

PRIVACY STATEMENT

This privacy statement explains you the way, the scope and the purpose of processing personal data (later referred to as "data") within our website and the web pages, functions and contents connected to it, as well as external online presences, such as our Social Media Profiles (later collectively referred to as "online offer"). With regard to the terminology used, e.g. "personal data" or their "processing", we refer to the definitions mentioned in Art. 4 of the General Data Protection Regulation (GDPR).

Responsible Person:

Name/Company: Pfister Waagen Bilanciai GmbH
Street Address: Linker Kreuthweg 9
Postal Code/Place/Country: 86444 Affing-Mühlhausen, Deutschland
Commercial Register No.: 19408 Augsburg
Managing Director: Peter Ahle
Phone No.: +49 (0) 8207 95899-0
Email Address: sales@pfisterwaagen.de

Privacy Officer:

Name: Irina Linder
Street Address: Linker Kreuthweg 9
Postal Code/Place/Country: 86444 Affing-Mühlhausen, Deutschland
Phone No.: +49 (0)8207 95899-62
Email Address: datenschutzkoordinator@pfisterwaagen.de

Types of Data Processed:

- Inventory data (e.g. names, addresses).
- Contact data (e.g. phone numbers).
- Content data (e.g. text inputs, photographs, videos).
- Usage data (e.g. websites visited, interest in content, access times).
- Meta/ communication data (e.g. device information, IP-addresses).

Processing of specific categories of data (Art. 9 para. 1 GDPR):

- No special categories of data are processed

Categories of data subjects:

- Customers / interested persons/ suppliers.
- Visitors and users of our websites.

In the following, we refer to the data subjects collectively as "users".

Purpose of the processing:

- Provision of the online services, their contents and functions.
- replying to contact requests and communication with users.
- Marketing, advertising and market research.

Stand: 01.07.2022



1. Relevant Legal Bases

In accordance with Art. 13 GDPR we inform you of the legal basis of our data processing. As far as the legal basis is not mentioned in the privacy statement the following applies:

The legal basis for obtaining agreements is Art. 6 para. 1 lit. a and Art. 7 GDPR, the legal basis for processing for the purpose of fulfilling our services and for performing contractual measures and response to inquiries is Art. 6 para 1 lit. b of GDPR, the basis for processing for the purpose of fulfilling our legal obligations is Art. 6 para 1 lit. c GDPR, and the legal basis for processing for the purpose to protect our legitimate interests (that means performance of our business activities, interests in the analysis, optimization and economical operation of our online services) is Art. 6 para 1 lit. of GDPR.

2. Modifications and Updates of the Privacy Statement

We ask you to inform yourself regularly about the content of our privacy statement. When it is required by changes in the data processing carried out by us we will adapt the privacy statement accordingly. As soon as the modifications make it necessary that you take participating action (e.g. agreement) or if you should receive other individual information.

3. Safety Measures

- 3.1. In accordance with Art. 32 GDPR and taking into account the state of the art, the implementation costs and the way, the scope, the circumstances and the purposes of the processing, as well as the different probabilities of occurrence and the severity of the risk to the rights and freedoms of natural persons, we shall take appropriate technical and organisational measures to ensure a level of protection adequate with the risk; these measures shall include in particular the safeguarding of the privacy, integrity and availability of data by controlling the physical access to the data, as well as the access, the input, the transmission, the securing of availability and its separation. Furthermore, we have established procedures to ensure that the rights of data subjects are exercised, that data is deleted, and we respond to data being compromised. Moreover we take the protection of personal data into account already in the development or selection of hardware, software and procedures, in accordance with the principle of data protection by designing technology and by using data protection-friendly default settings (Art. 25 GDPR).
- 3.2. The security measures include in particular the encrypted transmission of data between your browser and our server.

4. Cooperation with Data Processors and Third Parties

- 4.1. As far as we disclose in the course of data processing data to other persons and companies (order processors or third parties), transfer data to them or give them otherwise access to data, this will only be done one on the basis of a legal permission, only when you have agreed or when it is required by a legal obligation or it based on our legitimate interests.
- 4.2. As far as we task a third party with data processing on basis of a so-called „order processing agreement“, we do this on the basis of Art. 28 of GDPR.

5. Transfer to Third Countries

If we process data in a third country (i.e. outside the European Union (EU) or the European Economic Area (EEA)) or if this is done in the context of using the services of third parties or disclosure or transfer of data to third parties, this will only take place if it is done to fulfil our (pre-) contractual obligations, on the basis of your agreement, on the basis of a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we process or store data in a third country only if the special conditions of Art. 44 ff. GDPR are met. This means that the processing is carried out, e. g. on the basis of special guarantees, such as the officially recognised determination of a level of data protection corresponding to that of the EU (e.g. for the USA through the "Privacy Shield") or on the basis of compliance with officially recognised special contractual obligations (so-called "standard contractual clauses").

6. Rights of Data Subjects

- 6.1. You have the right to demand for a confirmation, as to whether the data concerned is being processed and you have the right to receive information about this data and to obtain further information and a copy of the data in accordance with Art. 15 GDPR.
- 6.2. You have the right to request completion of the data or of the correction of incorrect data concerning you in



accordance with Art. 16 GDPR.

- 6.3. In accordance with Art. 17 GDPR, you have the right to request that data relating to you is deleted immediately, or alternatively, in accordance with Art. 18 GDPR, to demand that the processing of the data is limited.
- 6.4. You have the right to obtain the data concerning you which you have made available to us in accordance with Art. 20 GDPR and to request that the data is transmitted to other responsible parties.
- 6.5. You also have the right to file a complaint with the competent supervisory authority according to Art. 77 GDPR.

7. Right of Withdrawal

In accordance with Art. 7 para 3 GDPR, you have the right to revoke given consents with effect for the future.

8. Right of Objection

You can object the future processing of data concerning you at any time in accordance with Art. 21 GDPR. The objection may particularly be made against processing for the purposes of direct advertising.

9. Cookies and Right of Objection for Direct Advertising

We use temporary and permanent cookies, i.e. small files that are stored on the users' devices (explanation of the term and function, see last section of this privacy policy). In some cases, the cookies serve the security or are necessary for the operation of our online service (e.g., for the presentation of the website) or to store the user decision when the cookie banner is confirmed. In addition, we or our technology partners use cookies for reach measurement and marketing purposes, about which the users will be informed in this privacy statement. A general objection to the use of cookies used for online marketing purposes can be declared for many of the services, especially in the case of tracking, via the US site <http://www.aboutads.info/choices/> or the EU site <http://www.youronlinechoices.com/>. Furthermore, the storage of cookies can be achieved by deactivating them in the browser settings. Please note that in this case not all functions of this online offer can be used.

10. Deletion of Data

- 10.1. Data processed by us are deleted or limited in processing according to Art. 17 and 18. Unless expressly stated in this data protection declaration, the data stored by us will be deleted as soon as they are no longer required for their intended purpose and provided that there is no legal obligation to keep records. If the data are not deleted because they are required for other and legally permissible purposes, their processing will be limited, i.e. the data are locked and not used for other purposes. That applies e.g. for data which have to be kept due to commercial or tax regulations.
- 10.2. Germany: According to legal requirements, the storage is in particular for 6 years in accordance with § 257 para. 1 Code of Commercial Law (commercial books, inventories, opening balance sheets, annual financial statements, commercial letters, accounting vouchers, etc.) and for 10 years in accordance with § 147 para. 1 General Fiscal Law (books, records, management reports, accounting vouchers, commercial and business letters, documents relevant for taxation, etc.).

11. Provision of Contractual Services

- 11.1. We process inventory data (e.g., names and addresses as well as contact data of users), contract data (e.g., services used, names of contact persons for the purpose of fulfilling our contractual obligations and services in accordance with Art. 6 paragraph 1 lit b. GDPR. The entries in online forms marked as obligatory are required for the conclusion of contract.
- 11.2. Users can optionally fill out a contact form. Within the data entry, the data mandatory required are communicated to the users. The user data is not public and cannot be indexed by search engines.
- 11.3. Within the registration via the contact form and renewed registrations and use of our online services, the IP address and the time of the particular user action will be saved. The storage is based on our legitimate interests, as well as on the user's interest to be protected against misuse and other unauthorized use. This data will not be passed on to third parties unless it is necessary to pursue our claims or there is a legal obligation to do so in accordance with Art. Para. 1 lit. c GDPR.
- 11.4. We process usage data (e.g., the visited websites of our online services, interest in our products) and content data (e.g., entries in the contact form or user profile) for advertising purposes in a user profile, in order to show the user e.g., product information based on their previously used services.
- 11.5. Deletion takes place after expiry of legal warranty and comparable obligations, the necessity of data storage is

reviewed every three years; in the case of legal archiving obligations, deletion takes place after their expiry (end of commercial law (6 years) and tax law (10 years) storage obligation); information in the customer account remains until its deletion

12. Contact

- 12.1. When contacting us (via contact form or e-mail), the user's details are processed for the purpose of handling the contact request and its processing in accordance with Art. 6 Para. 1 lit. b) GDPR.
- 12.2. We delete the enquiries if they are no longer necessary. We review the necessity every two years; enquiries from customers who have a customer account we store permanently and refer with regard of deletion to the details of the customer account. In the case of legal archiving obligations, deletion shall take place after their expiration (end of commercial law (6 years) and tax law (10 years) storage obligation).

13. Collection of Access Data and Log Files

- 13.1. On the basis of our legitimate interests within the meaning of Article 6 paragraph 1 lit. f. GDPR we collect data about every access to the server on which this service is located (so-called server log files). The access data includes the name of the accessed website, file, date and time of access, transferred data volume, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited site), IP address and the requesting provider.
- 13.2. Log file information is stored for a maximum of seven days for security reasons (e.g. to investigate abuse or fraud) and then deleted. Data whose further storage is required for evidentiary purposes are excluded from deletion until the respective incident has been finally clarified.

14. Online Presence in Social Media

- 14.1. We maintain online presences within social networks and platforms in order to be able to communicate with the customers, interested parties and users active there and to inform them about our services. By calling up the respective networks and platforms, the terms and conditions and data processing guidelines of their particular operators apply.
- 14.2. Unless otherwise stated in our privacy statement, we process the data of users who communicate with us within the social networks and platforms, e.g. write articles on our online presences or send us messages.

15. Cookies & Range Measurement

- 15.1. Cookies are information that is transferred from our web server or web servers of third parties to the web browsers of users and stored there for later retrieval. Cookies can be small files or other types of information storage.
- 15.2. We use "session cookies", which are only stored for the period of your current visit to our website (e.g. to enable the storage of your login status and thus the use of our website). A randomly generated unique identification number, a so-called session ID, is stored in a session cookie. In addition, a cookie contains information about its origin and the storage period. These cookies cannot store any other data. Session cookies are deleted when you have finished using our online services and, for example, log out or close the browser.
- 15.3. Users will be informed about the use of cookies in the context of pseudonymous range measurement within the scope of this privacy declaration.
- 15.4. If the users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in the system settings of their browser. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional limitations of this online offer.
- 15.5. You may object to the use of cookies, which serve to measure reach and advertising purposes, via the deactivation page of the network advertising initiative (<http://optout.networkadvertising.org/>) and additionally via the US-American website (<http://www.aboutads.info/choices>) or via the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

16. Google Analytics

- 16.1. On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online services within the meaning of Art. 6 para. 1 lit. f. GDPR) we use Google Analytics, a web analysis service of Google LLC ("Google"). Google uses

- cookies. The information generated by the cookie about the use of the website by the user is usually transferred to a Google server in the USA and stored there.
- 16.2. 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=a2zt00000001L5AAI&status=Active>).
 - 16.3. Google will use this information on our behalf in order to evaluate the use of our website by users, to compile reports on the activities within this website and to provide us with further services associated with the use of this website and the use of the Internet. In doing so, pseudonymous user profiles of the users can be created from the processed data.
 - 16.4. We use Google Analytics in order to display the advertisements placed within the advertising services of Google and its partners only to those users who have also shown an interest in our online services or who show certain features (e.g. interests in certain topics or products determined on the basis of the websites visited) which we transmit to Google (so-called "remarketing" or "Google Analytics Audiences"). With the help of remarketing audiences, we also want to ensure that our advertisements correspond to the potential interest of the users and do not appear annoying.
 - 16.5. We use Google Analytics only with activated IP anonymization. This means that the IP address of users is shortened by Google within member states of the European Union or in other states that are party to the Agreement on the European Economic Area. Only in exceptional cases the full IP address is transferred to a Google server in the USA and shortened there.
 - 16.6. 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 adjusting their browser software accordingly; users can also prevent the collection of data generated by the cookie and related to their use of the online services to Google and the processing of this data by Google by downloading and installing the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.
 - 16.7. Further information on Google's use of data, setting and objection options can be found on the websites of Google: <https://www.google.com/intl/de/policies/privacy/partners> ("Data use by Google when you use the websites or apps of our partners"), <https://policies.google.com/technologies/ads> ("Data use for advertising purposes"), <https://adssettings.google.com/authenticated> ("Manage information that Google uses to show you advertising")

17. Facebook Social Plugins

- 17.1. On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online services within the meaning of Art. 6 para. 1 lit. f. GDPR) we use Social Plugins ("Plugins") of the social network facebook.com, which is run by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). The Plugins can display interaction elements or content (e.g. videos, graphics or text contributions) and they can be recognized by one of the Facebook logos (white "f" on blue tile, the words "Like", "Like" or a "thumbs up" sign) or are marked with the addition "Facebook Social Plugin". The list and appearance of the Facebook Social Plugins can be viewed here: <https://developers.facebook.com/docs/plugins/>.
- 17.2. Facebook is certified under the Privacy Shield Agreement and thus offers a guarantee of compliance with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>)
- 17.3. When a user calls up a function of this online service that contains such a plugin, his device establishes a direct connection with the Facebook servers. The content of the plugin is transmitted by Facebook directly to the user's device and integrated into the online service by the user. User profiles can be created from the processed data. We therefore have no influence on the scope of the data Facebook collects with the help of this plugin and thus we inform the users according to our state of knowledge.
- 17.4. By integrating the plugins, Facebook receives the information that a user has called up the corresponding site of the online service. If the user is logged in to Facebook, Facebook can assign the visit to his or her Facebook account. If users interact with the plugins, for example, by pressing the Like-button or submit a comment, the corresponding information is transmitted directly from their device to Facebook and stored there. If a user is not a member of Facebook, it is still possible for Facebook to find out his or her IP address and store it. According to Facebook, only an anonymized IP address is stored in Germany.
- 17.5. The purpose and scope of data collection and the further processing and use of data by Facebook, as well as the relevant rights and setting options to protect the privacy of users, can be found in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.
- 17.6. If a user is a Facebook member and does not want Facebook to collect data about him/her via this online service and link it with his/her membership data stored on Facebook, he/she must log out of Facebook and delete his/her cookies before using our online offer. Further settings and objections to the use of data for advertising purposes are possible within the Facebook profile settings: <https://www.facebook.com/settings?tab=ads> or via the US-American site <http://www.aboutads.info/choices/> or the EU site <http://www.youronlinechoices.com/>. The settings are platform-independent, i.e. they are adopted for all devices, such as desktop computers or mobile devices.

18. Integration of Third Party Services and Content

- 18.1. On the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online services in the sense of Art. 6 para. 1 lit. f. GDPR), We use within our online services content or service offers from third parties in order to integrate their content and services, such as videos or fonts (hereinafter jointly referred to as "content"). This always presupposes that the third-party providers of these contents take note of the IP address of the users, as without the IP address they would not be able to send the contents to their browsers. The IP address is therefore necessary for the display of this content. We make every effort to use only such content whose respective providers use the IP address only to deliver the content. Third party providers may also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. The "pixel tags" can be used to evaluate information such as traffic of visitors on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may contain, among other things, technical information on the browser and operating system, referring websites, visiting time and other details on the use of our online service, and they can also be linked to such information from other sources.
- 18.2. The following presentation offers an overview of third party providers and their contents, as well as links to their data protection declarations. Further information on the processing of data are partly already mentioned here:
- External Fonts from Google, LLC., <https://www.google.com/fonts> ("Google Fonts"). Google Fonts are integrated by a server call to Google (usually in the USA). Privacy policy: <https://policies.google.com/privacy>, Opt-Out: <https://adssettings.google.com/authenticated>.
 - Maps of "Google Maps" service provided by the third party provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://www.google.com/settings/ads/>.
 - Videos from the "YouTube" platform of the third-party provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy policy: <https://policies.google.com/privacy>, Opt-Out: <https://adssettings.google.com/authenticated>.
 - Within our online services functions of the service Google+ are integrated. These functions are offered by the third-party provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. If you are logged in to your Google+ account, you can link the contents of our sites to your Google+ profile by clicking the Google+ button. This allows Google to associate your visit to our pages with your user account. We would like to point out that we, as the provider of the sites have no knowledge of the content of the transmitted data or its use by Google+. Privacy statement: <https://policies.google.com/privacy>, Opt-Out: <https://adssettings.google.com/authenticated>.
 - Within our online services we use the marketing functions (so-called "LinkedIn Insight Tag") of the network LinkedIn. The provider is the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Each time one of our sites containing LinkedIn functions is accessed, a connection to LinkedIn's servers is established. LinkedIn is notified that you have visited our sites using your IP address. In particular, the LinkedIn Insight Tag enables us to analyse the success of our campaigns within LinkedIn or to determine target audiences for the campaigns based on how users interact with our online services. If you are registered with LinkedIn, LinkedIn allows you to associate your interaction with our site with your account LinkedIn is certified under the Privacy Shield Agreement and thus offers a guarantee of compliance with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000L0UZAA0&status=Active>). Privacy policy: <https://www.linkedin.com/legal/privacy-policy>, Opt-Out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.
 - Within our online services, functions of the service or platform Twitter can be integrated (hereinafter referred to as "Twitter"). Twitter is an offer of Twitter Inc, 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. The functions include the display of our contributions within Twitter within our online offer, the link to our profile on Twitter and the possibility to interact with the contributions and functions of Twitter as well as to measure whether users reach our online services via the advertisements placed by us on Twitter (so-called conversion measurement). Twitter is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000TORzAAO&status=Active>). Privacy policy: <https://twitter.com/de/privacy>, Opt-Out: <https://twitter.com/personalization>