

## **Data Protection Directive**

### **I. General information and legal grounds**

The following declaration is to inform you about what kind of personal data are collected for what purpose by us in our capacity as Data Controller on this website, and to what extent these data will be disclosed to third parties.

#### **1. Data Controller:**

ARGE Neue Medien der deutschen SHK-Industrie e. V.

Technologiepark 12, 33100 Paderborn, Germany

Phone no.: +49 5251 87288-0

Fax no.: +49 5251 87288-19

Email: [info@arge.de](mailto:info@arge.de)

With sole power of representation:

Frank Wiehmeier, Chairman of the Board

Dr. Tillmann von Schroeter, Vice Chairman of the Board

Technologiepark 12, 33100 Paderborn

[info@arge.de](mailto:info@arge.de), phone no.: +49 5251 87288-0

Managing Director: Konrad Werning

Entry in the register of associations: Register court: Paderborn, Register number: 1915

#### **Data Protection Officer**

Rechtsanwaltskanzlei [law firm] Sieling

Carola Sieling

Klingenderstraße 5, 33100 Paderborn

Phone no.: +49 5251 142 87 42

[info@kanzlei-sieling.de](mailto:info@kanzlei-sieling.de)

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

The processing of personal data requires legal grounds that we would like to present to you on the following pages.

For the processing of personal data for which we obtain consent from the individual in question, the legal basis is Art. 6 (1) lit. a of the EU General Data Protection Regulation (GDPR).

For the processing of personal data necessary for the performance of a contract to which the data subject is party, the legal basis is Art. 6 (1) lit. b GDPR. This also includes steps at the request of the data subject prior to entering into a contract.

Insofar as the processing of personal data necessary for compliance with a legal obligation to which the data controller is subject, the legal basis is Art. 6 (1) lit. c GDPR.

If processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, the legal basis is Art. 6 (1) lit. f GDPR. The legitimate interest pursued by our enterprise is to conduct our business and the analysis, optimization and maintenance of safety of our online offer.

## **II. Logfiles, hosting**

In the server statistics data are recorded that are transmitted to us within the scope of our legitimate interest in analysis and for safety reasons (so-called “logfiles”).

In particular, the following data are recorded:

- Language and version of the browser software
- Operating system used and its user interface
- Referrer URL (the website visited before)
- Host name of the accessing computer (IP address)
- Date and time of the server request
- Time zone difference to Greenwich Mean Time (GMT)
- Content of the request (concrete page)
- Data volume transmitted
- Access status/HTTP status code

In general, we are not able to assign these data to specific individuals. These data are not merged with other data sources. Moreover, after being evaluated statistically, the data will be deleted within 7 days. Data that need to be stored for evidentiary purposes are excluded from deletion until the incident in question has been clarified.

We make use of hosting services. These serve to provide infrastructure- and platform services, computing capacity, storage space and database services, security services, and technical maintenance services in order to keep the operation of this online offer running.

In this context, we and/or our hosting provider process inventory data, contact data, content data, contractual data, usage data, meta- and communication data of customers, interested parties and visitors of this online offer, on the basis of our legitimate interest in making this online offer available in an efficient and secure manner.

### **III. Contractually agreed processing**

The personal data provided by you e.g. in the course of enquiries, such as name, address or email address, will only be used in our house to respond to your queries, to process your orders, or to give you access to specific contractual information.

### **IV. Making contact**

When you contact us via email or the contact form, we store your data in order to be able to respond to your queries.

As a rule, these data will not be disclosed to third parties, unless applicable data protection regulations justify such disclosure or we are obliged to do so by law. You may withdraw your consent at any time with future effect. In that case, your data will be deleted immediately unless there is a legal exception regarding further processing. Otherwise, your data will be deleted once we have processed your query or the storage purpose ceases to exist and there are no other contrasting legal exceptions. You may obtain information regarding your personal data being stored at any time.

### **V. Cookies**

This website uses cookies. Cookies are small text files that are stored on your computer and provide specific information to the institution setting the cookie. They serve to make the Internet offer more user-friendly and more effective and/or to make navigating our website easier for you. Of course, you can also use our website without accepting cookies. You may also configure your browser settings according to your wishes and e.g. refuse acceptance of third-party cookies or all cookies altogether, or delete cookies set earlier. Should you choose not to accept cookies, please note that in that case our offer might not work faultlessly.

To find out which function on our website sets cookies, please refer to the single functions below.

### **VI. Registration**

Our website offers the possibility to register. The personal data provided in the course of the registration will be transmitted to the person responsible for data processing. The data will be stored by us for internal usage only.

During registration, the user's IP address and the date and time of registration will be recorded. This serves to prevent misuse of the services. The data will not be disclosed to third parties, except where a legal obligation to do so exists.

Registration of the data is required for the provision of contents or services. Registered individuals may delete recorded data or have them altered at any time. The data subject may obtain information on their personal data stored at any time.

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

You are entitled to obtain information on your personal data stored by us. In accordance with the legal regulations you are also entitled to have incorrect data corrected, and to have your personal data blocked, transferred or deleted. For this, please send us an email with the subject line “Data protection”.

You are also entitled to submit a complaint to a data protection supervisory authority if you are of the opinion that processing your personal data violates legal provisions.

If you have given consent, you are entitled to withdraw that consent at any time. This withdrawal shall not affect the lawfulness of the data processing performed based on the consent up to the moment of withdrawal.

You are entitled to object to the future processing of your personal data in accordance with legal requirements at any time. Objection may be entered in particular against data processing for direct advertising purposes.

## **VIII. Duration of storage of personal data**

We store personal data for the duration of the statutory retention period or until the purpose of the data collection ceases to exist. Upon expiry of said retention period, all data will be deleted routinely unless they are required for contract negotiations or -fulfilment. If user data are not deleted because they are required for other and legally admissible purposes, their processing will be limited to the extent possible. Accordingly, the data will be blocked if possible and not processed for other purposes. For instance, this applies to user data that have to be stored for commercial-law or tax-law reasons.

## **IX. Safety information**

We work hard to ensure that your personal data are processed using all technological and organizational possibilities in such a way that the relevant data protection regulations are complied with in order to protect these data. Our website and the communication with us via our website are encrypted with HTTPS.

This Data Protection Directive has been made available by [Rechtsanwaltskanzlei Sieling](#) – a law firm specialized in IT law.

Should you have any queries regarding data protection at the *ARGE Neue Medien*, please contact our Data Protection Officer at [datenschutz@arge.de](mailto:datenschutz@arge.de).