

## PRODATA privacy policy

### **1. Introduction**

- 1.1. PRODATA Datenbanken und Informationssysteme GmbH attaches great importance to the protection and legally compliant collection, processing and use of your data as well as the protection of your privacy. In order to ensure the confidentiality of your data within the framework of the applicable provisions of data protection law, we have taken technical and organisational measures to protect your data from manipulation, loss, destruction or access by unauthorised persons. In the following, we inform you about the collection and processing of your personal data at PRODATA Datenbanken und Informationssysteme GmbH and the rights to which you are entitled under data protection law.

### **2. Name and contact details of the data controller and the data protection officer**

- 2.1. The responsible party within the meaning of the EU General Data Protection Regulation (GDPR) and other national data protection laws is

PRODATA Datenbanken und Informationssysteme GmbH  
Kriegsstraße 236, D-76135 Karlsruhe  
HRB 106652 Amtsgericht Mannheim  
D-U-N-S® Nummer 344129325

E-Mail: [vertrieb@prodata.de](mailto:vertrieb@prodata.de)  
Phone: +49 (0)721 / 98 171 – 111  
Fax: +49 (0)721 / 98 171 – 300

- 2.2. You can reach our data protection officer at the following address:

Dorsch Informationssicherheit UG  
Herr Robert Dorsch  
Schubertstraße 19  
76185 Karlsruhe

### **3. General information on data collection and the purposes and legal basis of data processing**

- 3.1. We process your personal data in compliance with the provisions of the DSGVO, the Federal Data Protection Act (BDSG) and all other applicable laws.
- 3.2. As a matter of principle, we only process personal data insofar as this is necessary for the provision of our services and a functioning website. Which data is processed in detail and how it is used depends largely on the services requested or agreed in each case or the subject of the intended, current or already terminated contractual relationship.
- 3.3.

The primary purpose of data processing is therefore the establishment and fulfilment of a contractual relationship with you. When you contact us via a contact form, by telephone, email or post or by any other means, the data you provide will be stored by us in order, for example, to deliver goods or provide other services and related activities and to be able to communicate with you. The primary legal basis for this is Art. 6 para. 1 b) DSGVO. In addition, your separate consent pursuant to Art. 6 Para. 1 a), 7 DSGVO may be used as a data protection permission provision. We also process your data in order to be able to fulfil our legal obligations, in particular in the area of commercial and tax law. This is done on the basis of Art. 6 (1) c) DSGVO. As far as necessary, we also process your data on the basis of Art. 6 para. 1 f) DSGVO in order to protect legitimate interests of us or of third parties.

## **4. Categories of personal data and storage period**

- 4.1. Relevant categories of personal data may include in particular:
- (a) Personal data (title, first name, surname and comparable data)
  - (b) Address/contact data (address, email address, telephone number and comparable data)
  - (c) Contract data (date and reason for contact, contact data of contact persons, contract contents, customer history and comparable data)
  - (d) Data about your use of the telemedia offered by us (e.g. time of calling up our websites, apps or newsletters, pages/links clicked on by us or entries and comparable data).
- 4.2. We delete your personal data as soon as the purpose of storage ceases to apply. After termination of the contractual relationship, your personal data will be stored for as long as we are legally obliged to do so. This regularly results from legal obligations to provide proof and to keep records, which are regulated, among other things, in the German Commercial Code (Handelsgesetzbuch) and the German Fiscal Code (Abgabenordnung). The storage periods are then up to ten years. In addition, personal data may be stored for the time during which claims can be asserted against us (statutory limitation period of three or up to thirty years).

## **5. Data transmission to third parties**

- 5.1. Within our company, only those persons and offices receive your personal data that need them to fulfil our contractual and legal obligations or in the context of processing and implementing our legitimate interest. In addition, your data is transferred within our group of companies to certain companies that perform central data processing tasks (e.g. marketing, IT support). Appropriate order processing agreements have been concluded with these companies and it has been ensured that the statutory data protection regulations are observed.

Your personal data will only be transferred to third parties if

- 5.2.
- (a) if you have given us your express consent to the transfer in accordance with Art. 6 para. 1 a) DSGVO,
  - (b) in accordance with Art. 6 para. 1 b) DSGVO, insofar as this is necessary for the processing of the contractual relationship with you (e.g. logistics service provider),
  - (c) for the purpose of fulfilling legal requirements according to which we are obliged to provide information, report or pass on data (e.g. tax authorities) or the passing on of data is in the public interest (Art. 6 para. 1 c) DSGVO),
  - (d) insofar as external service companies process data on our behalf as order processors or function transferees (e.g. external data centres, maintenance of telecommunications and IT systems or applications, archiving, document processing, data destruction, purchasing/procurement, advertising and marketing),
  - (e) on the basis of our legitimate interest or the legitimate interest of a third party pursuant to Art. 6 para. 1 f) DSGVO and unless there is reason to assume that you have an overriding interest worthy of protection in not disclosing your data (e.g. credit agencies, trade credit insurance, debt collection service providers, lawyers, courts, appraisers).

## 6. Collection of personal data

### 6.1. Visiting our website

- (a) Each time you visit our website, our system automatically collects data and information that your browser transmits to our server (so-called "server log files"). If you wish to view our website, we collect data that is technically necessary for us to display our website to you and to ensure stability and security. This data is also stored in the log files of our system. This data includes the IP address, date and time of the request, content of the request (specific page), access status/HTTP status code, amount of data transferred in each case, website from which the request came, browser, operating system and its interface and language and version of the browser software. This data is not stored together with other personal data of the user. However, we reserve the right to check the server log files retrospectively if there are concrete indications of unlawful use.
- (b) The legal basis for the temporary storage of the data and the log files is Art. 6 para. 1 f) DSGVO. The temporary storage of the IP address by the system is necessary to enable delivery of the website to your browser. For this purpose, your IP address must remain stored for the duration of the session. The storage in log files is done to ensure the functionality of the website. In addition, we use the data to optimise the website and to ensure the security of our information technology systems. These purposes are also our legitimate interest in data processing according to Art. 6 para. 1 f) DSGVO. An evaluation of the data for marketing purposes does not take place in this context.
- (c) The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended. Log files are deleted within 30 days of the website being accessed.
- (d) The collection of data when visiting the website and the storage of the data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility of objection on your part.
- (e) In addition to the purely informational use of our website, we offer various services that you can use if you are interested. For this purpose, you will generally have to provide further personal data which we use to provide the respective service and for which the aforementioned data processing principles apply.
- (f) In some cases, we use external service providers to process your data. These have been carefully selected and commissioned by us, are bound by our instructions and are regularly monitored. If our service providers or partners are based in a country outside the European Economic Area (EEA), we will inform you about the consequences of this in the description of the respective offer.
- (g) Furthermore, we may pass on your personal data to third parties if we offer promotions, competitions, contracts or similar services together with partners. You will receive more information on this when you provide your personal data or below in the description of the respective offer.

#### Use of cookies

- 6.2. (a) When you use our website, cookies are stored on your computer system.

Cookies are text files that are stored in the internet browser or by the internet browser on your computer system. When you call up a website, a cookie may be stored on your operating system. This cookie contains a characteristic string of characters that enables the browser to be uniquely identified when the website is called up again.

- (b) This website uses the following types of cookies, the scope and functionality of which are explained below:
  - Transient cookies (temporary use)
  - Persistent cookies (temporary use)
  - Third-party cookies (from third-party providers according to separate information).
- (c) Transient cookies are automatically deleted when you close the browser. These include, in particular, session cookies. These store a so-called session ID, with which various requests from your browser can be assigned to the joint session. This enables your computer to be recognised when you return to our website. The session cookies are deleted when you log out or close the browser. The legal basis for the processing of personal data using transient cookies is Art. 6 (1) f) DSGVO. The purpose of using these cookies is to simplify the use of websites for you. Some functions of our website cannot be offered without the use of cookies. For these, it is necessary that the browser is recognised even after a page change. These purposes are also our legitimate interest in processing personal data according to Art. 6 (1) f) DSGVO.
- (d) Persistent cookies are used exclusively in connection with the web analytics services we use and are only used for as long as the purpose requires; they have a maximum lifespan of two years. You can delete the cookies in the security settings of your browser at any time. In this case, the functions and user-friendliness of the offer could be restricted. The legal basis for the processing of personal data using persistent cookies is Art. 6 (1) f) DSGVO. Analysis cookies are used for the purpose of improving the quality of our website and its content. Through the analysis cookies, we learn how the website is used and can thus continuously optimise our offer. These purposes are also our legitimate interest in the processing of personal data according to Art. 6 para. 1 f) DSGVO.
- (e) Cookies that are not technically necessary for the provision of our service are only set with your consent, which you can revoke at any time. By continuing to use the website with the appropriate browser setting, you consent to the use of cookies within the scope of this privacy policy. You can inform us of your consent through the settings of your browser, for example, by specifying that you will be informed about the setting of cookies and that they will only be accepted if you expressly confirm this. You can also specify in this way that you allow the acceptance of cookies for certain cases or in general. You can configure your browser settings according to your wishes and, for example, control the acceptance or rejection of third-party cookies or all cookies. However, we would like to point out that you may then not be able to use all the functions of this website. The legal basis for the processing of personal data using cookies for analysis purposes, if the user has consented to this, is Art. 6 para. 1a) DSGVO.

### 6.3. Use of contact forms / registration

- (a) (a) We collect your personal data when you provide it to us voluntarily via our contact forms. We then collect the information that comes about in the course of contacting you. This includes in particular names and transmitted contact data as well as the date and reason for the contact. The personal data collected from you will only be used for the purpose of providing you with the requested products or services and corresponding with you. The data processing is based on Art. 6 para. 1 b) DSGVO.
- (b) The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the input mask of the contact form, this is the case when the respective conversation with you has ended. The conversation is ended when the circumstances indicate that the matter in question has been conclusively clarified. Insofar as the data provided is subject to retention obligations under tax and commercial law, it will be stored for the duration of the retention obligations of ten years. of ten years and then deleted, unless you have consented to a longer storage period. storage beyond this period or the further processing of the data is necessary for the further processing of the data is required for the assertion, exercise or defence of legal claims legal claims (statutory limitation period of three or up to thirty years).

#### 6.4. Newsletter

- (a) With your consent to the terms of use, you can subscribe to our newsletter, with which we inform you about our current interesting information within the framework of the partner portal.
- (b) Mandatory details for sending the newsletter are your e-mail address, your last name and your company. The newsletter is aimed exclusively at corporate customers, so that the surname and the company must be provided for verification purposes. If you already have a customer number, you can enter this voluntarily for us to match your data. After your confirmation, we will store the data you have provided for the purpose of sending you the newsletter. The legal basis is Art. 6 Para. 1 a) DSGVO. The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. Accordingly, the user's email address is stored for as long as the subscription to the newsletter is active.
- (c) You can revoke your consent to the sending of the newsletter, to the forwarding of your personal data to companies of PRODATA Datenbanken und Informationssysteme GmbH and to the personal evaluation of your usage behaviour at any time and unsubscribe from the newsletter. You can declare the revocation by clicking on the link provided in every newsletter e-mail or by sending a message to the contact details given in the imprint.
- (d) The dispatch as well as the control of the newsletter is carried out by Mailingwork GmbH, Birkenweg , 09569 or to Your e-mail address as well as your other data mentioned in these instructions for receiving the newsletter are stored on Mailingwork's servers in Germany. Mailingwork uses this information to send and evaluate the newsletter on our behalf. Furthermore, according to its own information, Mailingwork may use this data to optimise or improve its own services, For example, to technically optimise the dispatch and presentation of the newsletters or for economic purposes to determine from which countries the recipients come. However, Mailingwork does not use the data to address them itself or to pass them on to third parties.
- (e) The newsletters contain a so-called web beacon, i.e. a pixel-sized file that is retrieved from the Mailingwork GmbH server when the newsletter is opened. As part of this retrieval, technical information, such as data on the browser and your system, as well as your IP address and the time of the retrieval are initially collected. This information is used for the technical improvement of the services based on the technical data or the target groups and their reading behaviour. The statistical surveys also include determining whether the newsletters were opened, when they were opened and which links were clicked. This information is not assigned to individual newsletter recipients, but is only stored anonymously. The analyses are used to identify the reading habits of our users and to adapt our content to them. If you have consented, the aforementioned recipient reactions are recorded and stored in a personalised manner. This allows us to better tailor the contents of the newsletter to your personal interests.
- (f) You can object to this tracking at any time by informing us via a contact channel. The information will be stored as long as you have subscribed to the newsletter. After unsubscribing, we delete your data. Moreover, such tracking is not possible if you have deactivated the display of images by default in your e-mail programme. In this case, the newsletter will not be displayed to you in full and you may not be able to use all the functions. If you display the images manually, the above-mentioned tracking takes place.
- (g) The use of the provider Mailingwork GmbH, the performance of statistical surveys and analyses as well as the logging of the registration process are based on our legitimate interests pursuant to Art. 6 (1) f) DSGVO. We are interested in the use of a user-friendly and secure newsletter system that serves our business interests and meets the expectations of users.

#### 6.5. Use of Matomo

- (a) This website uses Matomo, an open source software, which is operated in the anonymisation mode "Automatically Anonymize Visitor IPs". Cookies are used to enable a statistical analysis of the use of this website by its visitors and the display of usage-related content or advertising. Cookies are small text files that are stored by the Internet browser on the user's terminal device. Matomo cookies do not contain any information that enables the identification of a user. The IP address is anonymised as soon as possible and login or device IDs are converted into a unique key that is not assigned to a person.
- (b) The data processing is carried out on the legal basis of Art. 6 para. 1 f DSGVO. Our legitimate interest is the optimisation of our online offer and our web presence.
- (c) The data generated with Matomo is processed by Matomo on behalf of the provider of this website exclusively in Germany and is thus subject to the strict German and European data protection laws and standards.

#### 6.6. Use of Google Analytics

- (a) We use Google Analytics, a web analytics service provided by Google LLC ("Google"), on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offering within the meaning of Art. 6 (1) lit. f. DSGVO). Google Analytics, a web analytics service provided by Google LLC ("Google"). Google uses cookies. The information generated by the cookie about the use of the online offer by the users is usually transmitted to a Google server in the USA and stored there.
- (b) Google is certified under the Privacy Shield agreement and thereby offers a guarantee of compliance with European data protection law.  
(<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).
- (c) Google will use this information on our behalf for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. In doing so, pseudonymous user profiles of the users can be created from the processed data.
- (d) We only use Google Analytics with IP anonymisation activated. This means that the IP address of the user is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.
- (e) The IP address transmitted by the user's browser will not be merged with other data from Google. Users can prevent the storage of cookies by setting their browser software accordingly; users can also prevent the collection of the data generated by the cookie and related to their use of the online offer to Google as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.
- (f) For further information on the use of data by Google, setting and objection options, please refer to Google's privacy policy (<https://policies.google.com/technologies/ads>) and in the settings for the display of advertising by Google (<https://adssettings.google.com/authenticated>).

#### 6.7. Social Media (Facebook, Xing)

- (a) We currently use the following social networks, communication services and platforms: Facebook, Xing. We maintain these social media presences primarily to communicate with customers, prospective customers and users, to increase our brand awareness and to promote our products and services.
- (b) We have no control over the data collected and data processing operations, nor are we aware of the full extent of the data collection, the purposes of the processing or the storage periods. We also have no information on the deletion of the collected data.
- (c) The respective provider stores the data collected about you as usage profiles and uses these for the purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation is carried out in particular (also for users who are not logged in) for the display of needs-based advertising. The legal basis for the use of these social media presences is Art. 6 para. 1 lit. f) DSGVO, as we have a legitimate interest in communicating with and informing customers and interested parties via these presences. If the respective provider has obtained your consent for the processing of your personal data, the legal basis for the processing is Art. 6 para. 1 a), 7 DSGVO.
- (d) The purpose and scope of the data collection and the further processing and use of the data by the providers as well as your rights in this respect and setting options for protecting your privacy can be found in the data protection notices of the providers. In any case, you have the right to object to the creation of user profiles, whereby you must contact the respective provider to exercise this right. In the event that you wish to assert your rights as a data subject, we also refer you to the respective provider. Only the providers have access to your data and can, for example, provide information or delete data. In addition, we will be happy to assist you. For further information, please contact: Facebook Inc, 1601 S California Ave, Palo Alto, California 94304, USA; <http://www.facebook.com/policy.php>, <http://www.facebook.com/help/186325668085084>, <http://www.facebook.com/about/privacy/your-info-on-other#applications> as well as <http://www.facebook.com/about/privacy/your-info#everyoneinfo>. Facebook has submitted to the EUUS Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. Xing AG, Gänsemarkt 43, 20354 Hamburg, DE; <https://www.xing.com/privacy>.

#### 6.8. Integration of YouTube videos

- (a) From time to time we have integrated YouTube videos into our website, which are stored on <http://www.youtube.com> and can be played directly from our website. These are all embedded in "enhanced data protection mode", i.e. no data about you as a user is transmitted to YouTube if you do not play the videos. Only when you play the videos will the data mentioned in paragraph 2 be transmitted. We have no influence on this data transmission.
- (b) By visiting the website, YouTube receives the information that you have accessed the corresponding sub-page of our website. This occurs regardless of whether YouTube provides a user account via 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 want your data to be associated with your YouTube profile, you must log out before activating the button. YouTube stores your data as usage profiles and uses them for the purposes of advertising, market research and/or designing its website in line with requirements. Such an evaluation is carried out in particular (even for users who are not logged in) to provide 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 YouTube to exercise this right.
- (c) For more information on the purpose and scope of data collection and processing by YouTube, please see the privacy policy. There you will also find further information on your rights and setting options to protect your privacy: <https://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

## 6.9. Data security

- (a) We offer you the TSL procedure in version 1.2 128bit within the website visit.
- (b) We also use appropriate technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or against unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

## 7. Your rights

- 7.1. The applicable data protection law grants you comprehensive data subject rights (information and intervention rights) with regard to the processing of your personal data, which we inform you about below:
- 7.2. You have the right to request information about your personal data processed by us in accordance with Art. 15 DSGVO. In particular, you can request information about the processing purposes, the category of personal data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right of complaint, the origin of your data if it has not been collected by us, as well as the existence of automated decision-making, including profiling, and, if applicable, meaningful information about its details.
- 7.3. In accordance with Art. 16 DSGVO, you can immediately request the correction of inaccurate or incomplete personal data stored by us. In accordance with Article 17 of the GDPR, you have the right to request the deletion of your personal data stored by us, unless the processing is necessary for the exercise of the right to freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the assertion, exercise or defence of legal claims.
- 7.4. Pursuant to Art. 18 DSGVO, you have the right to request the restriction of the processing of your personal data, insofar as the accuracy of the data is disputed by you, the processing is unlawful, but you object to its erasure and we no longer require the data, but you need it for the assertion, exercise or defence of legal claims or you have objected to the processing pursuant to Art. 21 DSGVO.
- 7.5. Pursuant to Art. 20 DSGVO, you have the right to receive your personal data that you have provided to us in a structured, common and machine-readable format or to request that it be transferred to another controller.
- 7.6. In accordance with Art. 7 (3) DSGVO, you have the right to revoke your consent to the processing of your data at any time. Such a revocation affects the permissibility of the processing of your personal data after you have expressed it to us. Where we base the processing of your personal data on the balance of interests, you may object to the processing. This is the case if the processing is not necessary, in particular, for the fulfilment of a contract with you, which is shown by us in each case in the functions described above. When exercising such an objection, we ask you to explain the reasons why we should not process your personal data as we have done. In the event of your justified objection, we will review the situation and either cease or adapt the data processing or show you our compelling legitimate grounds on the basis of which we will continue the processing. Of course, you can object to the processing of your personal data for advertising and data analysis purposes at any time. To do so, you can use the link provided in each newsletter or inform us of your advertising objection using the following contact details:

PRODATA Datenbanken und Informationssysteme GmbH  
Kriegsstraße 236, D-76135 Karlsruhe  
HRB 106652 Amtsgericht Mannheim  
D-U-N-S® Nummer 344129325  
E-Mail: [marketing@prodata.de](mailto:marketing@prodata.de)  
Phone: +49 (0)721 / 98 171 – 111  
Fax: +49 (0)721 / 98 171 – 300



- 7.7. You also have the right under Art. 77 DSGVO to complain to a supervisory authority about the processing of your personal data by us, such as the State Commissioner for Data Protection and Freedom of Information responsible for us, Klosterwall 6, 20095 Hamburg, phone: 040 / 428544040, email: mailbox@datenschutz.hamburg.de.

This data protection declaration is currently valid and was updated in April 2020.