

Privacy Policy Stadler Form Aktiengesellschaft

Version 02.2025

Table of contents

A.	Cross-channel notes	2
1.	Responsible and content of this privacy policy	2
2.	Contact person for data protection	2
3.	Your rights	2
4.	Data integrity	3
5.	Contacting Us.....	3
5.1	Live-Chat-Tool Userlike	4
6.	Use of your data for marketing purposes	4
6.1	Central data storage and analysis in the CRM system	4
6.2	E-mail marketing and newsletters.....	4
7.	Disclosure to third parties and access by third parties.....	5
8.	Transfer of personal data abroad	6
9.	Retention periods	6
B.	Special notes for our website.....	6
10.	Log file data	7
11.	Cookies.....	7
12.	Google SiteSearch / Google Custom Search Engine	8
13.	Tracking and web analytics tools.....	8
13.1	General information about tracking	8
13.2	Google Analytics.....	9
14.	Social Media.....	10
14.1	Social Media Profiles.....	10
14.2	Social Media Plugins	10
15.	Online Advertising and Targeting	11
15.1	Generally	11
15.2	Google Ads	12
16.	Use of our chat function	13
17.	Registering for a customer account.....	13
18.	Ordering products	14
19.	Online payment processing	15
20.	Submission of reviews.....	15

A. Cross-channel notes

1. Responsible and content of this privacy policy

We, Stadler Form Aktiengesellschaft, Chamerstrasse 174, 6300 Zug, Switzerland, are the operator of the website www.stadlerform.com (hereinafter referred to as the "website") and, unless otherwise stated, are responsible for the data processing listed in this privacy policy.

In order for you to know what personal data we collect from you and for what purposes we use it, please take note of the information below. When it comes to data protection, we are primarily guided by the legal requirements of Swiss data protection law, in particular the Federal Data Protection Act (DSG), as well as the EU GDPR, the provisions of which may be applicable in individual cases.

Please note that the following information will be reviewed and amended from time to time. We therefore recommend that you consult this privacy policy regularly. Furthermore, other companies are responsible under data protection law or jointly responsible with us for individual data processing operations listed below, so that in these cases the information provided by these providers is also decisive.

2. Contact person for data protection

If you have any questions about data protection or would like to exercise your rights, please contact our data protection contact by sending an e-mail to the following address:
privacy@stadlerform.com

You can contact our EU Data Protection Representative at:
Stadler Form Aktiengesellschaft, Chamerstrasse 174, 6300 Zug
privacy@stadlerform.com

3. Your rights

If the legal requirements are met, you have the following rights as a person affected by data processing:

Right to information: You have the right to request access to your personal data stored by us at any time and free of charge if we process it. This gives you the opportunity to check which personal data we process about you and that we use it in accordance with applicable data protection regulations.

Right to rectification: You have the right to have inaccurate or incomplete personal data rectified and to be informed of the rectification. In this case, we will inform the recipients of the data concerned about the adjustments made, unless this is impossible or involves disproportionate effort.

Right to erasure: You have the right to have your personal data erased under certain circumstances. In individual cases, in particular in the case of statutory retention obligations, the right to

deletion may be excluded. In this case, if the conditions are met, the deletion may be replaced by a blocking of the data.

Right to restriction of processing: You have the right to request that the processing of your personal data be restricted.

Right to data portability: You have the right to receive from us the personal data you have provided to us free of charge in a readable format.

Right to object: You can object to data processing at any time, in particular for data processing in connection with direct advertising (e.g. advertising e-mails).

Right of revocation: In principle, you have the right to revoke your consent at any time. However, processing activities based on your consent in the past do not become unlawful as a result of your revocation.

To exercise these rights, please send us an e-mail to the following address:
privacy@stadlerform.com

Right to lodge a complaint: You have the right to lodge a complaint with a competent supervisory authority, e.g. against the way in which your personal data is processed.

4. Data integrity

We use appropriate technical and organizational security measures to protect your personal data stored by us against loss and unlawful processing, namely unauthorized access by third parties. Our employees and the service companies commissioned by us are obliged by us to maintain secrecy and data protection. In addition, these persons are granted access to the personal data only to the extent necessary for the performance of their duties.

Our security measures are continuously adapted in line with technological developments. However, the transmission of information via the Internet and electronic means of communication always entails certain security risks, and we cannot guarantee the absolute security of information transmitted in this way.

5. Contacting Us

If you contact us via our contact addresses and channels (e.g. by e-mail, telephone or contact form), your personal data will be processed. The data that you have provided to us will be processed, e.g. the name of your company, your name, your function, your e-mail address or telephone number and your request. In addition, the time of receipt of the request is documented. Mandatory information is marked with an asterisk (*) in contact forms.

We process this data exclusively in order to implement your request (e.g. providing information about a product, support in contract processing such as the return of products, incorporating your feedback into the improvement of our service, etc.). The legal basis for this data processing is our

legitimate interest within the meaning of Art. 6 para. 1 lit. f EU GDPR in the implementation of your request or, if your request is directed to the conclusion or execution of a contract, the necessity for the implementation of the necessary measures within the meaning of Art. 6 para. 1 lit. b EU GDPR.

5.1 Live-Chat-Tool Userlike

For the purposes of customer communication, we use the live chat tool of Userlike UG (limited), Probsteigasse 44-46, 50670 Cologne, Germany ("Userlike"). This serves to protect our legitimate interests in effective and improved customer communication, which prevail in the context of a balancing of interests, pursuant to Art. 6 (1) (f) GDPR. Userlike acts as a data processor.

6. Use of your data for marketing purposes

6.1 Central data storage and analysis in the CRM system

If a clear assignment to your person is possible, we will use the data described in this privacy policy, i.e. Store and link your personal details, your contacts, your contract data and your surfing behaviour on our websites in a central database. This serves the efficient management of customer data and allows us to answer your concerns adequately, and enables the efficient provision of the services you require and the processing of the associated contracts. The legal basis for this data processing is our legitimate interest within the meaning of Article 6 para. 1 lit. f of the EU GDPR in the efficient management of user data.

We evaluate this data in order to further develop our offers in a needs-oriented manner and to display and suggest information and offers that are as relevant as possible. We also use methods that predict possible interests and future orders based on your use of the website. The legal basis for this data processing is our legitimate interest within the meaning of Article 6 para. 1 lit. f of the EU GDPR in the implementation of marketing measures.

6.2 E-mail marketing and newsletters

If you register for our e-mail newsletter (e.g. when opening or within your customer account), the following data will be collected. Mandatory fields are marked with an asterisk (*) in the registration form:

- E-mail address
- Salutation
- First and last name
- Language
- Country

In order to avoid misuse and to ensure that the owner of an e-mail address has actually given his/her consent himself/herself, we rely on the so-called double opt-in for registration. After submitting the registration, you will receive an e-mail from us containing a confirmation link. In order to definitely subscribe to the newsletter, you must click on this link. If you do not click on the

confirmation link within the specified period, your data will be deleted and our newsletter will not be delivered to this address.

By registering, you consent to the processing of this data in order to receive news from us about our company, our offers in the field of air treatment and related products and services. This may also include invitations to participate in competitions or to evaluate one of the aforementioned products and services. The collection of the salutation and the name allows us to verify the assignment of the registration to a possibly already existing customer account and to personalize the content of the mails. Linking to a customer account helps us to make the offers and content contained in the newsletter more relevant to you and to better tailor them to your potential needs.

We use your data for sending e-mails until you revoke your consent. A revocation is possible at any time, in particular via the unsubscribe link in all our marketing e-mails.

Our marketing e-mails may contain a so-called web beacon or 1x1 pixel (tracking pixel) or similar technical aids. A web beacon is an invisible graphic that is linked to the user ID of the respective newsletter subscriber. For each marketing email sent, we receive information about which addresses have not yet received the email, to which addresses it has been sent, and which addresses have failed to send. It also shows which addresses opened the email, for how long, and which links they clicked on. Finally, we also receive information about which addresses have unsubscribed. We use this data for statistical purposes and to optimize the advertising e-mails in terms of frequency, time, structure and content of the e-mails. In this way, we can better tailor the information and offers in our e-mails to the individual interests of the recipients.

The web beacon will be deleted when you delete the email. To prevent the use of the web beacon in our marketing e-mails, please set the parameters of your e-mail program so that HTML is not displayed in messages if this is not already the case by default. Refer to the help sections of your email software for information on how to configure this setting.

By subscribing to the newsletter, you also consent to the statistical evaluation of user behavior for the purpose of optimizing and adapting the newsletter. This consent constitutes our legal basis for the processing of the data within the meaning of Article 6 para. 1 lit. f of the EU GDPR.

We use the e-mail marketing software Mailchimp of The Rocket Science Group LLC, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, Georgia 30308 for marketing e-mails. Therefore, your data will be stored in a database owned by Mailchimp, which will allow Mailchimp to access your data if this is necessary for the provision of the software and for assistance in the use of the software. The legal basis for this processing is our legitimate interest within the meaning of Article 6 para. 1 lit. f EU GDPR in the use of third-party services.

7. Disclosure to third parties and access by third parties

Without the support of other companies, we would not be able to provide our services in the desired form. In order for us to be able to use the services of these companies, it is also necessary to share your personal data to a certain extent. Such disclosure takes place in particular insofar as

this is necessary for the fulfilment of the contract you have requested, i.e. for example to the logistics or transport companies that deliver the desired products, or to a manufacturer who is to fulfil your warranty claim. In the case of these transfers, the legal basis is the necessity for the fulfilment of the contract within the meaning of Art. 6 para. 1 lit. b EU GDPR.

It will also be passed on to selected service providers and only to the extent necessary for the provision of the service. Various third-party service providers are also explicitly mentioned in this privacy policy, e.g. in the sections on marketing. Incidentally, these are, for example, IT service providers (such as providers of software solutions), advertising agencies, consulting firms. The legal basis for this data transfer is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU-GDPR in the purchase of third-party services.

In addition, your data may be passed on, in particular to authorities, legal advisors or debt collection agencies, if we are legally obliged to do so or if this is necessary to protect our rights, in particular to enforce claims arising from the relationship with you. Data may also be disclosed if another company intends to acquire our business or parts of it and such disclosure is necessary to conduct a due diligence or to consummate the transaction. The legal basis for this data transfer is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU GDPR in safeguarding our rights and compliance with our obligations or .dem selling our company.

8. Transfer of personal data abroad

We are also entitled to transfer your personal data to third parties abroad if this is necessary to carry out the data processing mentioned in this data protection declaration (see esp. Sections 12-15). Of course, the legal regulations for the disclosure of personal data to third parties are complied with. If the country in question does not have an adequate level of data protection, we guarantee through contractual regulations that your data is adequately protected by these companies.

9. Retention periods

We only store personal data for as long as it is necessary to carry out the processing explained in this privacy policy within the scope of our legitimate interest. In the case of contract data, storage is required by statutory retention obligations. Requirements that oblige us to store data result from the provisions on accounting and tax law. According to these regulations, business communication, concluded contracts and accounting documents must be kept for up to 10 years. If we no longer need this data to perform the services for you, the data will be blocked. This means that the data may only be used if this is necessary to fulfil the retention obligations or to defend and enforce our legal interests. The data will be deleted as soon as there is no longer any obligation to retain it and there is no longer a legitimate interest in storing it.

B. Special notes for our website

10. Log file data

When you visit our website, the servers of our hosting provider (METANET AG, Josefstrasse 218 CH-8005 Zürich) temporarily store each access in a log file. The following data is collected without any action on your part and stored by us until it is automatically deleted:

- the IP address of the requesting computer,
- the date and time of access,
- the name and URL of the retrieved file,
- the website from which the access was made, possibly with the search term used,
- the operating system of your computer and the browser you are using (including type, version and language setting),
- type of device in case of access by mobile phones,
- the city or region from which the access was made,
- the name of your Internet access provider.

The collection and processing of this data is carried out for the purpose of enabling the use of our website (connection establishment), to ensure system security and stability in the long term, as well as for error and performance analysis and enables us to optimize our website (see also section on the last points 13).

In the event of an attack on the network infrastructure of the website or in the event of suspicion of other unauthorized or abusive use of the website, the IP address and other data will be evaluated for clarification and defense and, if necessary, used in criminal proceedings for identification and civil and criminal action against the users concerned.

In the purposes described above, we have a legitimate interest in data processing within the meaning of Article 6 para. 1 lit. f of the EU GDPR.

Finally, when you visit our website, we use cookies as well as applications and tools based on the use of cookies. In this context, the data described here may also be processed. You can find more detailed information on this in the following sections of this privacy policy, in particular section 11.

11. Cookies

Cookies are information files that your web browser stores on your computer's hard drive or memory when you visit our website. Cookies are assigned identification numbers that identify your browser and can be used to read the information contained in the cookie.

Cookies help, among other things, to make your visit to our website easier, more pleasant and more meaningful. We use cookies for various purposes that are necessary for your desired use of the website, i.e. are technically necessary. For example, we use cookies to be able to identify you as a registered user after logging in, without you having to log in again each time you navigate through the various subpages. The provision of the shopping cart and order function is also based on the use of cookies. Furthermore, cookies also perform other technical functions required for the operation of the website, such as so-called load balancing, i.e. the distribution of the performance load of the page to different web servers in order to relieve the servers. Cookies are also used for security purposes, e.g. Prevent unauthorized posting of content. Finally, we also use

cookies in the context of the design and programming of our website, e.g. to enable the upload of scripts or codes.

The legal basis for this data processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU GDPR in the provision of a user-friendly and up-to-date website.

Most Internet browsers accept cookies automatically. However, when you access our website, we ask for your consent to the cookies we use that are not technically necessary, especially when using third-party cookies for marketing purposes. You can use the corresponding buttons in the cookie banner to make the settings you wish. Details on the services and data processing associated with the individual cookies can be found within the cookie banner and in the following sections of this privacy policy.

You may also be able to configure your browser so that no cookies are stored on your computer or so that a message always appears when you receive a new cookie.

Disabling cookies may result in you not being able to use all the functions of our website.

12. Google SiteSearch / Google Custom Search Engine

This website uses the Google SiteSearch/Google Custom Search Engine of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). This enables us to provide you with an efficient search function on our website.

When using our search fields, your browser may transmit the information described in section 10 log file data (including IP address) as well as the search term you enter to Google, provided that you have installed JavaScript in your browser. If you want to prevent the transmission of data, you can deactivate Java Script in the browser settings (usually in the "Privacy" menu). Please note that the search function and other functions of the website may be impaired in this case.

The legal basis for this data processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU GDPR in the provision of an efficient website search function.

For the further processing of the data by Google, please refer to Google's privacy policy: http://www.google.com/intl/en_de/policies/privacy.

13. Tracking and web analytics tools

13.1 General information about tracking

For the purpose of needs-based design and continuous optimization of our website, we use the web analysis services listed below. In this context, pseudonymised user profiles are created and cookies are used (see also section 11). The information generated by the cookie about your use of this website is usually collected together with the information provided for in section 10 log file data is transferred to a server of the service provider, where it is stored and processed. this may

also lead to a transfer to servers abroad, e.g. the USA (cf. in particular, on the guarantees taken, section 8).

By processing the data, we receive the following information, among others:

- navigation path that a visitor takes on the site (including content viewed and products selected or purchased),
- time spent on the website or subpage,
- the subpage on which the website is left,
- the country, region or city from which access is made,
- Device (type, version, color depth, resolution, width and height of the browser window) and
- Returning or new visitor.

On our behalf, the provider will use this information to evaluate the use of the website, to compile reports on website activity for us and to provide other services related to website activity and internet usage for the purposes of market research and demand-oriented design of these websites. For this processing, we and the providers can be regarded as joint controllers under data protection law to a certain extent.

The legal basis for this data processing with the following tools is your consent within the meaning of Art. 6 para. 1 lit. a EU GDPR. You can revoke your consent or refuse the processing at any time by rejecting or deactivating the relevant cookies in the settings of your web browser (see section 11) or make use of the service-specific options described below.

For the further processing of the data by the respective provider as the (sole) person responsible for data protection, in particular any disclosure of this information to third parties such as authorities on the basis of national legal regulations, please note the respective data protection information of the provider.

13.2 Google Analytics

We use the web analysis service Google Analytics provided by Google Ireland Limited (Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland) or Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) ("Google").

The described data about the use of the website for the processing purposes explained (see section 13.1) to the servers of Google LLC. in the USA. The IP address is shortened by activating IP anonymization ("anonymizeIP") on this website before transmission within the 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.

Users can prevent the collection of data generated by the cookie and related to the use of the website by the user concerned (including the IP address) to Google and the processing of this data by Google by downloading and installing the browser plug-in under the following link:

<http://tools.google.com/dlpage/gaoptout?hl=en>. Further information on data protection at Google can be found [here](#).

14. Social Media

14.1 Social Media Profiles

On our website we have included links to our profiles in the social networks of the following providers:

- Meta Platforms Inc., 1601 S California Ave, Palo Alto, CA 94304, USA;
- Instagram Inc. 1601 Willow Road, Menlo Park, CA 94025, USA;
- X Corp., located at 1355 Market Street, Suite 900, San Francisco, CA 94103, USA;
- LinkedIn Unlimited Company, Wilton Place, Dublin 2, Ireland.

If you click on the icons of the social networks, you will be automatically redirected to our profile in the respective network. A direct connection is established between your browser and the server of the respective social network. As a result, the network receives the information that you have visited our website with your IP address and clicked on the link.

If you click on a link to a network while you are logged into your user account with the network in question, the content of our website may be linked to your profile so that the network can assign your visit to our website directly to your account. If you want to prevent this, you should log out before clicking on the corresponding links. In any case, a connection between your access to our website and your user account takes place when you log in to the respective network after clicking on the link. The respective provider is responsible for the associated data processing under data protection law. Therefore, please refer to the information on the network's website.

The legal basis for any data processing attributed to us is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU GDPR in the use and promotion of our social media profiles.

14.2 Social Media Plugins

On our website you can use social plugins of the following providers:

- Meta Platforms Inc., 1601 S California Ave, Palo Alto, CA 94304, USA, [Privacy Notice](#);
- Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA, [Privacy Policy](#);
- Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, [Privacy Policy](#);
- LinkedIn Unlimited Company, Wilton Place, Dublin 2, Ireland, [Privacy Notice](#);
- Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street Dublin 2, Ireland , [Privacy Notice](#).

We use the social plugins to make it easier for you to share content from our website. The social plugins help us to increase the perceptibility of our content in the social networks and thus contribute to better marketing.

The plugins are deactivated by default on our websites and therefore do not send any data to the social networks when you simply visit our website. To increase data protection, we have integrated the plugins in such a way that a connection to the servers of the networks is not automatically established. Only when you activate the plugins and thus give your consent to the transmission of data and further processing by the providers of the social networks, your browser establishes a direct connection to the servers of the respective social network.

The content of the plugin is transmitted directly from the social network to your browser, which integrates it into the website. As a result, the respective provider receives the information that your browser has accessed the corresponding page of our website, even if you do not have an account with this social network or are not currently logged in to it. This information (including your IP address) is transmitted directly from your browser to a server of the provider (usually in the USA) and stored there. We have no influence on the scope of the data that the provider collects with the plugin, although from a data protection point of view we can be regarded as jointly responsible with the providers to a certain extent.

If you are logged in to the social network, it can assign your visit to our website directly to your user account. If you interact with the plugins, the corresponding information is also transmitted directly to a server of the provider and stored there. The information (e.g. that you like one of our products) may also be published on the social network and may be displayed to other users of the social network. The provider of the social network may use this information for the purpose of placing advertising and tailoring the respective offer to meet your needs. For this purpose, usage, interest and relationship profiles could be created, e.g. to evaluate your use of our website with regard to the advertisements displayed to you on the social network, to inform other users about your activities on our website and to provide other services related to the use of the social network. The purpose and scope of the data collection and the further processing and use of the data by the providers of the social networks as well as your rights in this regard and setting options for the protection of your privacy can be found directly in the data protection information of the respective provider.

If you do not want the provider of the social network to assign the data collected via our website to your user account, you must log out of the social network before activating the plugins. In the case of the data processing described above, your consent within the meaning of Art. 6 para. 1 lit. a EU GDPR forms the legal basis. You can revoke your consent at any time by declaring your revocation to the provider of the plugin in accordance with the information in its privacy policy.

15. Online Advertising and Targeting

15.1 Generally

We use the services of various companies to provide you with interesting offers online. In doing so, your user behaviour on our website and websites of other providers is analysed in order to be able to show you online advertising that is individually tailored to you.

Most technologies used to track your user behavior ("tracking") and to target advertising ("targeting") work with cookies (see also section 11), with which your browser can be recognized via

various websites. Depending on the service provider, it may also be possible for you to be recognized online even when using different end devices (e.g. laptop and smartphone). This can be e.g. this may be the case if you have registered with a service that you use with multiple devices.

In addition to the data already mentioned, which is collected when websites are accessed ("log file data", see section 10) and when cookies are used (section 11) and which may reach the companies involved in the advertising networks, the following data in particular is included in the selection of the potentially most relevant advertising for you:

- Information about yourself that you have provided when registering or using a service provided by advertising partners (e.g. your gender, age group);
- User behavior (e.g. search queries, interactions with advertisements, types of websites visited, products viewed and purchased, newsletters subscribed to).

We and our service providers use this data to identify whether you belong to the target group we are addressing and take this into account when selecting advertisements. For example, after you have visited our site, you may be shown advertisements of the products you have consulted ("re-targeting") when you visit other pages. Depending on the scope of the data, a profile of a user may also be created, which is automatically evaluated, and the ads are selected according to the information stored in the profile, such as membership of certain demographic segments or potential interests or behavior. Such advertisements may be presented to you on various channels, including not only our website or app (as part of on-site and in-app marketing) but also advertisements that are mediated via the online advertising networks we use, such as Google.

The data can then be evaluated for the purpose of billing the service provider and to assess the effectiveness of advertising measures in order to better understand the needs of our users and customers and to improve future campaigns. This may also include the information that the performance of an action (e.g. visiting certain sections of our websites or sending information) is due to a specific advertisement. We also receive aggregated reports of ad activity and information about how users interact with our website and ads from the service providers.

The legal basis for this data processing is your consent within the meaning of Art. 6 para. 1 lit. a EU GDPR. You can revoke your consent at any time by rejecting or switching off the relevant cookies in the settings of your web browser (see section 11). Further options for blocking advertising can also be found in the information of the respective service provider, e.g. [Google](#).

15.2 Google Ads

This website uses the services of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google") for online advertising. For this purpose, Google uses cookies, such as the so-called DoubleClick cookie, which enable your browser to be recognized when you visit other websites. The information generated by the cookies about your visit to these websites (including your IP address) is transmitted to a Google server in the USA and stored there (see also section 8). Further information on data protection at Google can be found here: [here](#).

The legal basis for this data processing is your consent within the meaning of of Art. 6 para. 1 lit. a EU GDPR. You can revoke your consent at any time by rejecting or switching off the relevant cookies in the settings of your web browser (see section 11). You can find more ways to block ads [here](#).

16. Use of our chat function

If you contact us via chat, your personal data will be processed. The data that you have provided to us will be processed, e.g. the name of your company, your name, your function, your e-mail address and your request. In addition, the time of receipt of the request is documented. Mandatory fields are marked with an asterisk (*).

We process this data exclusively in order to implement your request (e.g. providing information about a product, support in contract processing such as the return of products, incorporating your feedback into the improvement of our service, etc.). To provide the chat function, we use a tool from Benhauer Sp. z o.o., Grzegórzecka 21 in Krakow (31-532), Poland. Therefore, your data will be stored in a database of Benhauer, which may allow Behauer to access your data if this is necessary for the provision of the software and for assistance in the use of the software.

The legal basis for this data processing is our legitimate interest within the meaning of of Art. 6 para. 1 lit. f EU GDPR in the use of modern communication technologies or, if your request is directed to the conclusion or execution of a contract, in the implementation of the necessary measures within the meaning of of Art. 6 para. 1 lit. b EU GDPR.

17. Registering for a customer account

If you open a customer account on our website, we collect the following data, whereby mandatory information is marked with an asterisk (*) in the corresponding form:

- Particulars
 - Salutation
 - Name
 - Forename
 - Billing and delivery address
 - Birthday
 - Company, company address and VAT number for corporate customers
- Login data
 - E-mail address
 - Password
- Further information
 - Languages
 - Sex

We use the personal data to determine your identity and to check the requirements for registration. The e-mail address and password serve together as login data and thus to ensure that the right person under your details is using the website. We also need your e-mail address to verify and confirm the opening of the account and for future communication with you required for the execution of the contract. In addition, this data is stored in the customer account for future

contracts. For this purpose, we also enable you to provide further information in the account (e.g. Your preferred means of payment).

We also use the data to provide an overview of the products ordered and services purchased (see in particular the services purchased). Section 18 and **Fehler! Verweisquelle konnte nicht gefunden werden.**) and a simple way to manage your personal data, to administer our website and the contractual relationships, i.e. to establish, design, process and amend the contracts concluded with you via your customer account.

We process the information on language and gender in order to provide you with the best possible information on your profile or gender on the website. To display offers tailored to your personal needs, for the statistical recording and evaluation of the selected offers and thus for the optimization of our suggestions and offers.

The legal basis for the processing of your data for the above purpose lies in your consent in accordance with Art. 6 para. 1 lit. a EU GDPR. You can revoke your consent at any time by removing the information from the customer account or by deleting your customer account or having it deleted by notifying us.

To avoid misuse, you must always keep your login data confidential and should close the browser window when you have finished communicating with us, especially if you share the computer with others.

18. Ordering products

If you wish to order products or book services on the website, we require various data for the execution of the contract. If you do not log in with your customer account (see section 17), Depending on the product or service, we collect the following data, whereby mandatory information is marked with an asterisk (*) in the corresponding form:

- Salutation
- Name
- Forename
- Billing and delivery address
- E-mail address
- Birthday
- Company, company address and VAT number for corporate customers
- Telephone number

We use the data to establish your identity before concluding a contract. We also need your e-mail address to confirm your order and for future communication with you that is necessary for the execution of the contract. We store your data together with the marginal data of the order (e.g. time, order number, etc.), the data on the ordered/booked services (e.g. name, price and characteristics of the product; "Product Data"), the payment data (e.g. selected payment method, confirmation of payment and time; see also section 19) as well as the information on the processing and fulfillment of the contract (e.g. return of products, use of service or warranty services, etc.) in our CRM database (see section 6.1) so that we can guarantee correct order processing and contract fulfillment.

Insofar as this is necessary for the fulfilment of the contract, we will also pass on the required information to any third-party service providers (e.g. transport companies).

The legal basis for this data processing is the fulfilment of the contract with you in accordance with of Art. 6 para. 1 lit. b EU GDPR.

The provision of data that is not marked as mandatory is voluntary. We process this data in order to tailor our offer to your personal needs in the best possible way, to facilitate the processing of contracts, to contact you with a view to fulfilling the contract if necessary by an alternative communication channel or for statistical recording and evaluation to optimize our offers. The legal basis for this data processing is your consent within the meaning of of Art. 6 para. 1 lit. b EU GDPR. You can revoke your consent at any time by notifying us.

19. Online payment processing

If you purchase services or products on our website for a fee, depending on the product or service and the desired payment method – in addition to the information specified in para. 18 – the provision of further data is required, such as Your credit card information or login to your payment service provider. This information, as well as the fact that you have purchased a service from us at the relevant amount and time, will be forwarded to the respective payment service providers (e.g. providers of payment solutions, credit card issuers and credit card acquirers). Always observe the information of the respective company, in particular the privacy policy and the general terms and conditions. The legal basis for this transfer lies in the performance of a contract pursuant to of Art. 6 para. 1 lit. b EU GDPR.

In order to avoid payment cases, the necessary data, in particular your personal details, may also be transmitted to a credit agency for an automated assessment of your creditworthiness. In this context, the credit agency can assign you a so-called score value. This is an estimate of the future risk of default, e.g. based on a percentage. The value is collected using mathematical-statistical methods and incorporating data from the credit agency from other sources. We reserve the right, according to the information received, not to offer you the payment method "invoice". The legal basis for this data processing is our legitimate interest in the avoidance of payment defaults in accordance with Art. 6 para. 1 lit. f. EU-GDPR.

20. Submission of reviews

In order to help other users with their purchase decision and to support our quality management (in particular the processing of negative feedback), you have the opportunity to rate ordered products on our website. The data that you have provided to us will be processed and published on the website, i.e. in addition to your review and its timing, possibly also a comment that you have attached to your review or the name you have provided.

The legal basis for data processing is your consent within the meaning of of Art. 6 para. 1 lit. a EU GDPR.

We reserve the right to delete illegal reviews and, if there is any suspicion, to contact you and ask you to comment. The legal basis for this processing is our legitimate interest within the meaning

of of Art. 6 para. 1 lit. f EU GDPR in the provision of the comment and evaluation function and the prevention of misuse in its use.