

Privacy Policy

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1 Privacy Statement

Many thanks for your interest in our website. Protecting your personal data is a high priority to us. That is why we wish to inform you below which data is collected when you visit our website, for what purpose, and how it is used. The provisions of the EU Basic Data Protection Ordinance (EU-GDPR) and the Telemedia Act (TMG) apply.

2 Collection of Personal Data

2.1 Access Data/Server Log Files

We automatically collect and store in our server log files information that your browser transmits to us. These are:

- Browser type/version

- Operating system used
- Referrer URL (the website previously visited)
- Host name of the accessing computer (IP address)
- Time of the server inquiry

We cannot attribute this data to particular persons. A combination of this data with other data sources does not occur, the data is deleted after a statistical evaluation for the purpose of operation and security.

2.2 Contact Form

We collect your personal data if you provide us with your consent to do so. The data entered by you in our contact form for processing your request or for initiating a commercial transaction is stored as long as it is necessary for processing. The following data are collected:

- Prefix
- First Name
- Last Name
- Email Address
- Phone Number
- Message

At the time of registration, the following data are also saved:

- The user's IP address
- Date and time of registration

Afterwards, the data is deleted. No other storage or processing takes place.

The extent we use our contact form to request information that is not required to establish contact, we have always marked it as optional. These details serve us to further specify your inquiry and to improve the processing of your request. Providing this information takes place expressly on a voluntary basis and with your consent. If this involves information on communication channels (e.g. phone number), you also agree that we may contact you via this communication channel in order to respond to your request.

You can of course revoke your declarations of consent at any time in the future.

2.3 Third-Party Social Networking Services

Additionally, if you choose to access, visit, and/or use any third-party social networking service(s) that may be integrated with our Service, such as LinkedIn, we may receive your Personal Data and other information about you and your computer, mobile, or other device that you have made available to those social networking services, including information about your contacts on those services. You should make sure you are comfortable with the information your third-party social networking services may make available to our Service by visiting those services' privacy policies and/or modifying your privacy settings directly with those services.

2.4 Google Analytics

This website uses Google Analytics – a web analytics service provided by Google Inc. (Google). Google Analytics uses so-called Cookies, text files which are stored on your computer and which enable an analysis of your use of the website. The information generated by the Cookie about your use of this website is generally transmitted to and stored by Google on servers in the United States. However, if IP anonymization is activated on this website, within Member States of the European Union or in other countries that are party to the Agreement on the European Economic Area, Google will shorten your IP address beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the United States and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activities and to provide the website operator with other services relating to website and Internet use.

The IP address transmitted by your browser within the scope of Google Analytics is not merged with other Google data.

You may refuse the use of Cookies by selecting the appropriate settings on your browser, however please note that if you do so, you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the Cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en>

Further information on the terms of use and data protection can be found at:

<https://marketingplatform.google.com/about/analytics/terms/us/>

<https://policies.google.com/privacy?hl=en>

<https://policies.google.com/>

3 How We Use Data

3.1 For Legitimate Interests

We do not sell or rent Data to any third parties. We use information collected by clickstream data collection, web pixels, and cookies to store your preferences, improve website navigation, make personalized features and other services available to you, to generate statistical information, monitor and analyze user traffic and usage patterns, monitor and prevent fraud, investigate complaints and potential violations of our policies, to improve the our content and the products, services, materials, and other content that we describe or make available through the Site, and otherwise help administer and improve the Services.

We may identify you from your Personal Data and merge or co-mingle Data for any lawful business purpose. Where you provide registration information, Cookies can also be used to identify you when you log onto the Services or portions of the Services. Except as otherwise stated, we may use information we collect from you for the legitimate business purpose of providing our Services to you, including, but not limited to:

- to respond to your requests and provide user support;
- to evaluate and improve the content of our Services;
- to customize the Services to your preferences;
- to establish accounts to use the Services;

- to communicate information and promotional materials to you (where you have not expressed a preference otherwise);
- to check on your account status and maintain records of activities in connection with your use of the Site;
- to notify you of any changes to relevant agreements or policies;
- for research analysis;
- to enforce our agreements, terms, conditions, and policies;
- to work with our service providers who perform certain business functions or services on our behalf and who are bound by contractual obligations consistent with this Privacy Policy;
- to prevent or investigate fraud (or for risk management purposes), or to comply with a legal obligations, court order, or in order to exercise our legal claims or to defend against legal claims;
- to conduct aggregate analysis and develop business intelligence that helps us to enhance, operate, protect, make informed decisions and report on the performances of our Services;
- to describe our Services to current and prospective business partners and to other third parties for other lawful purposes;
- for other purposes identified to you and as requested by you (please note that you have the right to withdraw your consent to such use at any time by contacting us via the contact information below).

3.2 With the Consent of a Data Subject within the European Economic Area, or without consent, if a citizen of any other jurisdiction.

If you are a Data Subject within the European Economic Area, and we have obtained your consent, we may also use your information in the following ways; and, if you are a citizen of any other jurisdiction, you acknowledge that we may use your information in the following ways:

- to share your information with our corporate parents, subsidiaries, other affiliated entities, and associated entities for the purposes described in this Privacy Policy;
- to send e-mail and postal mail to provide you with updates and news;
- to process any request you make;
- to process any commercial transaction, including but not limited to fulfilling an order;
- to process your Personal Data as described throughout this Privacy Policy.

3.3 Performance of a Contract

If you have called us, placed an order, and/or have an account with us, we may also use your information:

- to establish your account to use the Services;
- to validate your username, e-mail, password, and/or other login credentials;
- to respond to your requests;
- to fulfill your purchase(s) and provide you with merchandise you have requested;

- to send you e-mail and postal mail supplying you with the most recent service information or to send you information about your order (e.g., order confirmations, shipment notifications, etc.);
- to notify you of any changes to relevant agreements or policies;
- to process your Non-Personal Data as outlined as described throughout this Privacy Policy

When a customer requests a quote from our sales team over the phone, we may also invite you to participate in a feedback survey emailed to you along with the quote. The information requested in these surveys may include, but is not limited to, your opinions, insights, experience, purchase history, and purchase intent regarding products, events, and Services. The information collected by these surveys is used to research market trends, company growth, community needs, etc. Your input will help us to improve customer experience and shape development of our products and Services. We may anonymize or aggregate Data that we collect from the use of the Services, such as de-identified demographic information, de-identified location information, information about the computer or device from which you access the Services, market trends, and other analysis that we create based on the information we receive from you and other users.

4 How We Share Data

We do not sell or rent Personal Data to marketers or unaffiliated third parties. We do have relationships with trusted third parties, but we will not share any Personal Data that we have collected from or regarding you except as described below:

- Corporate affiliates, including corporate parents, subsidiaries, other affiliated entities, and associated entities for the purposes described in this Policy which are required to treat the information in accordance with this Privacy Policy;
- Service providers that help us administer and provide the Services (for example, a web hosting company whose services we use to host our platform). These third-party services providers have access to your Personal Data only for the purpose of performing services on our behalf. We have entered into contractual relationships with these service providers and require them to comply with all applicable data privacy laws and regulations and to use the Data only for the purposes for which it was disclosed. We require that any third-party service providers limit their use of your Data solely to providing services to us;
- Authorized third parties, who are parties directly authorized by you to receive the applicable Data, such as when you authorize a third-party application provider to access your account. The use of your Data by an authorized third party is subject to the third party's privacy policy;
- Third parties in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings), in which case we will require the recipient to use such information in accordance with this Privacy Policy;
- As we believe necessary:
 - under applicable law;
 - to enforce applicable terms and conditions;
 - to protect our rights, privacy, safety or property, and/or that of our affiliates, you, or others;
 - to detect, prevent, or otherwise address fraud, security or technical issues;

- to respond to claims that contact information (e.g. name, e-mail address, etc.) of a third-party has been posted or transmitted without their consent or as a form of harassment and
 - to respond to requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities, which may include authorities outside your country of residence;
- Pursuant to your explicit approval prior to the disclosure;
 - We may share aggregated, de-identified data, such as Cookie and tracking information, with our third-party partners. This information does not identify any individual or business organization.

5 Data Retention

We will retain your data only for the limited purposes outlined in this Privacy Policy, unless a longer retention period is required by law. If you have any questions regarding our data retention policies or feel that we have retained your Personal Data erroneously, please contact us at shashkov@dietzautomation.com. At any time, users may request deletion of their accounts by emailing us at the address above. Please note that we also retain Non-Personal Data, including aggregated, de-identified data for the purposes described in the Section 3.

6 Links to Third-Party Sites

Links to Third-Party Sites Our Services may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. Such links do not constitute an endorsement by us of those other websites, their content or services, or the persons or entities associated with those websites. This Privacy Policy does not apply to third-party websites. We have no control over, and assume no responsibility for, the content, privacy policies, or practices of any third-party sites or services. We encourage you to review the privacy policies and terms of all third-party websites or services that you may visit.

7 Changes in the Privacy Policy

We reserve the right to modify and update this Privacy Policy at any time by posting an amended version of the statement on our Site. Please refer to this policy regularly. If at any time we decide to use Personal Data in a manner different from that stated at the time it was collected, we will notify you either on the panel home page of our Site or via e-mail.

8 How to Contact Us

Because protecting your privacy is important to us, you may always submit concerns, questions, or comments regarding our Privacy Policy to:

Dr. Math. Mikhail Shashkov
DIETZ automation GmbH
Auf Maien 17
66538 Neunkirchen
Phone: +49 6821 8691762
Mail: shashkov@dietzautomation.com