every Adwords client. Cookies can therefore not be tracked by the websites of Adwords clients. We ourselves do not collect and process any personal data in the aforementioned advertising measures. We only receive statistical evaluations from Google. We use these evaluations to identify which of the advertising measures used are particularly effective. We do not receive any additional data from the use of the advertising material, in particular, we cannot identify users based on this information.

(4) The marketing tools used mean that your browser automatically establishes a direct connection with the Google server. We have no influence on the scope and the additional use of the data that is collected by Google as a result of the use of this tool and are therefore providing information based on our level of knowledge and understanding: The integration of AdWords Conversion provides Google with the

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information that you have accessed the relevant part of our internet presence or clicked on one of our advertisements. If you are registered with a Google service, Google can also assign the visit to your account. Even if you are not registered or logged in, there is the possibility that the provider will identify and store your IP address.

(5) You can prevent your participation in this tracking process using various methods:

- a) by a corresponding setting in your browser software, in particular, the suppression of third-party cookies will mean that you do not receive any advertisements from third-party providers;
- b) by disabling the cookies for conversion tracking by setting your browser so that cookies from "[www.googleadservices.com](http://www.googleadservices.com)" are blocked (<https://www.google.de/settings/ads>); however, this setting is deleted when you delete your cookies;
- c) by disabling the interest-based advertisement of providers, which are part of the self-regulating "About Ads" campaign, via the <http://www.aboutads.info/choices> link; however, this setting is deleted when you delete your cookies;
- d) by permanently disabling them in your Firefox, Internet Explorer or Google Chrome browsers under the <http://www.google.com/settings/ads/plugin> link. Please note that, in this case, you may not be able to utilise all of the functions of this offer to their full extent.

(6) The legal basis for the processing of your data is Art. 6 (1) s. 1, lit. f GDPR. Further information on privacy at Google is available here: <http://www.google.com/intl/de/policies/privacy> and <https://services.google.com/sitestats/de.html>. Alternatively, you can visit the Network Advertising Initiative (NAI) website at <http://www.networkadvertising.org>. Google is subject to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

### § 7 Integration of Google Maps

(1) This website uses the Google Maps offer. This allows us to display interactive maps directly in the website and enables the convenient use of the maps function.

(2) By visiting the website, Google is informed that you have accessed the relevant subpage on our website. The data specified under § 3 in this privacy policy is also transmitted. This occurs independent of whether Google provides a user account through which you have logged in, or whether no user account exists. If you are logged in to Google, the data is assigned directly to your account. If you do not wish the data to be assigned to your Google profile, you must log out before activating the button. Google stores your data as user profiles and uses it for the purposes of advertising, market research and/or ensuring an appropriate website design. This kind of evaluation particularly occurs (even for users who are not logged in) to provide appropriate advertising and to inform other users of the social network of your activities on our website. You are entitled to object to the establishment of these user profiles, but this right must be exercised directly against Google.

(3) Further information on the purpose and scope of the data collection and its processing by the plug-in provider is available in the provider's privacy policies. They also provide further information on your associated rights and setting options to protect your private sphere: <http://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and is subject to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

### § 8 Use of Google Web Fonts

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(1) We use so-called web fonts, which are provided by Google, for the uniform representation of fonts. When you call up a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly. To do this, the browser you use must connect to Google's servers. As a result, Google learns that our website has been accessed via your IP address. The use of Google Web Fonts is in the interest of a consistent and attractive presentation of our online services. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO.

(2) If your browser does not support web fonts, a standard font will be used by your computer.

(3) For more information about Google Web Fonts, visit <https://developers.google.com/fonts/faq> and Google's Privacy Policy: <https://www.google.com/policies/privacy/>

You can contact our Data Protection Officer at [datenschutz@zenger-gmbh.de](mailto:datenschutz@zenger-gmbh.de) or via our postal address, addressed to "The Data Protection Officer".

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