



# DEKEMA PRIVACY STATEMENT

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## 1. General Remarks

DEKEMA Dental-Keramiköfen GmbH takes the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this privacy statement.

Where registration is required for certain services, we collect personal data such as surname, first name, date of birth, address, email address. As part of our personalized services, we may request further information from you, such as telephone number, gender, etc., if necessary. It is your free decision whether you enter this information.

We use this personal data to provide you with access to the information and services offered on the portal that requires registration and to provide the services. This data is processed and used exclusively for contractual purposes and for the establishment, design, amendment, and fulfillment of the contractual relationship. After the termination of the contractual relationship and compliance with legal retention periods, we automatically delete the personal data.

This data will not be passed to third parties without your express consent. All employees are bound to secrecy.

We adhere to the principles of data avoidance and data economy. We therefore only store your personal data for as long as necessary to achieve the purposes stated here or as provided for in the various storage periods provided for by law. After the expiry of these periods, the corresponding data will be deleted routinely and in accordance with the statutory provisions.

## 2. Legal Basis for Data Processing

The legal basis for the temporary storage of data is Art. 6 para. 1 lit. f DSGVO.

## 3. Cookies

Some of our Internet pages use so-called cookies. Cookies serve to make our website more user-friendly, effective and secure. Cookies are small text files that are stored on your computer and saved by your browser.

Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your device until you delete them. You can set your browser that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. When cookies are deactivated, the functionality of this website may be limited.

## 4. Server Log Files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- Operating system
- Referrer URL
- Hostname of the accessing computer
- Time of the server request



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These data cannot be assigned to specific persons. These data are not combined with other data sources. We reserve the right to check these data subsequently if we become aware of concrete indications of illegal use.

### 5. Contact Form

If you send us inquiries using the contact form, your details from the inquiry form, including the contact data you provided there, will be stored for processing the inquiry and in the event of follow-up questions. The contact form contains the following data:

Company name, website, title, first name, surname, address, email, telephone number, and your message.

An asterisk indicates the separation of the mandatory fields from other voluntary fields (\*). We will not pass on this data without your consent.

We use your personal data for the following purposes: To give you the opportunity to be contacted by filling out the contact form or by email.

### 6. DEKEMA online

With the input of your personal data and the following registration in our DEKEMA online portal, these are stored for processing with us. An asterisk indicates the separation of the mandatory fields from other voluntary fields (\*).

We use your personal data for the following purposes: To provide the information and services you require according to your requirements.

### 7. SSL Encryption

This site uses SSL encryption for security reasons and to protect the transmission of confidential content, such as requests you send to us as a site operator. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line. If SSL encryption is activated, third parties cannot read the data you transmit to us.

### 8. Right to Information, Deletion, Blocking

You have the right to free information about your stored personal data, their origin and recipients and the purpose of data processing as well as a right to correction, blocking or deletion of these data at any time. If you have any questions about this or other personal data, you can contact us at any time by sending an email to [info@dekema.com](mailto:info@dekema.com)

### 9. Links to other Websites

The [dekema.com](http://dekema.com) website contains links to other websites. DEKEMA Dental-Keramiköfen GmbH is not responsible for compliance with the data protection provisions on these websites.

### 10. Changes to the Privacy Policy

We reserve the right to change this privacy policy in the future and to adapt it to further developments on the Internet.



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### 11. Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider is Google Inc, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Analytics uses so-called “cookies”. These are text files that are stored on your computer and enable an analysis of your use of the website. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there.

#### Browser Plugin

You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this 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>

#### Objection to Data Collection

You can prevent Google Analytics from collecting your data by clicking on the following link. An opt-out cookie is set which prevents the collection of your data on future visits to this website: Disable Google Analytics For more information on how Google Analytics handles user data, please see Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=en>

#### Demographic Features on Google Analytics

This website uses the “demographic features” function of Google Analytics. This allows reports to be created that contain information on the age, gender, and interests of site visitors. This data comes from interest-related advertising by Google and from visitor data from third-party providers. This data cannot be assigned to a specific person. You can disable this feature at any time from your Google Account ad preferences or opt-out of Google Analytics collecting your information as described in the “Opt-out of data collection” section.

### 12. Facebook

Our pages include plugins from the social network Facebook, provider Facebook Inc, 1 Hacker Way, Menlo Park, California 94025, USA. You can recognize the Facebook plugins by the Facebook logo on our page. An overview of the Facebook plugins can be found here: <https://developers.facebook.com/docs/plugins/>. When you visit our pages, the plugin establishes a direct connection between your browser and the Facebook server. Facebook receives the information that you have visited our site with your IP address. If you click the Facebook “Like” button while logged into your Facebook account, you can link the contents of our pages on your Facebook profile. This allows Facebook to associate the visit to our pages with your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the data transmitted or of their use by Facebook. For more information, please see Facebook's Privacy Policy at <https://en-en.facebook.com/policy.php>. If you do not want Facebook to associate your visit to our pages with your Facebook account, please log out of your Facebook account.



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### 13. Twitter

Our pages include functions of the Twitter service. These functions are provided by Twitter Inc, 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. By using Twitter and the “Re-Tweet” function, the websites you visit are linked to your Twitter account and made known to other users. Data is also transmitted to Twitter. We would like to point out that, as the provider of the pages, we are not aware of the content of the data transmitted or how it is used by Twitter. For more information, please see Twitter's privacy policy at <https://twitter.com/privacy>. You can change your Twitter privacy settings in your account settings at <https://twitter.com/account/settings>

### 14. Instagram

Our pages include functions of the Instagram service. These functions are provided by Instagram Inc, 1601 Willow Road, Menlo Park, CA, 94025, USA. If you are logged into your Instagram account, you can link the contents of our pages to your Instagram profile by clicking the Instagram button. This allows Instagram to associate the visit to our pages with your user account. We would like to point out that, as the provider of these pages, we are not aware of the content of the transmitted data or its use by Instagram. For more information, please see Instagram's privacy policy: <https://instagram.com/about/legal/privacy/>

### 15. YouTube

Our website uses plugins from Google's YouTube site. This website is operated by YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. If you visit one of our pages equipped with a YouTube plugin, a connection to the YouTube servers is established. The YouTube server will be informed of which of our pages you have visited. If you are logged into your YouTube account, you allow YouTube to associate your surfing behavior directly with your personal profile. You can prevent this by logging out of your YouTube account. Further information on how user data is handled can be found in YouTube's privacy policy at <https://www.google.de/intl/en/policies/privacy>

### 16. Google Maps

On our website, we use Google Maps (API) from Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”). Google Maps is a web service for displaying interactive (country) maps in order to display geographical information visually. Using this service will show you our location and make it easier for you to find us.

When you access the sub-pages that contain the Google Maps map, information about your use of our website (such as your IP address) is transmitted to and stored by Google on servers in the United States. This is regardless of whether Google provides a user account that you are logged in with or whether no user account exists. If you are logged in to Google, your information will be directly associated with your account. If you do not wish to be associated with your profile on Google, you must log out before activating the button. Google saves your data (even for users who are not logged in) as usage profiles and evaluates them. Such an evaluation takes place in particular according to art. 6 para. 1 lit.f DSGVO on the basis of the legitimate interests of Google in the insertion of personalized advertising, market research and/or demand-oriented design of its website. You have the right to object to the creation of these user profiles, whereby you must contact YouTube to exercise this right.



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Google LLC, based in the USA, is certified for the us-European data protection agreement "Privacy Shield", which guarantees compliance with the data protection level applicable in the EU.

If you do not agree to the future transmission of your data to Google in the context of the use of Google Maps, it is also possible to completely deactivate the Google Maps web service by switching off the JavaScript application in your browser. Google Maps and therefore also the map display on this website cannot be used.

You can view Google's Terms of Use at <http://www.google.de/intl/de/policies/terms/regional.html>, the additional Terms of Use for Google Maps can be found at [https://www.google.com/intl/en\\_en/help/terms\\_maps/](https://www.google.com/intl/en_en/help/terms_maps/).

Detailed information on data protection in connection with the use of Google Maps can be found on Google's website ("Google Privacy Policy"): <http://www.google.de/intl/en/policies/privacy/>

### 17. Google reCAPTCHA

On this website we use the reCAPTCHA function of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). This function is mainly used to distinguish whether an entry is made by a natural person or abusively by automatic and automated processing. The service includes sending the IP address and any other data required by Google for the reCAPTCHA service to Google and is carried out in accordance with Art. 6 Para. 1 letter f DSGVO on the basis of our legitimate interest in determining the individual willingness of actions on the Internet and avoiding misuse and spam.

Google LLC, based in the USA, is certified for the us-European data protection agreement "Privacy Shield", which guarantees compliance with the data protection level applicable in the EU.

Further information about Google reCAPTCHA and Google's privacy policy can be found at <https://www.google.com/intl/en/policies/privacy/>

### 18. Liability for contents

As a service provider, we are responsible for our own content on these pages in accordance with § 7 Para. 1 of the German Telemedia Act (TMG). According to §§ 8 to 10 TMG, however, we are not obligated as a service provider to monitor transmitted or stored third-party information or to investigate circumstances that indicate illegal activity.

Obligations to remove or block the use of information under the general laws remain unaffected. However, liability in this regard is only possible from the point in time at which a concrete infringement of the law becomes known. If we become aware of any such infringements, we will remove the relevant content immediately.

### 19. Liability for links

Our offer contains links to external websites of third parties, on whose contents we have no influence. Therefore, we cannot assume any liability for these external contents. The respective provider or operator of the sites is always responsible for the content of the linked sites. The linked pages were checked for possible legal violations at the time of linking. Illegal contents were not recognizable at the time of linking.



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However, a permanent control of the contents of the linked pages is not reasonable without concrete evidence of a violation of the law. If we become aware of any infringements, we will remove such links immediately.

### 20. Copyright

The contents and works created by the site operators on these pages are subject to German copyright law. Duplication, processing, distribution, or any form of commercialization of such material beyond the scope of the copyright law shall require the prior written consent of its respective author or creator. Downloads and copies of this site are only permitted for private, non-commercial use.

Insofar as the content on this site was not created by the operator, the copyrights of third parties are respected. In particular, third-party content is identified as such. Should you nevertheless become aware of a copyright infringement, please inform us accordingly. If we become aware of any infringements, we will remove such content immediately.

### 21. Data Protection Officer

If you have any questions regarding data protection, please send an email to [info@dekema.com](mailto:info@dekema.com) or contact our data protection officer directly:

Mr. Armin Ebner, external data protection officer

COC AG

Gewerbepark Lindach A12

84489 Burghausen

Phone: 0049 (0) 173 346 1936

Email: [datenschutz@dekema.com](mailto:datenschutz@dekema.com)

You can also contact the relevant supervisory authority for data protection in the same way.