

Data Privacy Statement GvW Graf von Westphalen

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1. Controller

GvW is the controller within the meaning of Art. 4 no. 7 EU General Data Protection Regulation (GDPR). You can find more detailed information about us in our publisher information. You can reach our data protection officer at datenschutz@GvW.com.

2. General

The following statement gives you an overview about which type of personal data are collected for which purpose and on which legal basis they are collected. Personal data are all data which relate to you personally, e.g. name, address, email addresses, use behavior. We also inform you about your rights with regard to us as the controller.

3. Data processing on this internet page

Just by merely using this website for information purposes, GvW automatically collects and stores information in the server log files which your browser transmits to us. These data are technically necessary, in order for us to display this website to you and assure the stability and security (the legal basis is Art. 6 para. 1 sentence 1 lit. f GDPR):

- IP address
- Date and time of the inquiry
- Time zone difference to Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Access status/http status code
- The respectively transmitted data volume
- Website from which the request comes
- Browser, operating system and its graphic user interface
- Language and version of the browser software

GvW will not attribute these data to specific persons, and these data will not be combined with other data sources. These data are stored exclusively on servers in Germany. After use for the above purposes, the data are erased by GvW after seven days.

4. Newsletter

With your consent, you can subscribe to our Newsletter on the GvW website. The legal basis for sending our Newsletter is Art. 6 para. 1 sentence 1 lit. a GDPR. You have a choice among the following newsletters:

- GvW Newsletter
- GvW International
- Trade News (German)
- Trade News (English)

We use the so-called double-opt-in process for registration for our Newsletter. This means that we send you an email to the entered email address after you register, in which we ask you to confirm that you wish us to send the Newsletter. If you do not confirm your registration within 24 hours, your information is blocked and automatically erased after one month. Furthermore, we store your respectively used IP addresses and points in time of registration and confirmation. The purpose of this process is to have proof of your registration and, if needed, investigate any potential misuse of your personal data. The legal basis for this processing is Art. 6 para. 1 sentence 1 lit. f GDPR.

The required information for transmitting the Newsletter is a valid email address. After your confirmation, we store this address for the purpose of transmitting the Newsletter. The processing of your email address is necessary, in order to provide the requested service to you (Newsletter). The legal basis for this is Art. 6 para. 1 sentence 1 lit. b GDPR.

You can revoke your consent to the sending of the Newsletter and cancel the subscription to the Newsletters at any time. You can cancel by clicking on the link provided in each Newsletter, by email to datenschutz@GvW.com or by sending a message to the contact data set forth in the publisher information. Upon cancellation of your consent, we will erase the data stored for the purpose of sending the Newsletter in the appropriate manner under data protection law.

5. Contact

When you address inquiries to us, we ask you for your name, your contact data as well as other information which we need from you. We use the data provided by you to answer inquiries. The legal basis is Art. 6 para. 1 lit. b) and f) GDPR.

6. Forwarding data

We have your data processed by contract data processors such as the company which sends the newsletters and operator of computer centers. These contract data processors are bound by contracts pursuant to Art. 28 GDPR.

We only forward your data to third parties to the extent this is necessary to fulfill the tasks you have given us or to the extent there is a legal obligation to do so.

7. Cookies

When you use our website, cookies are also stored on your computer. Cookies are small text data files which are stored on your hard drive and attributed to the browser you are using and with which the place which sets the cookie (in this case, us) receives certain information. Cookies cannot execute any programs or transfer viruses to your computer. They serve the purpose of making the internet offering in general more user friendly and effective. The legal basis for the use of cookies on our website is Art. 6 para. 1 sentence 1 lit. f GDPR.

We use session cookies to operate our website. This type of cookie stores a so-called session-ID with which various inquiries of your browser can be attributed to the joint session. This enables your computer to be recognized again when you return to the website. The session cookies are erased when you close the browser.

In addition, cookies are used in connection with the use of Google Analytics, etracker and Google AdWords. You can find more detailed information in points 8, 9 and 10.

You can also prevent the storage of cookies with a corresponding setting in your browser software. If you prevent the storage of cookies, we wish to point out that you may not be able to fully use this website.

8. Google Analytics

Google Analytics is a web analysis service of Google Inc. ("Google"). Google Analytics uses so-called "cookies", text data files which are stored on your computer and make it possible to analyze how you use the website. The information about your use of this website produced by the cookie is normally transmitted to and stored on a server of Google in the USA. In the case of activation of IP anonymization on this website, however, your IP address is first abbreviated within the Member States of the European Union or in other member countries to the Convention on the European Economic Area. The full IP address is only transmitted to and stored on a server of Google in the USA in exceptional situations. At the instruction of the operator of this

website, Google will use this information to analyze your use of the website and compile reports about website activity.

You can prevent the storage of cookies with a corresponding setting on your browser software. You can also prevent the collection of the data produced by the cookie that relates to your use of the website (incl. your IP address) with regard to Google as well as the processing of these data by Google by downloading and installing the browser-plugin-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de> .

We use Google Analytics with the expanded "_anonymizeIp()". This results in IP addresses being further processed in abbreviated form so that a connection to an individual can accordingly be precluded.

We use Google Analytics to be able to analyze the use of our website and regularly improve it. We use the obtained statistics to improve our offering and design it so that it is more interesting for you as the user. The legal basis for using Google Analytics is Art. 6 para. 1 sentence 1 lit. f GDPR.

In exceptional situations in which personal data are transmitted to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

Information on the third party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, telefax: +353 (1) 436 1001. Terms and Conditions for Use: <http://www.google.com/analytics/terms/de.html>, overview of data privacy: <http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as the data privacy statement: <http://www.google.de/intl/de/policies/privacy>.

9. etracker

We use the analysis service etracker on our website. This is provided by etracker GmbH, Erste Brunnenstraße 1 20459 Hamburg, Germany.

We use etracker in order to be able to analyze the use of our website and regularly improve it. We use the obtained statistics to improve our offering and to design it so that it is more interesting for you as the user. The legal basis for the use of etracker is Art. 6 para. 1 sentence 1 lit. f GDPR.

The data can be used, among other purposes, to produce user profiles under a pseudonym. Cookies can be used for this purpose. Cookies are small text data files which are stored locally in the working memory of your internet browser. The cookies

make it possible to recognize your browser. The data collected using etracker technology are not used to personally identify visitors to our website.

You have the possibility to object to this data processing at any time with effect for the future. You can obtain for this purpose an opt-out-cookie from etracker at the following link. The effect is that in the future no data from your browser will be collected and stored by etracker: <http://www.etracker.de/privacy?et=V23Jbb>

You can find more information about etracker in the data privacy provisions: <http://www.etracker.com/de/datenschutz.html>

10. Google Adwords

We use the service of Google Adwords, in order to use advertising (so-called Google Adwords) on external websites to draw attention to our attractive offerings. We can determine how successful the individual advertising measures are in relation to the data in the advertising campaigns. We accordingly pursue the interest of displaying advertising to you which is of interest for you, designing our website so that it is more interesting for you and in order to achieve a fair calculation of advertising costs.

This advertising is delivered by Google through so-called "Ad Server". We use Ad Server cookies with which certain parameters for measuring success, such as the display of advertisements or clicks by the users can be measured. If you come to our website through a Google advertisement, Google Adwords stores a cookie in your PC. These cookies normally lose their validity after 30 days and are not intended to serve the purpose of personally identifying you. Variables for analysis consisting of the unique cookie-ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions) as well as opt-out information (mark showing that the user no longer wants to be contacted) are normally stored in relation to this cookie.

These cookies enable Google to recognize your internet browser. If a user visits certain pages on the website of an Adwords customer and the cookie stored on the user's computer has not yet expired, Google and the customer can recognize that the user clicked the advertisement and was forwarded to this site. Every Adwords customer is attributed with a different cookie. Therefore, cookies cannot be traced through the websites of Adwords customers. We do not collect and process and personal data in this advertising. We only receive from Google statistical analyses. Based on these analyses, we can recognize which of the used advertising measures are particularly effective. We do not receive any further data from the use of advertising, and we especially cannot identify the users with this information.

Based on the used marketing tools, your browser automatically establishes a direct connection to the Google server. We have no influence on the scope and further use of the data which are collected by Google using this tool and we are accordingly informing you about what we know: As a result of using AdWords Conversion, Google receives the information that you have accessed the corresponding section in our internet appearance or have clicked on one of our advertisements. If you are registered in a Google service, Google can attribute the visit to your account. Even if you are not registered with Google or have not logged in, there is a possibility that the provider can learn and store your IP address.

There are various ways for you to prevent participation in this tracking process: a) with a corresponding setting in your browser software, especially the suppression of third party cookies has the result that you do not receive advertisements from third party providers; b) by deactivating the cookies for conversion tracking by setting your browser so that cookies from the domain "www.googleadservices.com" are blocked, or by using <https://www.google.de/settings/ads>, whereby this setting is erased if you want to erase your cookies; c) by deactivating the interest-related advertising from the providers which is part of the self-regulating campaign "About Ads" using the link <http://www.aboutads.info/choices>, whereby this setting is erased when you erase your cookies; d) by permanent deactivation in your browser Firefox, Internet Explorer or Google Chrome using the link <http://www.google.com/settings/ads/plugin>. We wish to inform you that in this situation, you may not be able to fully use all functions in this offering.

The legal basis for the processing of your data is Art. 6 para. 1 sentence 1 lit. f GDPR. You can find further information about data privacy at Google here: <http://www.google.com/intl/de/policies/privacy> and <https://services.google.com/sitestats/de.html>. As an alternative, you can visit the Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>. Google has made itself subject to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

11. Google Maps

We use the Google Maps service on this website. This enables us to directly display to you interactive maps on the website and make it possible for you to comfortably use the map function. The legal basis for the use of Google Maps is Art. 6 para. 1 sentence 1 lit. f GDPR.

When visiting the website, Google receives the information that you have called up a corresponding page on our website. The data referred in point 3 of this Statement are also transmitted. This occurs without regard to whether Google has been provided

with a user account through which you have logged on or whether there is no user account. If you are logged in to Google, your data will be attributed directly to your account. If you do not want any attribution to your profile at Google, you must log out of your Google account prior to calling up the map on Google Maps. Google stores your data as a use profile and uses the data for purposes of advertising, market research and/or designing its website to meet demand. Such an analysis is made especially (even for users who are not logged on) to provide advertising appropriate to the demand and to inform other users in the social network about your activities on our website. You have a right to object to the production of this user profile, whereby you must contact Google in order to exercise this right.

You can receive further information about the purpose and extent of collection and processing of the data by Google in the Google Data Privacy Statements. You also receive further information there about your related rights and possibilities for settings to protect your privacy: <http://www.google.de/intl/de/policies/privacy>. Google processes your personal data also in the USA and has submitted itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

12. Inclusion of YouTube videos

We have included YouTube videos in our website which are stored at <http://www.YouTube.com> and can directly be played through our website. [These videos are all in "expanded data protection mode", i.e. no data about you as the user are transmitted to YouTube if you do not play the videos. The data referred to paragraph 2 are only transmitted if you play the videos. We have no influence on this data transmission.] The legal basis for including YouTube videos is Art. 6 para. 1 sentence 1 lit. f GDPR.

As a result of visiting the website, YouTube receives the information that you have called up the corresponding page on our website. The data referred to in point 3 of this Statement are also transmitted. This is independent of whether YouTube provides a user account through which you are logged in or whether there is no user account. If you are logged in with Google, your data are directly attributed to your account. If you do not wish the attribution to your profile at YouTube, you must log out before activating the button. YouTube stores your data as a use profile and uses the data for purposes of advertising, market research and/or designing its website to meet demand. Such an analysis is made especially (even for users who are not logged in) to provide advertising appropriate to demand and to inform other users of the social network about your activities on our website. You have a right to object to the production of this user profile, whereby you must directly contact YouTube in order to exercise this right.

You can find further information about the purpose and extent of collection and processing of your data by YouTube in the YouTube (Google) Data Privacy Statement. You receive there also further information about your rights and possibilities for settings to protect your privacy: <https://www.google.de/intl/de/policies/privacy>. Google processes your personal data also in the USA and has submitted itself to the EU-US-Privacy-Shield, <https://www.privacyshield.gov/EU-US-Framework>.

13. GvW in social media

In addition to our website, GvW is present in various social media. We are currently on Twitter, YouTube, LinkedIn and Xing. There are also links to corresponding profiles of our professionals.

You can find the purpose and extent of the collection of data as well as the provisions about the use of your data by the respective platform in the data privacy provisions of the respective operator.

Twitter: <https://twitter.com/de/privacy>

YouTube: <https://policies.google.com/privacy?hl=de&gl=de>

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

Xing: <https://privacy.xing.com/de/datenschutzerklaerung>

14. Routine erasure and blocking of personal data

The data are processed and stored so long as necessary to achieve the purpose of storage. The data are subsequently erased as soon as legally permissible.

15. Your rights

15.1 Right to information

You can demand from us a confirmation about whether personal data related to you are processed by us.

If there is such processing, you can demand from the controller the following information:

- a) the purposes for which the personal data are processed;
- b) the categories of personal data which are processed;

- c) the recipients or categories of recipients to whom your personal data have been or will be disclosed;
- d) the planned duration of the storage of your personal data or, if specific information is not possible about this, the criteria for determining the duration of storage;
- e) the existence of a right to correct or erasure of your personal data, a right to restriction of the processing by the controller or a right to object against this processing;
- f) the existence of a right to file a complaint with a supervisory authority;
- g) all information about the source of the data if the personal data have not been collected from the data subject;
- h) the existence of automated decision-making, including profiling, pursuant to Art. 22 paras. 1 and 4 GDPR and – at least in these cases – material information about the involved logic as well as the extent and the intended effects of such processing for the data subject.

You have the right to demand information about whether your personal data are transmitted to a third country or an international organization. You can demand in this regard to be informed about the appropriate guarantees under Art. 46 GDPR in connection with the transmission.

15.2 Right to correction

You have a right to immediate correction and/or completion if your processed personal data are incorrect or incomplete.

15.3 Right to restrict processing

You can demand that the processing of your personal data be restricted under the following conditions:

- a) if you dispute the accuracy of your personal data for a period of time which enables the controller to examine the accuracy of the personal data;
- b) if the processing is illegal and you reject the erasure of the personal data and instead demand restricted use of the personal data;
- c) if the controller no longer needs the personal data for the purpose of processing but you need these data to assert, exercise or defend against legal claims, or

- d) if you have submitted an objection against the processing pursuant to Art. 21 para. 1 GDPR and it is not yet clear whether the legitimate reasons of the controller have more weight than your reasons.

If the processing of your personal data has been restricted, these data – except for storage – can only be processed with your consent or to assert, exercise or defend against legal claims or to protect the rights of other natural persons or legal entities or for reasons of important public interest of the European Union or a Member State.

If the processing is restricted under the above conditions, you will be informed by the controller before the restriction is lifted.

15.4 Right to erasure

15.4.1 You can demand that your personal data are erased immediately, and the controller is required to immediately delete these data if one of the following reasons applies:

- a) Your personal data are no longer needed for the purposes for which they were collected or otherwise processed,
- b) You revoke your consent upon which the processing was based under Art. 6 para. 1 lit. a or Art. 9 para. 2 lit. a GDPR and there is no other legal basis for the processing.
- c) You object to the processing pursuant to Art. 21 para. 1 GDPR and there are no higher ranking legitimate reasons for the processing, or you object to the processing pursuant to Art. 21 para. 2 GDPR.
- d) Your personal data were illegally processed.
- e) The erasure of your personal data is necessary to fulfill a legal obligation under the law of the European Union or the law of the Member States governing the controller.
- f) Your personal data were collected in relation to the offer of information society services referred in Art. 8 para. 1 GDPR.

15.4.2 If the controller has made the personal data public and is obliged pursuant to Art. 17 para. 1 GDPR to erase the personal data, the controller, taking account of available technology and the cost of implementation, will take reasonable steps, including technical measures, to inform controllers which are processing the personal data that you, as the data subject, have requested

the erasure of all links to these personal data or copies or replications of these personal data.

15.4.3 The right to erasure does not exist to the extent the processing is necessary

- a) to exercise the right of freedom of expression and information;
- b) to fulfill a legal obligation which requires processing under the law of the European Union or the Member States to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- c) for reasons of public interest in the area of public health in accordance with Art. 9 para. 2 lit. h and i as well as Art. 9 para. 3 GDPR;
- d) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Art. 89 para. 1 GDPR, to the extent the right set forth in para. 1 is likely to render impossible or seriously impair the achievement of the objectives of that processing, or
- e) or the establishment, exercise or defense of legal claims.

15.5 Right to information

If you have asserted against the controller the right to correction, erasure or restriction of the processing, the controller is required to inform all recipients to whom your personal data have been disclosed about the correction or erasure of the data or restriction of the processing, unless this is impossible or involves a disproportionate effort.

You have the right in the relationship with the controller to be informed about these recipients.

15.6 Right to data portability

You have the right to receive your personal data which you have provided to a controller in a structured, commonly used and machine-readable format. You also have the right to transmit these data to another controller without hindrance by the controller to whom the personal data have been provided, if

- a) the processing is based on a consent under Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR or a contract pursuant to Art. 6 para. 1 lit. b GDPR, and
- b) the processing is carried out by automated means.

You also have the right when exercising this right to have your personal data directly transmitted from a controller to another controller to the extent this is technically feasible. Freedoms and rights of other persons cannot be adversely affected by this.

The right to data portability does not apply for processing personal data which are necessary to perform a task which is in the public interest or in the exercise of official authority vested in the controller.

15.7 Right to object

You have the right to object at any time against the processing of your personal data for reasons resulting from your particular situation when the processing is based on Art. 6 para. 1 lit. e or f GDPR; this also applies for any profiling based on these provisions.

The controller will no longer process your personal data unless the controller can demonstrate important legitimate reasons for the processing which outweigh your interests, rights and freedoms or if the processing serves to establish, exercise or defend legal claims.

If your personal data are processed to conduct direct advertising, you have the right to object at any time to the processing of your personal data for the purpose of such advertising; this also applies for profiling related to such direct advertising.

If you object to the processing for purposes of direct advertising, your personal data will no longer be used for these purposes.

You have the possibility to exercise your right to object by means of an automated process for which technical specifications are used in connection with the use of services in the information society, notwithstanding the Directive 2002/58/EC.

15.8 Right to revoke consent granted under data protection law

You have the right to revoke your consent granted under data protection law at any time. The revocation of the consent does not affect the legality of the processing performed on the basis of the consent prior to the revocation.

15.9 Automated decision in the individual case, including profiling

You have the right not to become subject to any decision based on exclusively automated processing, including profiling, which has a legal effect with regard to you or which materially adversely affects you in a similar manner. This does not apply if the decision

- a) is necessary for concluding or performing a contract between you and the controller,
- b) is permissible on the basis of provisions in the law of the European Union or the Member States to which the controller is subject and these provisions in the law contain reasonable measures to protect your rights and freedoms and your legitimate interests, or
- c) is made with express consent.

However, these decisions cannot be based on specific categories of personal data under Art. 9 para. 1 GDPR unless Art. 9 para. 2 lit. a or g apply and reasonable measures have been taken to protect the rights and freedoms as well as your legitimate interests.

With regard to the situations referred to in points a. and c., the controller will take reasonable measures to preserve the rights and freedoms as well as your legitimate interests, which includes at least the right to obtain human intervention on the part of the controller, to express the own point of view and to contest the decision.

There is no automated decision-making including profiling under Art. 22 paras. 1 and 4 GDPR.

15.10 Right to file a complaint with a supervisory authority

Notwithstanding any other remedies under administrative law or before the courts, you have the right to file a complaint with a supervisory authority, especially in the Member State where you are domiciled, where you have your place of employment or the location of the suspected violation, if you are of the view that the processing of your personal data violates the GDPR.

You have the right to complain to the supervisory authority having jurisdiction over us:

The Hamburg Agency for Data Protection and Freedom of Information
(*Hamburgischer Beauftragter für Datenschutz und Informationsfreiheit*)

Klosterwall 6 (Block C), 20095 Hamburg

Telephone: (040) 4 28 54 - 40 40

E-Fax: (040) 4 279 - 11811

email: mailbox@datenschutz.hamburg.de

The supervisory authority with whom the complaint has been filed will inform the complaining party about the status and results of the complaint, including the possibility for a remedy before the courts under Art. 78 GDPR.

16. Data security

We secure our website and other systems with technical and organizational measures against loss, destruction, access, modification or the processing of your data by unauthorized persons. You should always treat your access information as confidential and close the browser window when you have ended the communication with us, especially if you use the computer together with other persons.

Status: May 2018