

DATA PROTECTION STATEMENT

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DATA PROTECTION STATEMENT AND CONSENT TO DATA USE

Data protection is a matter of trust and your trust is important to us. We respect your privacy and personal data. Therefore, the protection and the legally compliant collection, processing and use of your personal data is important to us. To ensure that you feel safe when visiting our website, we strictly adhere to the legal regulations when processing your private data and would like to inform you below of our data collection and data use processes.

You can print out or save this document, by using the standard function of your Internet service program (= browser: usually "file" - > "save as"). The following data protection statement explains to you which data is collected on our website, which data we process, and how it is used.

1 NAME AND ADDRESS OF THE CONTROLLER

In accordance with the General Data Protection Regulation (GDPR) and other national data protection legislation of the member states as well as other data protection regulations, the controller is:

Spectra GmbH & Co. KG
Mahdenstr. 3
D-72768 Reutlingen, Germany
Tel: +49 (0) 7121 1432 10
E-mail: spectra@spectra.de
Website: www.spectra.de

2 NAME AND ADDRESS OF THE DATA PROTECTION OFFICER

The data protection officer of the controller is:

Ingenieurbüro Bernd Hölle GmbH
Gerhard-Kindler-Straße 3
D-72770 Reutlingen, Germany
Tel: +49 (0) 7121 820 17 40
E-mail: spectra@ibh-datenschutz.de

3 GENERAL DATA PROCESSING INFORMATION

3.1 Scope of processing personal data

In general, we only collect and use personal data of our users insofar as this is required for providing a functioning website, contents, and services. As standard, the collection and use of personal data of our users only takes place after obtaining the consent of the user. Exceptions are such cases in which the prior obtainment of consent is not possible for de facto reasons and the processing of the data is permitted by legal regulations.

3.2 Legal basis for the processing of personal data

Insofar as we obtain the consent of the data subjects for processing of their personal data, the legal basis for processing personal data is section 6 (1) lit. a of the EU General Data Protection Regulation (GDPR).

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For the processing of personal data that is necessary for the performance of a contract whose contractual partner is the data subject, the legal basis is section 6 (1) lit. b GDPR. This also applies to processing steps that are required for preliminary contractual measures.

Insofar as the processing of personal data is necessary for compliance with a legal obligation of our company, the legal basis is section 6 (1) lit. c GDPR.

In case that processing personal data is necessary to protect the vital interests of the data subject or of another natural person, the legal basis is section 6 (1) lit. d GDPR.

If processing is necessary for the purpose of a legitimate interest pursued by our company or by a third party, and the interests or fundamental rights and freedoms of the data subject do not override above interest, then the legal basis for the processing is section 6 (1) lit. f GDPR.

3.3 Data erasure and duration of storage

The personal data of the data subject is erased or blocked as soon as the purpose of the storage is no longer applicable. Storage beyond this point can take place if it is required by European or national legislation through legal EU regulations, laws or other directives with which the controller must comply. The data is also blocked or erased when a storage period specified by the stated standards ends, unless there is the necessity for additional storage of the data for conclusion or performance of a contract.

4 PROVISION OF THE WEBSITE AND CREATION OF LOG FILES

4.1 Description and scope of the data processing

At every visit to our website, our system automatically collects data and information from the computer system of the visiting PC.

The following data is collected during this:

- (1) Browser type and browser version
- (2) Employed operating system
- (3) Referrer URL
- (4) Host name of the accessing PC
- (5) Time of the server request

The data is also stored in the log files of our system. This does not apply to the IP address of the user or other data that allows the allocation of the data to a user. The data is not stored in conjunction with other personal data of the user.

4.2 Legal basis of the data processing

The legal basis for the temporary storage of the data is section 6 (1) lit.f GDPR.

4.3 Purpose of the data processing

The temporary storage of the IP address by the system is necessary to allow delivery of the website to the PC of the user. The IP address of the user must remain stored for the duration of the session.

This purpose also constitutes our legitimate interest in data processing according to section 6 (1) lit. f GDPR.

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4.4 Duration of the storage

The data is erased as soon as it is no longer required for accomplishing the purpose of its collection. In case of data collection for provision of the website, this is the case when the concerned session ends.

4.5 Objection and removal option

Collection of the data for provision of the website and the storage of data in log files is mandatory for the operation of the website. Therefore, the user does not have the option of objecting.

5 USE OF COOKIES

5.1 Description and scope of the data processing

Our website uses cookies. Cookies are text files that are stored on the internet browser or by the internet browser on the computer system of the user. If a user accesses a website, a cookie can be stored on the operating system of the user. This cookie contains a characteristic sequence of characters that allows the distinct identification of the browser when the website is accessed again.

We use cookies to make our website more user-friendly. Some elements of our internet page require the accessing browser to continue to be identified after going to another page. The following data is stored in and transmitted by the cookies:

- (1) Language settings
- (2) Articles in a shopping basket
- (3) Navigation of the product structure

In addition, we use cookies on our website that allow the analysis of the user's surfing behavior. This way, the following data can be transferred:

- (1) Entered search items
- (2) Frequency of page visits
- (3) Utilization of website functions

When visiting our website, users are informed of the use of cookies for analysis purposes and their consent for processing the personal data is obtained for this purpose. This also includes also a reference to this data protection statement.

5.2 Legal basis of the data processing

The legal basis for the processing of personal data using technically required cookies is section 6 (1) lit. f GDPR.

The legal basis for the processing of personal data using cookies for analysis purposes with an existing consent of the user is section 6 (1) lit. a GDPR.

5.3 Purpose of the data processing

The purpose of using technically required cookies is to facilitate the use of websites for the user. Some functions of our internet site cannot be offered without the use of cookies. For these functions, it is necessary that the browser is recognized after changing pages. We require cookies for the following applications:

- (1) Copy of language settings

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- (2) Remembering search items
- (3) Copy of filter criteria to subsequent pages

The purpose of using analysis cookies is to improve the quality of our website and its contents. The analysis cookies provide information about how the website is used, allowing us to constantly improve our offer.

This includes, e.g. the optimization of product arrangement, enhancing the website by adding frequently searched contents, adjustment of the product filters to the filter behavior of the customers.

These purposes also constitute our legitimate interest in processing personal data according to section 6 (1) lit. f GDPR.

5.4 Duration of storage, objection and removal option

Cookies are stored on the computer of the user and transferred from it to our page. This is why as a user you have full control over the use of cookies. By changing the settings of your internet browser you can deactivate or restrict the transfer of cookies. Already stored cookies can be easily deleted. This can also take place automatically. If cookies are deactivated for our website, the full range of the website's functions may not be available.

6 NEWSLETTER

6.1 Description and scope of the data processing

Our website offers the option of subscribing to a free of charge newsletter. The data of the input mask is transferred during the subscription to the newsletter.

The data collected in the input mask consists of:

- (1) E-mail address of the subscriber

In addition, the following data is collected during the subscription:

- (1) IP address of the accessing computer
- (2) Date and time of the registration
- (3) Preferred e-mail format
- (4) Location

During the subscription process, we will obtain your consent for processing the data and refer to this data protection statement. The newsletter is sent via "MailChimp", a newsletter dispatch platform of the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA.

The e-mail addresses of our e-mail recipients are stored on the servers of MailChimp in the USA. MailChimp uses this information for the dispatch and evaluation of the newsletters commissioned by us. In addition, based upon information provided by MailChimp, the company can use this data to optimize or improve its own services, e.g. for the technical optimization of the dispatch and the display of the newsletter or for economic purposes to determine the countries of origin of the recipients. However, MailChimp does not use the data of our newsletter recipients to contact them on its own or to pass their data on to third parties.

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We trust the reliability and the IT and data security of MailChimp. In addition, we have signed a data processing agreement with MailChimp. This is an agreement in which MailChimp commits to protect the data of our users, to process them commissioned by us according to its data protection regulations and in particular not to pass them on to third parties. You can find the data protection regulations of MailChimp at [here](#).

6.2 Legal basis of the data processing

The legal basis for the processing of data after subscription to the newsletter by the user with an existing consent of the user is section 6 (1) lit. a GDPR.

6.3 Purpose of the data processing

The collection of other personal data within the scope of the subscription process serves the prevention of abuse of the services or the used e-mail address.

6.4 Duration of the storage

The data is erased as soon as it is no longer required for accomplishing the purpose of its collection. The e-mail address of the user is therefore stored for the duration in which the subscription to the newsletter is active.

6.5 Objection and removal option

The concerned user can cancel subscription to the newsletter at any time. For this purpose, each newsletter contains an according link.

It can also be used for the withdrawal of consent to the storage of the personal data collected during the subscription process.

7 CONTACT FORM AND E-MAIL CONTACT, AS WELL AS DOWNLOAD OF WHITEPAPERS, PRICE LISTS AND EXTENDED PRODUCT INFORMATION

7.1 Description and scope of the data processing

Our internet page contains contact forms that can be used for electronic contacting and for the direct download of information. If a user utilizes this option, the data entered into the input mask is transmitted and stored by us. This data consists of:

For contact form and E-mail contact:

- (1) First name
- (2) Family name
- (3) Company
- (4) Postal code
- (5) E-mail address
- (6) Telephone number
- (7) Message

For downloads of whitepapers, price lists and extended product information:

- (1) E-mail address

At the time of transfer of the message, the following data is additionally stored:

- (1) The IP address of the user

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(2) Date and time of the registration

During the transfer process, we will obtain your consent for processing the data and refer to this data protection statement. Alternatively, contacting is possible via the provided e-mail address. In this case, the personal data of the user transmitted with the e-mail are stored. In this case there is no data transfer to third parties. The data is exclusively used for processing the conversation.

7.2 Legal basis of the data processing

The legal basis for the processing of data that is transferred during the transfer of an e-mail is section 6 (1) lit. f GDPR, the legitimate interest in offering a contact option. If the e-mail contact aims at the conclusion of a contract, the additional legal basis for the processing is section 6 (1) lit. b GDPR.

7.3 Purpose of the data processing

The processing of personal data from the input mask serves exclusively the processing of the contacting. In case of contacting via e-mail this also involves the required legitimate interest in processing the data.

The other personal data processed during the transfer process serve the prevention of abuse of the contact form and to ensure the security of our IT systems.

7.4 Duration of the storage

The data is erased as soon as it is no longer required for accomplishing the purpose of its collection. For the personal data from the input mask of the contact form and that transferred via e-mail, this is the case when the concerned conversation with the user has ended. The conversation has ended when the circumstances indicate that the concerned matter has been conclusively clarified.

The additional personal data collected during the transfer process is deleted no later than after a period of six years.

7.5 Objection and removal option

The user has at all times the option of withdrawing the consent to the processing of personal data. If the user contacts us via e-mail, he/she can object to the storage of personal data at any point. In such a case, the conversation cannot be continued.

If the concerned person wants to practice the right of withdrawal of consent, he/she can contact the company's designated data protection officer at any time.

In this case, all personal data that was stored in the course of the contacting is erased.

8 RETURN FORM

8.1 Description and scope of the data processing

Our internet page contains a contact form that can be used for receiving a merchandise return number (RMA process). If a user utilizes this option, the data entered into the input mask is transmitted and stored by us.

This data consists of:

- (1) Customer no.
- (2) Contact person
- (3) Telephone
- (4) E-mail address
- (5) Subject matter
- (6) Correspondence with the user

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If the customer number is not known, the following information is additionally required:

- (7) Company
- (8) Address
- (9) Postal code
- (10) City

At the time of transfer of the message, the following data is additionally stored:

- (1) The IP address of the user
- (2) Date and time of the registration

During the transfer process, we will obtain your consent for processing the data and refer to this data protection statement. Alternatively, contacting is possible via the provided e-mail address. In this case, the personal data of the user transmitted with the e-mail are stored. In this case there is no data transfer to third parties. The data is exclusively used for processing the conversation.

8.2 Legal basis of the data processing

The legal basis for the processing of data that is transferred during the transfer of an e-mail is section 6 (1) lit. f GDPR, the legitimate interest in simplifying the processing with the help of a contact form. If the e-mail contact aims at the conclusion of a contract, the additional legal basis for the processing is section 6 (1) lit. b GDPR.

8.3 Purpose of the data processing

The processing of personal data from the input mask serves exclusively the processing of the contacting. In case of contacting via e-mail this also involves the required legitimate interest in processing the data.

The other personal data processed during the transfer process serve the prevention of abuse of the contact form and to ensure the security of our IT systems.

8.4 Duration of the storage

The data is erased as soon as it is no longer required for accomplishing the purpose of its collection. For the personal data from the input mask of the contact form and that transferred via e-mail, this is the case when the concerned conversation with the user has ended. The conversation has ended when the circumstances indicate that the concerned matter has been conclusively clarified.

The additional personal data collected during the transfer process is deleted no later than after a period of ten years.

8.5 Objection and removal option

The user has at all times the option of withdrawing the consent to the processing of personal data. If the user contacts us via e-mail, he/she can object to the storage of personal data at any point. In such a case, the conversation cannot be continued.

If the concerned person wants to practice the right of withdrawal of consent, he/she can contact the company's designated data protection officer at any time.

In this case, all personal data that was stored in the course of the contacting is erased.

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9 WEBSITE ANALYSIS SERVICE GOOGLE-ADWORDS

9.1 Description and scope of the data processing

We use the online advertising program "Google AdWords" and the conversion tracking within the scope of Google AdWords. Google Conversion Tracking is an analysis service of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; „Google“). If you click an advertisement placed by Google, the cookie for the conversion tracking is stored on your computer. These cookies become invalid after 30 days and contain no personal data, thus do not serve your personal identification.

If you visit specific internet pages of our website and the cookie has not expired yet, Google and we can recognize that you clicked the advertisement and were routed to this page. Each Google AdWords customer receives a different cookie. This way there is no possibility of tracing cookies via the websites of AdWords customers.

The information that is collected with the help of the conversion cookie serves the creation of conversion statistics for AdWords customers who have opted for conversion tracking. The customers are informed of the total number of users who clicked on their advertisement and were routed to a page with a conversion tracking tag. However, they do not contain any information with which users can be personally identified.

9.2 Legal basis of the data processing

The processing of personal data using analysis cookies is carried out exclusively by your consent given in advance in accordance with section 6 (1) lit. a GDPR. The consent can be cancelled at any time.

9.3 Purpose of the data processing

The information that is collected with the help of the conversion cookie serves the creation of conversion statistics for AdWords customers who have opted for conversion tracking. The customers are informed of the total number of users who clicked on their advertisement and were routed to a page with a conversion tracking tag. However, they do not contain any information with which users can be personally identified.

9.4 Duration of the storage

These cookies become invalid after 30 days and contain no personal data, thus do not serve your personal identification.

9.5 Objection and removal option

If you do not wish to participate in the tracking you can object to its use by preventing the installation of cookies by the applicable setting of your browser software (deactivation option). You will then not be included in the conversion tracking statistics.

For additional information visit: <https://policies.google.com/technologies/ads?hl=en>

10 WEBSITE ANALYSIS SERVICE GOOGLE ANALYTICS

10.1 Description and scope of the data processing

Our website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics applies so-called "cookies", text files that are stored on your computer and that allows the analysis of the website use by you. As standard, the information created by the cookie regarding your use of the website is transferred to a Google server in the USA and stored there.

We would like to inform you that on our website Google Analytics was enhanced by the code "anonymizeIp()"; to ensure the anonymous collection of IP addresses (so-called IP masking).

At the time of transfer of the message, the following data is additionally stored:

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- (1) The IP address of the user
- (2) Date and time of the registration

10.2 Legal basis of the data processing

The processing of personal data using analysis cookies is carried out exclusively by your consent given in advance in accordance with section 6 (1) lit. a GDPR. The consent can be cancelled at any time.

10.3 Purpose of the data processing

The purpose of using analysis cookies is to improve the quality of our website and its contents. The analysis cookies provide information about how the website is used, allowing us to constantly improve our offer.

This includes, e.g. the optimization of product arrangement, enhancing the website by adding frequently searched contents, adjustment of the product filters to the filter behavior of the customers.

The IP address transferred by your browser as part of Google Analytics will not be fused with other Google data.

10.4 Duration of the storage

Cookies are stored on the computer of the user and transferred from it to our page. This is why as a user you have full control over the use of cookies. By changing the settings of your internet browser you can deactivate or restrict the transfer of cookies. Already stored cookies can be easily deleted. The data is deleted automatically after 38 months. If cookies are deactivated for our website, the full range of the website's functions may not be available.

10.5 Objection and removal option

You can prevent storage of the cookies by the relevant setting of your browser software, however, we would like to point out that in this case you may not be able to fully use all functions of this website. In addition, you can prevent the transfer of the data created by the cookie and related to your use of the website (incl. your IP address) to Google and the processing of this data by Google, by downloading and installing the browser plug-in available at the following link (<https://tools.google.com/dlpage/gaoptout?hl=en>). For more information, visit <https://support.google.com/analytics/answer/6004245?hl=en> (general information about Google Analytics and data protection).

11 WEBSITE SERVICES OF GOOGLE (MAPS / YOUTUBE)

11.1 Description and scope of the data processing

Our website uses Google Maps and YouTube, web services of Google Inc. ("Google") to render contents easier to transport and to comprehend. When using these tools, Google applies so-called "cookies", text files that are stored on your computer. As standard, the information created by the cookies regarding the use of these services is transferred to a Google server in the USA and stored there.

11.2 Legal basis of the data processing

The processing of personal data using analysis cookies is carried out exclusively by your consent given in advance in accordance with section 6 (1) lit. a GDPR. The consent can be cancelled at any time.

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11.3 Purpose of the data processing

Google uses cookies for the provision, maintenance, protection and improvement of its services, the development of new services and the protection of Google and its users. The data is also used to offer you customized contents, such as providing relevant search results and advertising.

11.4 Duration of the storage

Cookies are stored on the computer of the user and transferred from it to Google. As a user you have control over the use of cookies. By changing the settings of your internet browser you can deactivate or restrict the transfer of cookies. Already stored cookies can be easily deleted. If cookies are deactivated for our website, the full range of the website's functions may not be available.

11.5 Objection and removal option

You can prevent storage of the cookies by the relevant setting of your browser software, however, we would like to point out that in this case you may not be able to fully use all functions of this website. In addition, you can prevent the transfer of the data created by the cookie and related to your use of the website (incl. your IP address) to Google and the processing of this data by Google, by adjusting your personal settings at the following link (<https://myaccount.google.com/intro/privacy>).

12 WEBSITE ANALYSIS SERVICE PIWIK

12.1 Description and scope of the data processing

Our website uses PIWIK, a web analysis service. PIWIK applies so-called "cookies", text files that are stored on your computer and that allows the analysis of the website use by you. PIWIK presents itself as an open source alternative to Google Analytics. A major advantage is the fact that the system is installed on the web server of our website operator and therefore there are no concerns such as the dissemination or hosting of the Analytics data. Thus no data is transmitted to third parties.

The following data is collected:

- (1) The IP address of the user (anonymous)
- (2) Date and time of the action

12.2 Legal basis of the data processing

The processing of personal data using analysis cookies is carried out exclusively by your consent given in advance in accordance with section 6 (1) lit. a GDPR. The consent can be cancelled at any time.

12.3 Purpose of the data processing

The purpose of using analysis cookies is to improve the quality of our website and its contents. The analysis cookies provide information about how the website is used, allowing us to constantly improve our offer.

This includes, e.g. the optimization of product arrangement, enhancing the website by adding frequently searched contents, adjustment of the product filters to the filter behavior of the customers.

12.4 Duration of the storage

Cookies are stored on the computer of the user and transferred from it to our page. By changing the settings of your internet browser you can deactivate or restrict the transfer of cookies. Alternatively, you can use this link

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(<http://piwik.spectra.de/index.php?module=CoreAdminHome&action=optOut&language=en>) to very easily stop the tracking. If cookies are deactivated for our website, the full range of the website's functions may not be available.

12.5 Objection and removal option

The user has at all times the option of deleting his/her data. All that is required is an e-mail message to spectra@ibh-datenschutz.de.

In this case, all personal data that was stored in the course of the web site use is erased.

13 LIVE-CHAT SOFTWARE USERLIKE

13.1 Description and scope of the data processing

This website uses Userlike, a live-chat software by the company Userlike UG (limited liability). Userlike applies "cookies", text files that are stored on your computer and that allows the personal interaction in the form of a real-time live chat on the website with you. The collected data is not used to personally identify the visitor of this website and are not fused with personal data of the carrier of the pseudonym.

The following data is collected during the online chat:

- (1) Whether the user is on the German or English website
- (2) Date and time
- (3) Current page of the website on which the chat is started

The following data is collected during the offline chat:

- (4) Name
- (5) E-mail address
- (6) If applicable, additional personal data of the user that shared by him/her

13.2 Legal basis of the data processing

The legal basis for the processing of personal data is the section 6 (1) lit. f GDPR, the legitimate interest is to provide the visitor / customer on the website an additional and simple contact.

13.3 Purpose of the data processing

The Userlike cookie is used by the live-chat plugin to enable the live chat. In addition, it keeps the chat active while browsing and keeps it allocated to the same operator. The information about your use and the associated live chat data is collected, stored, and processed on Userlike servers in Germany.

13.4 Duration of the storage

The data collected during a chat is automatically deleted after one month.

13.5 Objection and removal option

The user has at all times the option of deleting his/her data even before the completion of the month. All that is required is an e-mail message to spectra@ibh-datenschutz.de.

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In this case, all personal data that was stored in the course of the contacting is erased.

14 SURVEY TOOL SURVEY MONKEY

14.1 Description and scope of the data processing

For surveys we use the online survey tool SurveyMonkey, which is offered by SurveyMonkey Europe headquartered in 2 Shelbourne Buildings, Second Floor, Shelbourne Road, Dublin 4, Ireland ("SurveyMonkey"). SurveyMonkey is certified under the US-EU data protection agreement Privacy Shield and is thus committed to comply with the EU data protection requirements. Similar to most commercial websites, it uses cookies that are stored on the devices used to access a survey (PC, mobile phone, tablet).

You can delete or deactivate the cookies at any time in your personal browser settings. For the link and additional information visit:

https://help.surveymonkey.com/articles/en_US/kb/How-do-I-enable-cookies-on-my-computer

For information about the data protection regulations of SurveyMonkey visit: <https://help.surveymonkey.com/categories/Privacy-Legal>

The survey tool SurveyMonkey is only used as a user interface by us. No personal data such as the name or e-mail address are transferred to SurveyMonkey for the dispatch of or invitations to surveys.

The replies are anonymous. SurveyMonkey only collects personal data and currently stores it on a server in the USA for the evaluation of the answers. SurveyMonkey is working on a European server solution.

The following data is involved:

- (1) IP address
- (2) Date and time

14.2 Legal basis of the data processing

The legal basis for the processing of the data is section 6 (1) lit.f GDPR.

14.3 Purpose of the data processing

The applied cookies are used to activate specific additional features, for example to prevent the multiple participation in the same survey. This function increases the user-friendliness.

14.4 Duration of the storage

The cookies for the identification of the survey participants are automatically deleted after 90 days.

14.5 Objection and removal option

The user has at all times the option of deleting his/her data even before the completion of the 90 days. All that is required is an e-mail message to spectra@ibh-datenschutz.de.

In this case, all personal data that was stored in the course of the survey is erased.

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15 FACT FINDER

15.1 Description and scope of the data processing

We use the FACT Finder service of Omikron Data Quality GmbH, Habermehlstr. 17, 75172 Pforzheim for personal product recommendations and to provide you with the best results via our search function on the website. Your history will be used for this. In particular, this includes articles and product categories that you have already looked at, searched for or moved to the watch list. All information collected for this purpose remains on FACT Finder's servers and can only be viewed by authorized persons. The data is stored anonymously and cannot be traced back to you personally.

This is a user and/or session ID of the user that we may have provided to FACT Finder, information about the search, the time of the search, the geolocation that we provide to FACT Finder as a starting point for the search, and the user and/or session ID that we provide to FACT Finder.

15.2 Legal basis of the data processing

The processing of personal data using analysis cookies is carried out exclusively by your consent given in advance in accordance with section 6 (1) lit. a GDPR. The consent can be cancelled at any time.

15.3 Purpose of the data processing

Data processing serves the purpose of presenting users with the best possible results via the search function on our website and represents a legitimate interest of Spectra.

15.4 Duration of the storage

The data shall remain stored anonymously during the entire term of the contract between Fact Finder and Spectra. The data will be deleted three months after termination of the contract.

15.5 Objection and removal option

You have the right to object to data processing at any time.

Further information can be found under: <https://www.fact-finder.de/dsgvo>

16 SOCIAL MEDIA

16.1 Facebook

16.1.1 Description and purpose of data processing

In addition to this website, we also operate a Facebook fan page on which we present our company, inform about our offers and communicate with our customers and interested parties. We only process personal data when you interact with our Facebook page, e.g. when you post a comment, click a like button or send us a message.

Please note that when you use and access our Facebook page, your personal data will also be processed by the operating companies of "Facebook". These are Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 and Facebook, Inc., 1601 Willow Road, Menlo Park, California 94025, both based in Ireland and based in the USA. In addition to the processing described above, Facebook also processes your data for analysis and advertising purposes or to play out personalised advertising. To the best of our knowledge, Facebook also uses cookies to store your usage behavior (even across different devices). This enables Facebook to play targeted advertising on its own platform and on third-party sites. Further information can be found in Facebook's

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privacy policy, which can be downloaded here: <https://www.facebook.com/about/privacy/>

16.1.2 Legal basis for data processing

The legal basis for data processing by us in this regard is our legitimate interest in providing users with effective information and communicating with users in accordance with Art. 6 Para. 1 lit. f) GDPR.

Please note that in accordance with Facebook data protection regulations, user data is also processed in the USA or other third countries. Facebook only transfers user data to countries for which the European Commission has issued a fairness decision pursuant to Art. 45 GDPR or on the basis of suitable guarantees pursuant to Art. 46 GDPR.

The rules on joint responsibility for processing personal data between us and Facebook can be viewed [here](#).

16.1.3 Objection and removal option

You can revoke your consent at any time with effect for the future by deleting the comment or the relevant content. A revocation does not affect the legality of the processing carried out on the basis of the consent up to the revocation. We also analyze the views and interactions on our Facebook page. For this purpose, Facebook creates user profiles and provides us exclusively with anonymous data.

Facebook also offers the opportunity to object to certain data processing; relevant information and opt-out options can be found at <https://www.facebook.com/settings?tab=ads>

16.2 Twitter

16.2.1 Description and purpose of data processing

The Spectra GmbH & Co. KG uses the short message service of Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A. The Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland is responsible for the data processing of persons living outside the United States.

We would like to point out that you use the Twitter short message service offered by us and its functions under your own responsibility.

You will find information about what data is processed by Twitter and for what purposes in Twitter's privacy policy: <https://twitter.com/en/privacy>

The Spectra GmbH & Co. KG has no influence on the type and scope of the data processed by Twitter, the type of processing and use or the forwarding of this data to third parties. He also has no effective means of control in this respect. With the use of Twitter, your personal data is collected, transmitted, stored, disclosed and used by Twitter Inc. and, irrespective of your place of residence, transferred to the United States, Ireland and any other country in which Twitter Inc. conducts business and stored and used there.

Twitter processes your voluntarily entered data such as name and user name, e-mail address, telephone number or the contacts of your address book when you upload or synchronize it.

Furthermore, Twitter also evaluates the content you share based on what topics you are interested in, stores and processes confidential messages you send directly to other users, and may determine your location based on GPS data, wireless network information, or your IP address to send you advertisements or other content.

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Twitter, Inc. may use analysis tools such as Twitter or Google Analytics to analyze your information. Spectra GmbH & Co. KG has no influence on the use of such tools by Twitter Inc. and has not been informed of any such potential use.

If tools of this type are used by Twitter Inc. for the account of Spectra GmbH & Co. KG, Spectra GmbH & Co. KG has not commissioned, approved or otherwise supported this in any way. Nor will the data obtained during the analysis be made available to him. Only certain, non-personal information about the tweet activity, such as the number of profile or link clicks through a particular tweet, is not available to Spectra GmbH & Co. KG can view this information via its account. In addition, Spectra GmbH & Co. KG has no way of preventing or stopping the use of such tools on its Twitter account.

Finally, Twitter also receives information when you view content, for example, even if you have not created an account. This so-called "log data" may include the IP address, browser type, operating system, information about the previously accessed website and pages, your location, your mobile phone provider, the terminal you are using (including device ID and application ID), the search terms you are using and cookie information.

Because Twitter Inc. is a non-European provider with a European office in Ireland only, it is not bound by German privacy laws in its own way. This applies, for example, to your rights to access, block or delete data or to object to the use of usage data for advertising purposes.

You have the possibility to restrict the processing of your data in the general settings of your Twitter account and under "Data protection and security". In addition, you can restrict Twitter access to contact and calendar data, photos, location data, etc. for mobile devices (smartphones, tablet computers) in the setting options there. However, this depends on the operating system used.

Further information on these points can be found on the following Twitter support pages: <https://support.twitter.com/articles/105576#> / <https://help.twitter.com/en/search?q=data+protection>

You can find out more about the possibility of viewing your own data on Twitter here: <https://support.twitter.com/articles/20172711#>

Information about the conclusions drawn from Twitter about you can be found here: https://twitter.com/your_twitter_data

Information on the existing personalisation and data protection setting options can be found here (with further references): <https://twitter.com/personalization>

You also have the option of requesting information via the Twitter data protection form or the archive requirements: <https://help.twitter.com/forms/privacy> / <https://support.twitter.com/articles/20170320#>

Spectra GmbH & Co. KG also processes your data. However, the data you enter on Twitter, in particular your user name and the content published under your account, is processed by us insofar as we re-tweet your tweets or respond to them, as the case may be, or compose tweets from us that refer to your account. The data freely published and disseminated by you on Twitter is thus processed by Spectra GmbH & Co. KG is included in its offer and made accessible to its followers.

16.2.2 Legal basis for data processing

The legal basis for the use of the Short Message Service is our legitimate interest in effective user information and communication with users in accordance with Art. 6 Para. 1 lit. f) GDPR.

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16.3 XING

16.3.1 Description and purpose of data processing

The Spectra GmbH & Co. KG uses the social media platform of XING SE, Dammtorstraße 29-32, 20354 Hamburg, Germany. The data collected on these platforms are subject to XING's data protection regulations.

Information about which data is processed by XING and for which purposes is used can be found at You can read more about XING's privacy policy at: <https://privacy.xing.com/en/privacy-policy>

Information on the existing personalization and data protection settings can be found here: <https://privacy.xing.com/en/your-privacy>

You also have the option of requesting information via the XING contact: <https://privacy.xing.com/en/who-to-contact>

16.3.2 Legal basis for data processing

The legal basis for the use of the XING network platform is our legitimate interest in providing users with effective information and communicating with users in accordance with Art. 6 Para. 1 lit. f) GDPR.

16.4 LinkedIn

16.4.1 Description and purpose of data processing

The Spectra GmbH & Co. KG uses the social media platform of LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. The data collected on these platforms is subject to LinkedIn's privacy policy.

Information about which data is processed by LinkedIn and for which purposes can be found in LinkedIn's privacy policy: <https://www.linkedin.com/legal/privacy-policy>

16.4.2 Legal basis for data processing

The legal basis for the use of the LinkedIn network platform is our legitimate interest in providing users with effective information and communicating with users in accordance with Art. 6 Para. 1 lit. f) GDPR .

17 RIGHTS OF THE DATA SUBJECT

If your personal data is processed, you are a data subject according to the GDPR, and you have the following rights towards the controller:

17.1 Right of access

You can ask the controller for a confirmation as to whether or not personal data concerning you is processed by us. If that is the case, you can ask the controller for the following information:

- (1) the purposes for which the personal data is processed;
- (2) the categories of personal data that are being processed;
- (3) the receiver or categories of receivers to whom the personal data has been or will be disclosed;
- (4) the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;

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- (5) the existence of the right to request from the controller rectification or erasure of personal data concerning you and the right to restriction of processing of personal data by the controller or the right to object to such processing;
- (6) the right to lodge a complaint with a supervisory authority;
- (7) any available information as to the source of the data if the personal data is not collected from the data subject;
- (8) the existence of automated decision-making, including profiling, referred to in section 22 (1) and (4) GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

You have the right to receive information of whether the personal data concerning you is transferred to a third country or an international organization. Where this is the case, you have the right to be informed of the appropriate safeguards pursuant to section 46 GDPR relating to the transfer.

17.2 Right to rectification

You have the right to obtain from the controller the rectification and/or completion of inaccurate or incomplete personal data concerning you. The controller must carry out the rectification without delay.

17.3 Right to restriction of processing

You have the right to obtain from the controller restriction of processing where one of the following applies:

- (1) If you contest the accuracy of the personal data concerning you, for a period enabling the controller to verify the accuracy of the personal data;
- (2) the processing is unlawful and the you oppose the erasure of the personal data and request the restriction of its use instead;
- (3) the controller no longer needs the personal data for the purposes of the processing, but they are required by you for the establishment, exercise or defence of legal claims;
- (4) if you have objected to processing pursuant to section 21(1) GDPR pending the verification whether the legitimate grounds of the controller override yours.

Where processing of personal data concerning you has been restricted, this data shall, with the exception of storage, only be processed with your consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a member state.

If you have obtained restriction of processing pursuant to the above conditions, you shall be informed by the controller before the restriction of processing is lifted.

17.4 Right to erasure

17.4.1 Erasure obligation

You have the right to obtain from the controller the erasure of personal data concerning you without undue delay and the controller has the obligation to erase this data without undue delay where one of the following grounds applies:

- (1) The personal data concerning you is no longer necessary in relation to the purposes for which it was collected or otherwise processed.
- (2) You withdraw the consent on which the processing is based according to section 6 (1) lit. a, or section 9 (2) lit. a GDPR, and there is no other legal ground for the processing.

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- (3) You object to the processing pursuant to section 21(1) GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to section 21(2) GDPR.
- (4) The personal data concerning you has been unlawfully processed.
- (5) The personal data concerning you has to be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject.
- (6) The personal data concerning you has been collected in relation to the offer of information society services referred to in section 8 (1) GDPR.

17.4.2 Information to third parties

If the controller has made the personal data concerning you public and is obliged pursuant to section 17 (1) GDPR to erase the personal data, the controller, taking account of available technology and the cost of implementation, shall 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 by such controllers of any links to, or copy or replication of, those personal data.

17.4.3 Exceptions

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

- (1) for exercising the right of freedom of expression and information;
- (2) for compliance with a legal obligation which requires processing by Union or Member State law 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;
- (3) for reasons of public interest in the area of public health in accordance with section 9 (2) lit. (h) and (i) as well as section 9(3) GDPR;
- (4) for archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes in accordance with section 89 (1) GDPR in so far as the right referred to in letter a) is likely to render impossible or seriously impair the achievement of the objectives of that processing; or
- (5) or the establishment, exercise or defence of legal claims.

17.4.4 Right to information

If you have practiced the right of rectification, erasure or restriction of processing towards the controller, the controller is obligated to communicate this rectification or erasure of personal data or restriction of processing to each recipient to whom the personal data have been disclosed, unless this proves impossible or involves disproportionate effort.

You have the right to be informed by the controller about those recipients.

17.4.5 Right to data portability

You have the right to receive the personal data concerning you, which you have provided to a controller, in a structured, commonly used, and machine-readable format. You 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

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

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In exercising this right, you have the right to have the personal data concerning you transmitted directly from one controller to another, where technically feasible. This shall not adversely affect the rights and freedoms of others.

The right to data portability does not apply to the processing of personal data that is required for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

17.4.6 Right to object

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you based on section 6 (1) e or f GDPR, including profiling based on those provisions.

The controller shall no longer process the personal data concerning you, unless the controller demonstrates compelling legitimate grounds for the processing that override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

Where personal data concerning you is processed for direct marketing purposes, you have the right to object at any time to processing of personal data concerning you for such marketing, which includes profiling to the extent that it is related to such direct marketing.

If you object to processing for direct marketing purposes, the personal data concerning you shall no longer be processed for such purposes.

In the context of the use of information society services, and notwithstanding Directive 2002/58/EC, you may exercise your right to object by automated means using technical specifications.

17.4.7 Right to retract the data protection consent statement

You have the right to retract your data protection consent statement at any time. Retracting the consent does not affect the legitimacy of the processing taking place based on the consent until the time of retraction.

17.4.8 Automated individual decision making including profiling

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision

- (1) is necessary for entering into, or performance of, a contract between the you and the controller,
- (2) is authorized by Union or member state law to which the controller is subject and these laws contain suitable measures to safeguard your rights and freedoms and legitimate interests, or
- (3) is based on your explicit consent.

However, these decisions may not be based on special categories of personal data referred to in section 9 (1) GDPR, unless section 9 (2) lit. a or b applies and suitable measures to safeguard your rights and freedoms and legitimate interests are in place.

In the cases referred to in points (1) and (3), the controller shall implement suitable measures to safeguard your rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express your point of view, and to contest the decision.

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17.4.9 Right to lodge a complaint with a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the member state of your habitual residence, place of work, or place of the alleged infringement if you consider that the processing of personal data relating to you infringes the GDPR.

The supervisory authority with which the complaint has been lodged shall inform the complainant on the progress and the outcome of the complaint including the possibility of a judicial remedy pursuant to section 78 GDPR.

18 DATA PROTECTION INFORMATION FOR INTERESTED PARTIES, CUSTOMERS AND SUPPLIERS

18.1 Description and scope of the data processing

We process personal data that we receive from you as a result of a pending or an existing business relationship. We receive the data directly from you, e.g. when you make an enquiry about products, when placing an order, during purchasing talks, or during a trade fair contact. The data is stored internally in our enterprise resource planning system. Specifically, we process the following data:

- (1) Name of contact person
- (2) Contact data
- (3) Address of the company concerned
- (4) Data in connection with the execution of an order
- (5) Correspondence (e.g. written communication with you)

Within our company, only the employees who need your data to fulfill our contractual and legal obligations have access to it. Service providers and vicarious agents contractually obligated by us may receive data for these purposes if the persons involved are obligated to secrecy and written data protection instructions are observed. These are mainly companies from the categories listed below:

Support/maintenance of EDP/IT applications, archiving, destruction of documents and data carriers, purchasing/procurement, collection of receivables, tax consultants for preparing monthly and annual financial statements, postal and transport services, payment transactions, assertion of legal claims, and defense in legal disputes.

A transfer of data to entities in countries outside the European Economic Area EU/EEA (so-called third countries) occurs if it is necessary for the execution of a contractual obligation to the interested party, customer or supplier, or it is within the scope of a legitimate interest of us or you have given us consent. In this context, the processing of data in a third country may also be carried out in connection with the involvement of service providers as part of commissioned processing. If there is no EU Commission decision on an adequate level of data protection for the country in question, we ensure that your rights and freedoms are adequately protected and guaranteed in accordance with EU data protection requirements by means of appropriate contracts and suitable technical and organizational measures.

18.2 Legal basis of the data processing

For the fulfillment of contractual obligations according to Art. 6 (1) b GDPR. Example: Initiation, conclusion, execution and termination of a contract with you for the delivery of products and services.

In the context of weighing up interests pursuant to Art. 6 (1) f GDPR: Where necessary, we process your data beyond the actual performance of the contract to safeguard the legitimate interests of us or third parties. Examples: Advertising/market and opinion

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research, unless you have objected to the use of your data, credit assessment, assertion of legal claims and defense in legal disputes.

On the basis of your consent pursuant to Art. 6 (1) a GDPR, if you have given us your consent to process personal data for specific purposes (e.g. receipt of a newsletter).

On the basis of legal requirements in accordance with Art. 6 (1) c GDPR, i.e. various legal obligations, e.g. Art. 257 of the German Commercial Code (Handelsgesetzbuch, HGB) and Art. 147 of the German Fiscal Code (Abgabenordnung, AO) and the German directive on the principles for the proper management and storage of books, records and documents in electronic form, as well as data access (Grundsätze zur ordnungsmäßigen Führung und Aufbewahrung von Büchern, Aufzeichnungen und Unterlagen in elektronischer Form sowie zum Datenzugriff, GoBD) for the storage of tax-relevant data and other relevant laws.

18.3 Purpose of the data processing

The collection of your personal data serves the purpose of initiating, concluding, executing and terminating a contract with you, for the supply of products and services, for advertising/market and opinion research, unless you have objected to the use of your data, for credit assessment and for asserting legal claims and defense in legal disputes.

18.4 Duration of storage

Your personal data will be stored for as long as necessary for the fulfillment of contractual and legal obligations. If the data is no longer required for the fulfillment of contractual or legal obligations, it will be deleted.

18.5 Objection and removal option

You have the right to object at any time, on grounds relating to your particular situation, to the processing of your personal data, which is carried out based on Art. 6 (1) f GDPR (data processing on the basis of a balance of interests).

If you object, we will no longer process your personal data, unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms, or for the establishment, exercise or defense of legal claims.

We can also process your data for direct marketing within the framework of legal regulations. You have the right to object at any time to the processing of your personal data for the purpose of such marketing. This also applies to profiling insofar as it is connected with such direct marketing. If you object to processing for direct marketing purposes, we will no longer process your personal data. The objection need not be in any particular form.

19 ANALYSIS BY WIREDMINDS

19.1 Description and scope of the data processing

Our website uses a counting pixel technology provided by wiredminds GmbH (www.wiredminds.de) to analyze visitor behavior. Here, the IP address of a visitor is processed. The processing takes place exclusively for the purpose of collecting company-relevant information such as the company name. IP addresses of natural persons are excluded from further use (whitelist procedure). The IP address is never stored in LeadLab.

When processing the data, it is our particular interest to protect the data protection rights of natural persons. Our interest is based on Art. 6 (1) lit. (f) DSGVO. The data we collect does not allow any conclusion to be drawn about an identifiable person at any time.

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WiredMinds GmbH uses this information to create anonymous usage profiles relating to visitor behaviour on our website. The data obtained in this way is not used to personally identify visitors to our website.

19.2 Legal basis of the data processing

The processing of personal data using analysis cookies is carried out exclusively by your consent given in advance in accordance with section 6 (1) lit. a GDPR. The consent can be cancelled at any time.

19.3 Opt-Out-Link

You'll find the link to the opt-out at www.spectra.de/privacy