

## **Data protection**

### **I. Name and address of the person responsible**

The person responsible within the meaning of the General Data Protection Regulation (GDPR) and other national data protection laws of the member states as well as other data protection regulations is the:

KIEFER Werkzeugbau GmbH

Steinhäldenstraße 11

74193 Schwaigern

Germany

Telephone: +49 (0) 7138 9732-0

E-Mail: info (at) kiefer-mold.de

Website: [www.kiefer-mold.de](http://www.kiefer-mold.de)

### **II. Name and address of the data protection officer**

The data protection officer of the person responsible is:

Corinna Kiefer

KIEFER Werkzeugbau GmbH

Steinhäldenstraße 11

74193 Schwaigern

Germany

Tel .: +49 (0) 7138 9732-47

E-Mail: [corinna.kiefer@kiefer-mold.de](mailto:corinna.kiefer@kiefer-mold.de)

### **III. General information about data processing**

#### **1.Scope of processing of personal data**

In principle, we collect and use personal data of our users only to the extent necessary to provide a functional website and our content and services. The collection and use of personal data of our users are regularly only after the user's consent. An exception applies to

cases in which prior consent is not possible for reasons of fact and the processing of the data is permitted by law.

## **2. Legal basis for the processing of personal data**

Insofar as we obtain the consent of the data subject for processing of personal data, Art. 6 para. 1 lit. a EU General Data Protection Regulation (GDPR) as the legal basis for the processing of personal data.

In the processing of personal data necessary for the performance of a contract of which the data subject is a party, Art. 6 para. 1 lit. b GDPR as legal basis. This also applies to processing operations required to carry out pre-contractual measures.

Insofar as the processing of personal data is required to fulfill a legal obligation that our company is subject to, Art. 6 para. 1 lit. GDPR as legal basis.

In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 lit. d GDPR as legal basis.

If processing is necessary to safeguard the legitimate interests of our company or a third party, and if the interest, fundamental rights and fundamental freedoms of the data subject do not outweigh the former interest, Art. 6 para. 1 lit. f GDPR as legal basis for processing.

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## **3. Data deletion and storage duration**

The personal data of the data subject will be deleted or blocked as soon as the purpose of the storage is deleted. Storage may also take place if provided for by the European or national legislator in EU regulations, laws or other regulations to which the controller is subject. A blocking or deletion of the data takes place even if a storage period prescribed

by the mentioned standards expires, unless there is a need for further storage of the data for a conclusion of contract or a fulfillment of the contract.

#### **IV. Provision of the website and creation of logfiles**

##### **1. Description and scope of data processing**

Each time our website is accessed, our system automatically collects data and information from the computer system of the calling computer.

The following data is collected here:

- (1) The IP address of the user
- (2) Date and time of server request
- (3) Websites from which the system of the user comes to our website
- (4) Web sites accessed by the user's system through our website
- (5) HTTP protocol
- (6) HTTP status code
- (7) User Agent

Hypertext Transfer Protocol (HTTP) is a protocol for transmitting data over a computer network. It is mainly used to load web pages (hypertext documents) from the World Wide Web (WWW) into a web browser. However, it is not limited thereto and is also widely used as a general file transfer protocol.

An HTTP status code is provided by each server as a response to each HTTP request. On the requesting side is a client such as a web browser. The server uses the HTTP status code to tell the client if the request has been successfully processed. In the event of an error, the status code provides information about where (for example, via a redirection) or how (eg with authentication) he can obtain the desired information.

A user agent (English user: user, agent English: agent, deputy, agent) is a client program, with which a network service can be used. The user agent is the interface to the user, which represents the contents of the service and receives commands from the user. Examples of user agents include web browsers, e-mail programs, newsreaders, and IRC clients.

The data is also stored in the log files of our system. A storage of this data together with other personal data of the user does not take place.

## **2. Legal basis for data processing**

The legal basis for the temporary storage of data and log files is Art. 6 para. 1 lit. f GDPR.

## **3. Purpose of the data processing**

The temporary storage of the IP address by the system is necessary to create a Delivery of the website to the computer of the user to enable. To do this, the user's IP address must be kept for the duration of the session.

Storage in log files is done to ensure the functionality of the website. In addition, the data is used to optimize the website and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context.

For these purposes, our legitimate interest in the processing of data according to Art. 6 para. 1 lit. f GDPR.

## **4. Duration of storage**

The data will be deleted as soon as it is no longer necessary to achieve the purpose of its collection. In the case of collecting the data for providing the website, this is the case when the respective session is completed.

In the case of storing the data in logfiles this is after seven days at the latest Case. An additional storage is possible. In this case, the IP addresses of the users are deleted or alienated, so that an assignment of the calling

Clients is no longer possible

## **5. Opposition and removal possibility**

The collection of the data for the provision of the website and the storage of the data in log files is essential for the operation of the website. There is consequently no contradiction on the part of the user

## **V. Use of cookies**

### **1. Description and scope of data processing**

Our website uses cookies. Cookies are text files that are stored in the Internet browser or the Internet browser on the user's computer system. When a user visits a website, cookies can be stored on the user's operating system. These cookies each contain a characteristic string that allows the browser to be uniquely identified when the website is called up again.

We use cookies to make our website more user-friendly. Some elements of our website require that the calling browser be identified even after a page break.

The following data is stored and transmitted in the cookies: Whether the notice on the use of cookies was confirmed with a click on the button "Understood".

The data of the users collected in this way are anonymised by technical precautions. Therefore, an assignment of the data to the calling user is no longer possible. The data will not be stored together with other personal data of the users.

In addition, we use cookies from the third party Youtube on our website, which allow an analysis of the surfing behavior of the users.

In this way, the following data can be transmitted: Settings from Youtube.

In this way, the following data may be transmitted: User ID to obtain statistics of the videos of YouTube that the user has seen; User bandwidth on pages with built-in YouTube videos; Information about the usage behavior.

When you visit our website, users are informed by an information banner about the use of cookies for analysis

## **2. Legal basis for data processing**

The legal basis for the processing of personal data using technically necessary cookies is Art. 6 para. 1 lit. f GDPR.

The legal basis for the processing of personal data using cookies for analysis purposes is the consent of the user Art. 6 para. 1 lit. a GDPR.

## **3. Purpose of the data processing**

The purpose of using technically necessary cookies is to simplify the use of websites for users. Some features of our website can not be offered without the use of cookies. For these, it is necessary that the browser is recognized even after a page break.

We require cookies for the following applications: Cookie Consent (Cookie message when you first visit the website).

The user data collected by technically necessary cookies will not be used to create user profiles.

The use of the analysis cookies is for the purpose of improving the quality of our website and its contents. Through the analysis cookies we learn how the website is used and so we can constantly optimize our offer.

We use cookies to identify the user for follow-up visits if he has an account on our website. Otherwise, the user would have to log in again for each visit.

For these purposes, our legitimate interest in the processing of personal data pursuant to Art. 6 para. 1 lit. f GDPR.

## **4. Duration of storage, objection and disposal options**

Cookies are stored on the computer of the user and transmitted by this on our side.

Therefore, as a user, you have full control over the use of cookies. By changing the settings in your internet browser, you can disable or restrict the transmission of cookies. Already saved cookies can be deleted at any time. This can also be done automatically. If cookies

are disabled for our website, it may not be possible to use all the functions of the website to the full.

## **VI. Using website analysis services: Google Analytics**

### **1. Description and scope of data processing**

Our website uses the website analytics service Google Analytics of Google Inc. ("Google"). Google Analytics is a web analytics service. Web analysis is the collection, collection and analysis of data about the behavior of visitors to websites. Among other things, a web analysis service collects data on which website an affected person has come to a website (so-called referrers), which subpages of the website were accessed or how often and for which length of stay a subpage was viewed. A web analysis is mainly used to optimize a website and cost-benefit analysis of Internet advertising.

The operating company of the Google Analytics component is Google Inc., 1600 Amphitheater Pkwy, Mountain View, CA 94043-1351, USA.

We use the addition "\_gat.\_anonymizeIp" for web analysis via Google Analytics. By means of this addendum, the IP address of the user's Internet connection will be shortened and anonymised by Google if the access to our website is from a Member State of the European Union or from another state party to the Agreement on the European Economic Area. Google Analytics sets a cookie on the user's information technology system.

What cookies are, has already been explained above. By using this cookie Google is enabled to analyze the usage of our website. By each call one of individual pages of this website, which is operated by us and on which a Google Analytics component has been integrated, the Internet browser on the user's information technology system is automatically caused by the respective Google Analytics component to transmit data for the purpose of online analysis to Google. As part of this technical process, Google will be aware of personally identifiable information, such as the user's IP address, which, among other things, helps Google understand the origin of visitors and clicks, and subsequently enable commission billing.

The cookie uses personal information, such as the access time, the location from which access was made, and the frequency of site visits by the user. Each time you visit our website, your personal information, including the user's IP address, is transferred to Google in the United States of America. This personal information is stored by Google in the United States of America. Google may transfer this personal data collected through the technical process to third parties.

## **2. Legal basis for data processing**

The legal basis for the processing of personal data using Google Analytics is Art. 6 (1) lit. f GDPR.

## **3. Purpose of the data processing**

The purpose of the Google Analytics component is to analyze visitor flows on our website. Among other things, Google uses the data and information obtained to evaluate the use of our website, to compile for us online reports showing the activities on our website, and to provide other services related to the use of our website.

For these purposes, our legitimate interest in the processing of personal data pursuant to Art. 6 para. 1 lit. f GDPR.

## **4. Duration of storage, objection and disposal options**

The user can prevent the setting of cookies through our website, as shown above, at any time by means of a corresponding setting of the Internet browser used and thus permanently contradict the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the person concerned. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, it is possible for the user to object to the collection of data generated by Google Analytics and to the processing of this data by Google and to prevent such data related to the use of this website. To do this, the user must download and install a browser add-on at <https://tools.google.com/dlpage/gaoptout>

This browser add-on informs Google Analytics via JavaScript that no data and information about website visits may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as a contradiction. If the user's information technology system is deleted, formatted or reinstalled at a later date, the user must reinstall the browser add-on in order to disable Google Analytics.

If the browser add-on is uninstalled or deactivated by the user or any other person within their sphere of influence, it is possible to reinstall or reactivate the browser add-on.

Further information and Google's applicable privacy policy can be found at

<https://www.google.com/intl/en/policies/privacy/> and

<http://www.google.com/analytics/terms/en.html>.

This browser add-on informs Google Analytics via JavaScript that no data and information about website visits may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as a contradiction. If the user's information technology system is deleted, formatted or reinstalled at a later date, the user must reinstall the browser add-on in order to disable Google Analytics.

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Further information and Google's applicable privacy policy can be found at

<https://www.google.com/intl/en/policies/privacy/> and

<http://www.google.com/analytics/terms/en.html>.

Google Analytics is explained in more detail at

[https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/).

## **VII. Use of YouTube components**

### **1. Description and scope of data processing**

We have incorporated YouTube components on our website. YouTube is an Internet video portal that allows video publishers to freely watch video clips and other users for free viewing, rating and commenting. YouTube allows the publication of all types of videos, so that both complete film and television broadcasts, but also music videos, trailers or user-made videos via the Internet portal are available.

YouTube's operating company is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc., 1600 Amphitheater Pkwy, Mountain View, CA 94043-1351, USA.

Each time you visit any of the pages on our website that incorporate a YouTube component (YouTube video), the Internet browser on the user's information technology system is automatically prompted by the respective YouTube component to download a representation of the corresponding YouTube component from YouTube. More information about YouTube can be found at <https://www.youtube.com/yt/about/en/>.

As part of this technical process, YouTube and Google are aware of which specific bottom of our site the user visits.

If the user is logged in to YouTube at the same time, YouTube recognizes by visiting a sub-page containing a YouTube video, which visits the specific bottom of our website users. This information is collected by YouTube and Google and associated with the user's YouTube account.

YouTube and Google will always receive information through the YouTube component that the user has visited our website if the user is simultaneously logged in to YouTube at the time of access to our website; this happens regardless of whether the user clicks on a YouTube video or not. If such transmission of this information to YouTube and Google is not wanted by the user, the latter can prevent the transmission by logging out of his YouTube account before.

The privacy policy posted by YouTube, available at <https://www.google.com/intl/en/policies/privacy/> provide information about the collection, processing and use of personal data by YouTube and Google.

## **2. Legal basis for data processing**

The legal basis for the processing of personal data when using and using YouTube components is Article 6 (1) lit. f GDPR.

### **3. Purpose of the data processing**

The purpose of using and using YouTube components is to link to our image movie that can be viewed on YouTube.

For these purposes, our legitimate interest in the processing of personal data pursuant to Art. 6 para. 1 lit. f GDPR.

## **VIII. Contact form and e-mail contact**

### **1. Description and scope of data processing**

On our website is a contact form available, which can be used for electronic contact. If a user realizes this possibility, the data entered in the input mask is transmitted to us and stored.

These data are:

(1) Mandatory fields: last name, e-mail address, message.

(2) Optional: first name, company, address, telephone

For the processing of the data, your consent is obtained during the sending process and reference is made to this privacy policy.

Alternatively, contact via the provided e-mail address is possible. In this case, the user's personal data transmitted by e-mail will be stored.

There is no disclosure of data to third parties in this context. The data is used exclusively for processing the conversation.

### **2. Legal basis for data processing**

Legal basis for the processing of the data is in the presence of the consent of the user Art. 6 para. 1 lit. a GDPR.

The legal basis for the processing of the data transmitted in the course of sending an e-mail is Article 6 (1) lit. f GDPR. If the e-mail contact aims to conclude a contract, then additional legal basis for the processing is Art. 6 para. 1 lit. b GDPR.

### **3. Purpose of the data processing**

The processing of the personal data from the input mask serves us only to process the contact. In the case of contact via e-mail, this also includes the necessary legitimate interest in the processing of the data.

### **4. Duration of storage**

The data will be deleted as soon as it is no longer necessary to achieve the purpose of its collection. For the personal data from the input form of the contact form and those sent by e-mail, this is the case when the respective conversation with the user has ended. The conversation ends when it can be inferred from the circumstances that the facts are finally clarified.

### **5. Opposition and removal possibility**

The user has the opportunity to revoke his consent to the processing of personal data at any time. If the user contacts us by e-mail, he may object to the storage of his personal data at any time. In such a case, the conversation can not continue.

For the revocation of the consent and the objection of the storage is sufficient to send an e-mail with the appropriate request to the following e-mail address: info (at) hsb-normalien.de.

All personal data stored in the course of contacting will be deleted in this case.

## **XI. Rights of the data subject**

If personal data is processed by you, you are refer. GDPR and you have the following rights to the responsible person:

### **1.Right to information**

You may ask the person in charge to confirm if personal data concerning you is processed by us.

If such processing is available, you can request information from the person responsible about the following information:

- (1) the purposes for which the personal data are processed;
- (2) the categories of personal data being processed;
- (3) the recipients or categories of recipients to whom the personal data relating to you have been disclosed or are still being disclosed;
- (4) the planned duration of the storage of your personal data or, if specific information is not available, criteria for determining the duration of storage;
- 5) the right of rectification or erasure of personal data concerning you, a right to restriction of processing by the controller or a right to object to such processing;
- (6) the existence of a right of appeal to a supervisory authority;
- (7) all available information on the source of the data if the personal data are not collected from the data subject;
- (8) the existence of automated decision-making including profiling under Article 22 (1) and (4) GDPR and, at least in these cases, meaningful information about the logic involved, and the scope and intended impact of such processing on the data subject.

You have the right to request information about whether the personal data relating to you are transferred to a third country or an international organization. In this regard, you can request the appropriate warranties in accordance with Art. 46 GDPR to be informed in connection with the transfer.

## **2. Right to rectification**

You have a right to rectification and / or completion to the controller, if the personal data you process is incorrect or incomplete. The person in charge must make the correction without delay.

## **3. Right to restriction of processing**

You may request the restriction of the processing of your personal data under the following conditions:

- (1) if you contest the accuracy of your personal information for a period of time that enables the controller to verify the accuracy of your personal information;
- (2) the processing is unlawful and you refuse the deletion of the personal data and instead demand the restriction of the use of the personal data;

(3) the controller no longer needs the personal data for the purposes of processing, but you need it to assert, exercise or defend legal claims; or

(4) if you have objected to the processing pursuant to Art. 21 (1) GDPR and it is not yet certain whether the legitimate reasons of the person responsible outweigh your reasons.

If the processing of personal data concerning you has been restricted, this data may only be used with your consent or for the purpose of asserting, exercising or defending legal claims or protecting the rights of another natural or legal person or for reasons of important public interest Union or a Member State.

If the limitation of the processing according to the o.g. Conditions are restricted, you will be informed by the person responsible before the restriction is lifted.

#### **4. Right to cancellation**

a) deletion of duty

You may require the controller to delete your personal information without delay, and the controller is required to delete that information immediately if one of the following is true:

(1) The personal data concerning you are for the purposes for which they are collected or otherwise processed, no longer necessary.

(2) You revoke your consent, to which the processing acc. Art. 6 para. 1 lit. a or Art. 9 para. 2 lit. a GDPR and there is no other alternative legal basis for processing.

(3) According to Art. 21 (1) GDPR Opposition to the processing of and there are no legitimate reasons for the processing, or you put acc. Art. 21 para. 2 GDPR objection to processing.

(4) Your personal data have been processed unlawfully.

(5) The deletion of the personal data concerning you is to fulfill a legal obligation under Union or national law required by the person responsible.

(6) The personal data concerning you were offered in relation to information society services pursuant to Art. 8 (1) GDPR.

## b) Information to third parties

Has the person responsible made the personal data concerning you public?

and does he ref. Art. 17 para. 1 GDPR require them to be deleted consideration of available technology and implementation costs appropriate measures, including technical ones, for data processing.

Responsible persons who process the personal data, inform them, that you as affected person of them deleting all links to these personal data or of copies or replications of this personal information have requested data.

## c) Exceptions

The right to erasure does not exist if the processing is necessary

(1) to exercise the right to freedom of expression and information;

(2) to fulfill a legal obligation, the processing according to the law the Union or the Member States to which the person responsible is subject, or to perform a task that is in the public interest or in exercise of official authority, delegated to the controller;

(3) for reasons of public interest in the field of public health pursuant to Art. 9 para. 2 lit. h and i and Art. 9 (3) GDPR;

(4) for archival public interest, scientific or scientific purposes historical research purposes or for statistical purposes acc. Art. 89 para. 1 GDPR, insofar as the law referred to in section a) is likely to be the realizing the goals of this processing makes impossible or serious impaired, or

(5) to assert, exercise or defend legal claims.

## **5. Right to information**

Do you have the right to rectification, deletion or restriction of processing to the person responsible, the latter is obliged to inform all recipients, which the personal data relating to you have been disclosed correcting or deleting the data or restricting processing to notify it unless this proves impossible or is at a disproportionate expense connected.

You have the right to the person responsible over these recipients to be taught.

## **6. Right to Data Portability**

You have the right to personal data concerning you those responsible have provided, in a structured, common and machine-readable format. Besides, you have the right one of these data other responsible persons without hindrance by the person responsible, whom the personal data provided, provided that

(1) the processing on a consent acc. Art. 6 para. 1 lit. a GDPR or Art. 9 Para. 2 lit. a GDPR or on a contract acc. Art. 6 para. 1 lit. b GDPR is based  
and

(2) the processing is done by automated means.

In exercising this right, you also have the right to obtain that personal data directly from one person in charge to another responsible, as far as technically feasible. Freedoms and rights of other persons may not be affected.

The right to data portability does not apply to the processing of personal data, data that is required for the performance of a task that is in the public interest or in the exercise of public authority, which is delegated to the controller.

## **7. Right to object**

You have the right, at any time, for reasons that arise from your particular situation against the processing of personal data relating to you, which is the result of Art. 6 para. 1 lit. e or f GDPR takes an objection; This also applies to one these provisions based profiling.

The person responsible no longer processes the personal data concerning you, unless it can demonstrate compelling legitimate grounds for processing, which their interests, rights and freedoms prevail, or the processing serves the assertion, exercise or defense of legal aims. Are your personal data processed to direct mail operate, you have the right to object at any time to the processing of you

Are your personal data processed to direct mail you have the right at any time to object to the processing of your personal data for the purpose of such advertising; this also applies to profiling insofar as it is associated with such direct mail.

If you object to processing for direct marketing purposes, you will personal data is no longer processed for these purposes.

You have the opportunity in connection with the use of services of Information Society - notwithstanding Directive 2002/58 / EC – yours to exercise the right of appeal by means of automated procedures in which technical specifications are used.

## **8. Right to revoke the data protection consent declaration**

You have the right to your data protection consent at any time withdraw. By revoking the consent, the legality of the due consent until the revocation has not been processed.

## **9. Automated decision on a case-by-case basis, including profiling**

You have the right, not one solely on an automated processing -including profiling - based decision to be submitted to you have a legal effect or similarly affect you in a similar way. This does not apply if the decision

(1) for the conclusion or performance of a contract between you and the responsible person is required

(2) on the basis of Union or Member State legislation to which the responsible is subject to, permissible and this legislation is appropriate measures to safeguard your rights and freedoms as well as your entitled ones interests included or

(3) with your express consent.

However, these choices may not apply to specific categories personal data pursuant to Art. 9 (1) GDPR, unless Art. 9 (2) lit. a or g applies and appropriate measures to protect the rights and freedoms as well

However, these choices may not apply to specific categories personal data pursuant to Art. 9 (1) GDPR, unless Art. 9 (2) lit. a or g applies and appropriate measures to protect the rights and freedoms as well your legitimate interests were met.

With regard to the cases mentioned in (1) and (3), the person responsible shall act appropriately measures to protect the rights and freedoms and your legitimate interests, at least the right to obtain the intervention of a person on the part of the responsible, on the statement of their own point of view and on challenge of the decision is heard.

## **10. Right to complain to a supervisory authority**

Without prejudice to any other administrative or judicial remedy you have the right to complain to a supervisory authority, in particular in the member state of their place of residence, their place of work or the place of the suspected infringement, too, if you believe that the processing concerns your personal data violates the or GDPR.

The supervisory authority to which the complaint has been submitted shall inform the complainant on the status and results of the complaint, including the possibility of a judicial remedy.