

Privacy Policy & Data Protection

Data Protection

As of March 2018

We collect and use your personal data exclusively in the context of the provisions of the data protection law of the Federal Republic of Germany (BDSG). For this we inform you about the nature, scope and purpose of the collection and use of personal data.

Our company is committed to protecting the personal information you provide to us. We recognize their importance when we use them.

The following data protection instructions and regulations provide an overview about the collection and processing of your data.

With the following information, we would like to give you an overview of the processing of your personal data by us and your rights under the Data Protection Act. Which data is processed in detail and how it is used depends largely on the requested or agreed services.

Who is responsible for data processing and who can I contact?

Responsible body is

Dr. Martin Hambückers
SMART connecting solutions
Paul-Ehrlich-Str. 2 a
D-24537 Neumünster

You can contact our company data protection officer at:

Dr. Martin Hambückers
Paul-Ehrlich-Str. 2 a
D-24537 Neumünster
+49 170 79 144 89
martin@smartcs.eu

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1. Processing of your personal data

As part of the registration on our customer portal, we collect your personal data (e-mail address name, address, sector, telephone number, date of birth, bank account, if necessary) to set up a customer account for you, in which you have information about your completed, open or View recent orders and manage your address and account information. In case of applications we will save your curriculum vitae.

We use the personal information you provide primarily to answer your requests, to process your orders and orders, or to provide you with access to specific information or offers. If necessary, the business transaction data is transmitted to service companies. For example, the service providers (transporters, logistics companies) used for order processing receive the necessary data for order and order processing. The service providers used may only use the data for the fulfillment of their order. To be able to communicate with you (eg to confirm the order), we need your e-mail address; We also use these for your identification in the field of customer login. Your IP address, which will be transmitted to us during your purchase, will be stored for a limited period to protect us from misuse.

In order to maintain customer relationships, we or a service provider contracted by us may need to use this personal information to inform you about service offerings that are useful to your business or to conduct online surveys to better serve our customers' needs and requirements to meet.

At the request of the competent authorities, we may, on a case-by-case basis, provide information about your personal data as required for law enforcement purposes, security, public law enforcement or intellectual property rights enforcement purposes.

We also use your information to inform you about certain products, services or marketing promotions that may be of interest to you. You have the opportunity to object to the use of your data for advertising purposes at any time. Please contact us by e-mail to martin@smartcs.eu or by post to Dr. Martin Hambücker (SMART connecting solutions), Paul-Ehrlich-Str. 2 A, D-24537 Neumünster. We will neither sell nor otherwise market your personal data to third parties (outside of our group of companies).

2. Product recommendations by e-mail (newsletter)

As our customer, you will also receive regular product recommendations by e-mail from us. We would like to share with you information about our products that may be of interest to you based on your recent purchases. You will receive these product recommendations regardless of whether you have subscribed to a newsletter from us. When shipping the product recommendations, we comply with the legal requirements. If you no longer wish to receive product recommendations by e-mail, you may opt out at any time without incurring any costs other than the base rate transmission costs. For this, please contact the contact details listed under point 1. In addition, we have attached an unsubscribe link to each newsletter.

3. Secure data transfer

Your personal data is securely transmitted by encryption. This applies to your order and also to the customer login. We use the coding system SSL (Secure Socket Layer). Although nobody can guarantee

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absolute protection. However, we secure our website and other systems through technical and organizational measures against loss, destruction, access, modification or dissemination of your data by unauthorized persons.

The internet is not completely secure. We cannot guarantee the absolute security of your personal information transmitted via our website or by e-mail. Each transmission is at your own risk. Some of the information you provide to us may be sensitive personal information as defined by the Data Protection Act 1998. We advise users of this website to send such information via a secure system. The sensitive personal data will only be processed by us after your order has been placed.

4. Credit check

Under certain circumstances you have the opportunity to pay conveniently by invoice or direct debit. If you decide to use one of these payment methods in the ordering process, we must protect you and us against misuse. Therefore, we carry out a credit check on these payment methods and transmit the personal data required for this purpose (first and last name, address data, date of birth) to SCHUFA AG, Kormoranweg 5, 65201 Wiesbaden, which carries out a corresponding assessment based on mathematical-statistical procedures. The calculation of the probability value also includes your address data. We use the information we receive about the statistical probability of default ("Probability Value") for a considered decision as to whether we can offer you payment by invoice or direct debit. If this is not possible, you can only pay in advance, credit card or PayPal.

You can object to the transmission of your data to SCHUFA AG at any time. A text message (e.g. e-mail, fax, letter) is sufficient. We point out, however, that in this case only the payment methods advance payment, credit card or PayPal are available.

5. Registration for our mailing list (newsletter)

If you sign up for a newsletter in the so-called Double-OptIn procedure, then we use your data to inform you regularly about news and actions and to send you information about your area of interest via email. When you receive the newsletter, you will receive a link with which you can unsubscribe from the newsletter at any time.

The newsletter is sent by "SuperMailer", a newsletter shipping platform of the company Mirko Böer Software Developments, Malachitstraße 16, D-04319 Leipzig.

The newsletters contain a so-called "web-beacon", e.g. pixel-sized file that is retrieved from the SuperMailer server when the newsletter is opened. This call will initially collect technical information, such as information about the browser and your system, as well as your IP address and time of retrieval. This information is used to improve the technical performance of services based on their specifications or audience and their reading habits, based on their locations (which can be determined using the IP address) or access times. Statistical surveys also include determining if the newsletters will be opened, when they will be opened, and which links will be clicked. This information is collected anonymously; there is no assignment of click behavior to a specific newsletter recipient. The evaluations serve us much more to recognize the reading habits of our users and to adapt our content to them or to send different content according to the interests of our users.

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You can cancel the receipt of our newsletter at any time, which means revoking your consent. You can do this in writing to the address listed in section 1, by e-mail or via a unsubscribe link, which is available in all our newsletter.

6. Data transmission and logging for system-internal and statistical purposes

Your internet browser automatically transmits data to our web server when accessing our website for technical reasons. These include, but are not limited to, the date and time of access, the URL of the referring web site, the file retrieved, the amount of data sent, the browser type and version, the operating system, and your IP address. This data is stored separately from other data that you enter during the use of our offer. It is not possible for us to assign this data to a specific person. These data are evaluated only for statistical purposes or as part of law enforcement.

7. Cookies

In order to expand the functionality of our website and to make the use more convenient for you, we use so-called cookies. With the help of these cookies, when you visit our website, data can be stored on your computer. You have the option to prevent the storage of cookies on your computer by appropriate settings in your browser. However, this could limit the scope of our offer.

8. Tracking tools and use of Google Analytics

The website uses analytics tools to collect general information about visitor behavior. These include, for example, accessed pages, length of stay, referring pages and general information about your computer system such as operating system, screen resolution, browser used, etc. All data collected is stored anonymously and does not allow any assignment to your person.

If you do not agree with this anonymized recording of your usage behavior, you can prevent it by deactivating cookies in your browser.

This site uses the CrazyEgg.com tracking tool to record randomly selected individual visits (using anonymized IP address only). The result is a log of mouse movements and clicks with the intention of randomly sampling individual visits and deriving potential improvements to the site. The information is not personal and will not be disclosed. If you do not want a recording, you can disable it on all websites using these tools at the following links: <http://www.crazyegg.com/opt-out> Instructions (disabling CrazyEgg).

This website also uses Google Analytics, an internet analytics service provided by Google. Google Analytics uses so-called cookies (small text files), which are stored on your computer and allow an analysis of the use of the website by you.

The information generated by the cookies about your use of this website (including your IP address) will be transmitted to a Google server in the USA and stored there. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for the website operators and providing other services related to website activity and internet usage. Google may also transfer this information to third parties if required by law or if third parties process this data on behalf of Google. Google will never associate your IP address with other Google data. You may refuse the use of cookies by selecting the appropriate settings in your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this

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website, you agree to the processing of data about you by Google in the manner described above and for the purpose stated above.

We inform you that this website uses Google Analytics exclusively using a deactivation add-on "_anonymizeIp ()". Your IP address is not completely saved. The identification of the visitor of the website is excluded.

By installing the browser add-on for deactivating Google Analytics (<http://tools.google.com/dlpage/gaoptout?hl=de>) you can object to the use. This will tell Google Analytics not to provide site visit information to Google Analytics. Without your explicit consent, we will not use tracking tools to unnoticed - collect personal information about you,
- to transmit such data to third parties and marketing platforms or
- to link the data with your personal data (name, address, etc.).

9. Use of Hotjar

This website uses features of the web service Hotjar, operated by Hotjar Ltd. The Hotjar Ltd. is a European company based in Malta. Hotjar uses cookies. These are small text files that are stored on your computer and that allow you to analyze the use of the website by you. The analysis is always anonymous, a reference to your person can not be established. The information generated by the cookie about your use of this website is transmitted to and stored by Hotjar servers located within the European Union. If you do not agree with an anonymous recording of your usage behavior, you can object to the use of Hotjar at any time at: <https://www.hotjar.com/opt-out>.

10. Shop evaluation by eKomi

If you have consented to the eKomi Shop Evaluation in the shopping cart process, your data (first and last name, e-mail address, order number) will be forwarded to our service provider ekomi (eKomi Ltd, Markgrafstraße 11, 10969 Berlin Germany). Please also note the privacy policy of ekomi: <http://www.ekomi.de/de/datenschutz>. Subsequent to your order, you will receive an e-mail from eKomi with a link, which you can use to evaluate our shop and the purchased item. eKomi has committed itself to the privacy-compliant handling of your transmitted data.

11. Use Google's Remarketing and Adwords feature

On this website we use the Remarketing and Adwords feature of Google. This technology will redirect users who have visited our website through targeted advertising on the Google Partner Network pages. For this purpose, Google stores small text files (so-called cookies) on your computer, with which the visit to the website can be analyzed and then used for targeted product recommendations and interest-based advertising. You have the option to disable the use of cookies for promotional purposes. To do this, go to Google's Ads Preferences Manager, or you can prevent third-party cookies from being used by visiting the opt-out page of the Network Advertising Initiative.

12. Using Microsoft Tracking

Our online offerings also use Microsoft Conversion Tracking (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). Microsoft Bing Ads places a cookie on your computer if you have accessed our website via a Microsoft Bing ad. Microsoft Bing and we can thus see that someone

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clicked on an ad, was redirected to our website, and reached a predefined landing page (conversion page). We only hear the total number of users who clicked on a Bing ad and were then redirected to the conversion page. No personal information about the identity of the user is given. If you do not want to participate in the tracking process, you can also refuse the required setting of a cookie - for example, via a browser setting that generally disables the automatic setting of cookies. For more information about privacy and cookies used with Microsoft Bing, visit the Microsoft Web site: <https://privacy.microsoft.com/en-us/privacystatement>.

13. Use of CRITEO

On our websites anonymised information about the surfing behavior of the website visitors is collected and stored by a technology of the Criteo GmbH for marketing purposes. This data is stored in cookies on the visitor's computer. Based on an algorithm, Criteo GmbH analyzes the anonymously recorded surfing behavior and can then display targeted product recommendations as personalized advertising banners on other websites (so-called publishers). In no case can this data be used to personally identify you as a visitor to our websites. The collected data will only be used to improve the offer. Any other use or disclosure of this information to third parties does not occur.

14. Use of social plugins

We have included social plugins on our site, but these are disabled by default for privacy reasons. Therefore, when you access our site, no data is transmitted to social media services such as Facebook, Twitter or Google +, so profiling by third parties is excluded. Deactivated social plugins can be recognized by the fact that they are grayed out.

However, you have the option of activating the social plugins with one click and thus granting your consent to communication with the respective social network. If you activate the social plugin, certain data will be transmitted to the respective social network, such as your IP address, information about the browser used and the operating system, the website you are visiting, and the date and time. As part of this communication, data from a server of the social media provider are also downloaded to our website.

The respective provider of the social plugin receives information about which particular websites you visit, regardless of whether they are logged in to the provider of the social media plugin (e.g. Facebook) or not, or whether they have clicked on the plugin or Not. The provider can also process this data outside the European Union and is also able to create individualized usage profiles. We have no influence on the type, scope and purpose of the data processing by the provider of the social media service.

An activated social plugin will be displayed in color, and data will be transferred to the social media service as described above. With a second click you can then use the social plugin.

Facebook: At <http://developers.facebook.com/docs/plugins> you can get more information from Facebook to the plugin and the corresponding social media service. The so-called Facebook data usage guidelines are listed at: <http://www.facebook.com/about/privacy>.

Google+: Please visit <http://support.google.com/plus/bin/answer.py?hl=en&answer=1319578&rd=1> for more information from Google about the plugin and its social media service. Google's Privacy Policy is listed at: <http://www.google.com/intl/en/policies/privacy>.

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Instagram: At <https://help.instagram.com/> you can get more information from Instagram to the plugin and the corresponding social media service. Instagram's Privacy Policy is listed at <https://help.instagram.com/478745558852511>.

Twitter: At <https://twitter.com/logo> you can get more information from Twitter to the plugin and the corresponding social media service. The privacy policy of Twitter is listed at <https://twitter.com/privacy>.

The listed social media services receive information about which particular websites are visited, regardless of whether the user is logged in to the provider of the social plug-in or not, and whether the plug-in is clicked or not.

15. Liability for links

Our website may contain links to external websites of third parties over whose contents we have no influence. Therefore, we cannot assume any liability for these external contents. The respective provider or operator of the pages is always responsible for the contents of the linked pages.

16. Right to information

As a user of our website, you have the right to request information about the data stored about you or your pseudonym. At your request, the information can also be issued electronically.

17. Contact for questions or requests for information

If you have any questions, comments, complaints or requests for information in connection with our Privacy Policy and the processing of your personal information, you may write to our Data Protection Officer, available at the following address:

Data Protection Officer
Paul-Ehrlich-Str. 2 a
D-24537 Neumünster
info@smartcs.eu

18. Right to object

You may object to the use of your personal data for marketing purposes at any time by informal communication by post or e-mail.

NB: This Privacy Policy applies only to content on our servers and does not include the websites linked to our site.