

Data privacy

Privacy policy of ESZ Wilfried Becker GmbH for the use of the ESZ website

Status: 12.01.2023

• 1 General

ESZ Wilfried Becker GmbH (hereinafter referred to as "ESZ" or "we") attaches the utmost importance to compliance with data protection regulations. In this data protection declaration, we describe which of your personal data is collected by ESZ during your visit to our ESZ website and when you use our contact form, how we use this data and what rights you have with regard to this data.

If you have any questions about data protection, please contact the data protection officer by e-mail at:

Email: info@esz-becker.de

or via mail to:

ESZ Wilfried Becker GmbH

Weilerhöfe 1

D-41564 Kaarst-Büttgen

2. 2 Contact person responsible entity

The responsible entity for the collection and processing of your personal data is the **ESZ Wilfried Becker GmbH**, Weilerhöfe 1, D-41564 Kaarst-Büttgen.

3. 3 Use of our ESZ website

You can visit our ESZ website at any time without providing any personal data. If individual functions and services offered via our

ESCC website require the provision, storage and use of personal data, you will be notified and informed of this separately in advance.

Insofar as we evaluate your usage behavior on our ESCC website without your express consent, we use your data exclusively in anonymized or pseudonymized form. This data includes, for example, the date and time you accessed our ESZ website, your browser type, browser settings and operating system, the last page you visited, the amount of data transferred and your IP address. Your internet service provider can trace which IP address was assigned to you at which time. Since the complete IP address thus allows at least an indirect personal reference, we only record your IP address in abbreviated (anonymized) form, so that we cannot make a personal reference.

4. 4 Use of the contact form and e-mail contact

Our website contains the option to easily contact ESZ by mail. If you use this function, the contact data entered in the input mask (name, email address and optionally the telephone number) will be transmitted to us and stored. In addition, depending on the type of contact, further data may be collected. At the time of sending the message, the following data is also stored:

- The IP address of the user
- Registration date and time

We do not pass on any data to third parties in this context. The data is used exclusively for processing the conversation.

We only process your personal data from the input screen to process the contact. If you contact us by e-mail, this also includes the necessary legitimate interest in processing the data.

The other personal data processed during the sending process is used to prevent misuse of the contact form and to ensure the security of our information technology systems.

The legal basis for the processing of the data is your consent in accordance with Art. 6 para. 1 a) GDPR. The legal basis for the processing of data transmitted in the course of sending an email is Art. 6 (1) f) GDPR. If the e-mail contact is aimed at the conclusion of a contract, the additional legal basis for the processing is Art. 6 para. 1 b) GDPR.

5. 5 General legal bases for the processing of personal data

Unless precise legal bases are specified in this declaration, the following applies to the legal basis for the processing of personal data by EZW:

Insofar as we obtain the consent of the data subject for the processing of personal data, e.g. in the context of establishing contact in accordance with section 4, Art. 6 para. 1 lit. a EU General Data Protection Regulation (GDPR) serves as the legal basis.

The legal basis for the processing of data transmitted in the course of sending an email is Art. 6 (1) f) GDPR. If the e-mail contact is aimed at the conclusion of a contract, the additional legal basis for the processing is Art. 6 para. 1 b) GDPR. When processing personal data that is necessary for the performance of a contract to which the data subject is a party, Art. 6 (1) (b) GDPR serves as the legal basis. This also applies to processing operations that are necessary for the performance of pre-contractual measures.

Insofar as the processing of personal data is necessary to fulfill a legal obligation to which our company is subject, Art. 6 para. 1 lit. c GDPR serves as the legal basis. If the processing is necessary to

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

- **6 Data deletion and storage period**

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage no longer applies. Data may also be stored if this has been provided for by the European or national legislator in EU regulations, laws or other provisions to which the controller is subject. The data will also be blocked or erased if a storage period prescribed by the aforementioned standards expires, unless there is a need for further storage of the data for the conclusion or fulfillment of a contract.

Your data will be deleted as soon as it is no longer required for the purpose for which it was collected. In the case of your personal data from contact forms and data sent by email, this is the case when the respective conversation with you has ended. The conversation has ended when it can be inferred from the circumstances that the matter in question has been conclusively clarified.

The additional personal data collected during the sending process will be deleted after a period of 90 days at the latest.

- **7 Sharing your data with third parties**

As part of the provision of our services, your data may also be transferred to third parties that we have involved in order processing, e.g. IT service providers. When passing on personal information to these third parties, we limit ourselves to the information that is necessary for the provision of the respective service and ensure that this transfer takes place in compliance with the necessary data security measures. ESZ will only disclose your

personal data to third parties who have undertaken to protect your privacy and to process your data in accordance with the applicable laws.

In addition, ESZ may be compelled by a court or governmental order to disclose your data and related information. We also reserve the right to use your information to assert or defend against legal claims. In the event of a takeover or merger with another company, it may be necessary to disclose or transfer your data to actual or potential buyers. In this case, ESZ will endeavor to ensure the highest possible level of data protection and comply with legal requirements.

For the fulfillment of contractual and pre-contractual obligations (Article 6 (1) sentence 1 lit. b GDPR).

8. 8 Order data processing / transfer of data to service providers

We work together with service providers who process certain data on our behalf. This is done exclusively in accordance with the applicable data protection law. In particular, we have concluded agreements with our service providers on data processing on our behalf that meet the requirements of confidentiality (access control, access control, access control, separation control, pseudonymization), integrity (transfer control, input control) and availability and resilience (availability control, rapid recoverability). Through careful selection and regular monitoring, we ensure that our service providers take all organizational and technical measures necessary to protect your data.

Insofar as this is necessary for the delivery of the products ordered in the ESZ portal, we will pass on your personal data to the shipping company commissioned by us with the delivery. The shipping company will only use your personal data to process the delivery

9. 9 Your rights regarding the protection of your personal data

You have the following rights with respect to us regarding the personal data concerning you:

9.1 Right to information

You decide which of your personal data you provide to us. In addition, you can exercise your right under Article 15 of the GDPR at any time and request confirmation from ESZ in writing, with proof of your identity, as to whether and which personal data relating to you is being processed by us. If you would like to exercise this right to information, you can contact our data protection officer at any time.

9.2 Right of correction

You have the right to request that we correct any inaccurate personal data concerning you without undue delay. Taking into account the purposes of the processing, the data subject has the right to request the completion of incomplete personal data - also by means of a supplementary declaration.

9.3 Right to delete

Any person affected by the processing of personal data shall have the right to obtain from the controller the erasure of personal data concerning him or her without undue delay where one of the following grounds applies and insofar as the processing is not necessary.

The personal data were collected or otherwise processed for purposes for which they are no longer necessary.

The data subject withdraws consent on which the processing is based according to point (a) of Article 6(1) of the GDPR, or point (a) of Article 9(2) of the GDPR, and where there is no other legal ground for the processing.

The data subject objects to the processing pursuant to Art. 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Art. 21 (2) GDPR.

The personal data have been unlawfully processed; the personal data must be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject or where the personal data have been collected in relation to the offer of information society services referred to in Article 8(1) of the GDPR

9.4 Right to restriction of processing

Likewise, under the conditions of Art. 18 DSGVO, you have the right to request restriction of the processing of your personal data.

9.5 Right to data portability

Any person affected by the processing of personal data has the right to receive the personal data concerning them in a structured, commonly used and machine-readable format. They also have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where the processing is based on consent pursuant to point (a) of Article 6(1) of the GDPR or point (a) of Article 9(2) of the GDPR or on a contract pursuant to point (b) of Article 6(1) of the GDPR and the processing is carried out by automated means, unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, in exercising their right to data portability pursuant to Art. 20 (1) GDPR, the data subject has the right to have the personal data transmitted directly from one controller to another, where technically feasible and provided that this does not adversely affect the rights and freedoms of others.

9.6 Right of complaint

You have the right to lodge a complaint with the supervisory authority responsible for you in the event of the assumption of unlawful data processing.

9.7 Revoke the processing of your data.

If you have given your consent to the processing of your data, you can withdraw it at any time. Such a revocation affects the permissibility of the processing of your personal data after you have given it to us.

Insofar as we base the processing of your personal data on the balancing of interests, you can object to the processing. This is the case if, in particular, the processing is not necessary for the performance of a contract with you, which is described by us in the description of the functions below. When exercising such an objection, we ask you to explain the reasons why we should not process your personal data as we have done. In the event of your justified objection, we will examine the situation and will either discontinue or adapt the data processing or show you our compelling reasons worthy of protection on the basis of which we will continue the processing.

10. 10 Server Logfiles

The server log files are anonymized data that are recorded when you access our website. This information does not allow any conclusions to be drawn about you personally, but for technical

reasons it is essential for the delivery and presentation of our content. It also serves our statistics and the continuous optimization of our content. Typical log files are the date and time of access, the amount of data, the browser used for access and its version, the operating system used, the domain name of the provider you have commissioned, the page from which you came to our website (referrer URL) and your IP address. Log files also enable a precise check to be carried out in the event of suspected illegal use of our website.

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

• **11 Cookies General / Required cookies**

Cookies are used on our ESZ website, which collect your data exclusively using pseudonyms.

Cookies are data packets that are generated by a web server and stored on your computer's hard disk when your computer communicates with the web server. They are stored on your device either temporarily for the duration of a session (session cookies) or permanently (permanent cookies). Session cookies are automatically deleted at the end of your visit. Permanent cookies remain stored on your device until you delete them yourself or they are automatically deleted by your web browser. In some cases, cookies from third-party companies may also be stored on your device when you visit our website (third-party cookies). These enable us or you to use certain services of the third-party company. Cookies have various functions. Many cookies are technically necessary, as certain website functions would not work without them.

You can delete cookies that have already been saved using the corresponding function of your browser. For details, please refer to the help function of your Internet browser. Please note that you

may not be able to use the full range of website functions if you do not accept cookies.

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

We also use so-called third-party cookies as necessary cookies. In this section, we would like to provide you with an overview of which data we process in this context and to which third-party provider the data is transmitted:

Placed cookies can be found in our [Cookie guideline](#).

- **12 Use of marketing / tracking cookies / tools**

The legal basis for website analysis and marketing cookies is your consent (Art. 6 para. 1 a) GDPR). In detail, these are

We use the following third-party cookies to analyze surfing behavior and for marketing purposes. In this section, we would like to provide you with an overview of which data we process in this context and to which third-party provider the data is transmitted:

- **Analyse tool Matomo**

On this website, data is collected and stored using the web analysis service software Matomo (www.matomo.org), a service provided by InnoCraft Ltd, 150 Willis St, 6011 Wellington, New Zealand, ("Mataomo") on the basis of our legitimate interest in the statistical analysis of user behavior for optimization and marketing purposes in accordance with Art. 6 para. 1 lit. f GDPR. Pseudonymized user profiles can be created and evaluated from this data for the same purpose. Cookies can be used for this purpose. Cookies are small

text files that are stored locally in the cache of the website visitor's internet browser. Among other things, cookies make it possible to recognize the Internet browser. The data collected using Matomo technology (including your pseudonymized IP address) is processed on our servers. The information generated by the cookie in the pseudonymized user profile is not used to personally identify the visitor to this website and is not merged with personal data about the bearer of the pseudonym.

If you do not agree to the storage and analysis of this data from your visit, you can object to its storage and use at any time by clicking below. In this case, a so-called opt-out cookie will be stored in your browser, which means that Matomo will not collect any session data.

Please note that the complete deletion of your cookies means that the opt-out cookie will also be deleted and may have to be reactivated by you.

The Matomo program is an open source project. Information from the third-party provider on data protection is available at: <https://matomo.org/privacy-policy/>

• **12.2 Google Analytics**

We use Google Analytics for this website, a web analysis service from Google for statistical recording.

Google analyzes your use of this website on our behalf. For this purpose, we use cookies as described above. The information generated by the cookie about your use of our website is usually transferred to a Google server in the USA and stored there. Please note that Google does not store or use your IP address in this process.

We also use the technical extension "Google Signals", which enables cross-device tracking. This makes it possible to assign an individual website visitor to different end devices. However, this only happens if the visitor has logged in to a Google service when visiting a website and at the same time has activated the "personalized advertising" option in their Google account settings. But even then, no personal data or user profiles are accessible to us; they remain anonymous to us.

If you do not wish to use "Google Signals", you can deactivate the "Personalized advertising" option in the settings of your Google account. You can find the terms of use and privacy policy at

<https://www.google.com/analytics/terms/gb.html>

or with

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

• **12.3 Google Maps**

We integrate the maps of the "Google Maps" service from Google. The processed data may include, in particular, IP addresses and location data of users that are not collected without their consent (usually as part of the settings of their mobile devices).

Weitere Informationen zu diesem Dienst finden Sie unter **<https://policies.google.com/privacy>**. You can object to the use of your data by filling out a form available under **<http://tools.google.com/dlpage/gaoptout?hl=de>** install available plugin.

• **12.4 Google reCAPTCHA**

This website uses Google reCAPTCHA v2 in certain cases to prevent automatic programs or bots from using text fields. This increases the security of our website and prevents SPAM mails. This is also our legitimate interest and serves to fulfill our legal obligation to operate secure web services. The data collected is hardware and software information, such as device and application data, as well as the results of security checks. This information is transmitted to Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The data is not used for personalized advertising. For more information, please see the privacy policy of **Google: <https://policies.google.com/privacy>** .

- **13 Note on data transfer to the USA and other third countries**

Among other things, we use tools from companies based in the USA or other third countries that are not secure under data protection law. If these tools are active, your personal data may be transferred to these third countries and processed there. We would like to point out that a level of data protection comparable to that in the EU cannot be guaranteed in these countries. For example, US companies are obliged to hand over personal data to security authorities without you as the data subject being able to take legal action against this. It can therefore not be ruled out that US-Behörden Ihre auf US-Servern befindlichen Daten zu Überwachungszwecken verarbeiten, auswerten und dauerhaft speichern. Wir haben auf diese Verarbeitungstätigkeiten keinen Einfluss.

- **Changes to this privacy policy**

We reserve the right to amend these data protection provisions at any time with effect for the future. A current version is always

available on the website. Please visit the website regularly and inform yourself about the applicable data protection provisions.