

Privacy Policy

1. An overview of data protection

General information

The following information will provide you with an easy to navigate overview of what will happen with your personal data when you visit our website. The term "personal data" comprises all data that can be used to personally identify you.

Data recording on our website

Who is the responsible party for the recording of data on this website (i.e. the "controller")?

The data on this website is processed by the operator of the website, whose contact information is available under section "Information Required by Law" on this website.

How do we record your data?

We collect your data as a result of your sharing of your data with us. This may, for instance be information you enter into our contact form.

Our IT systems automatically record other data when you visit our website. This data comprises primarily technical information (e.g. web browser, operating system or time the site was accessed). This information is recorded automatically when you access our website.

What are the purposes we use your data for?

A portion of the information is generated to guarantee the error free provision of the website. Other data may be used to analyse your user patterns.

What rights do you have as far as your information is concerned?

You have the right to receive information about the source, recipients and purposes of your archived personal data at any time without having to pay a fee for such disclosures. You also have the right to demand that your data are rectified, blocked or eradicated. Please do not hesitate to contact us at any time under the address disclosed in section "Information Required by Law" on this website if you have questions about this or any other data protection related issues. You also have the right to log a complaint with the competent supervising agency.

Moreover, under certain circumstances, you have the right to demand the restriction of the processing of your personal data. For details, please consult the Data Protection Declaration under section "Right to Restriction of Data Processing."

2. General information and mandatory information

Data protection

The operators of this website and its pages take the protection of your personal data very seriously. Hence, we handle your personal data as confidential information and in compliance with the statutory data protection regulations and this Data Protection Declaration.

Whenever you use this website, a variety of personal information will be collected. Personal data comprises data that can be used to personally identify you. This Privacy Policy explains which data we collect as well as the purposes we use this data for. It also explains how, and for which purpose the information is collected.

We herewith advise you that the transmission of data via the Internet (i.e. through e-mail communications) may be prone to security gaps. It is not possible to completely protect data against third party access.

Information about the responsible party (referred to as the "controller" in the GDPR)

The data processing controller on this website is:

Translumina GmbH

Neue Rottenburger Strasse 50

D-72379 Hechingen

Germany

Phone: +49 7471 98 94-0

E-mail: info@translumina.de

Privacy Supervisor:

K11 Consulting GmbH Kaffeeberg 11.

71634 Ludwigsburg datenschutzbeauftragter@k11consulting.de

The controller is the natural person or legal entity that single-handedly or jointly with others makes decisions as to the purposes of and resources for the processing of personal data (e.g. names, e-mail addresses, etc.).

Revocation of your consent to the processing of data

A wide range of data processing transactions are possible only subject to your express consent. You can also revoke at any time any consent you have already given us. To do so, all you are required to do is sent us an informal notification via e-mail. This shall be without prejudice to the lawfulness of any data collection that occurred prior to your revocation.

Right to object to the collection of data in special cases; right to object to direct advertising (Art. 21 GDPR)

the event that data are processed on the basis of Art. 6 Sect. 1 lit. e or f GDPR, you have the right to at any time object to the processing of your personal data based on grounds arising from your unique situation. This also applies to any profiling based on these provisions. To determine the legal basis, on which any processing of data is based, please consult this Data Protection Declaration. If you log an objection, we will no longer process your affected personal data, unless we are in a position to present compelling protection worthy grounds for the processing of your data, that outweigh your interests, rights and freedoms or if the purpose of the processing is the claiming, exercising or defence of legal entitlements (objection pursuant to Art. 21 Sect. 1 GDPR).

If your personal data is being processed in order to engage in direct advertising, you have the right to at any time object to the processing of your affected personal data for the purposes of such advertising. This also applies to profiling to the extent that it is affiliated with such direct advertising. If you object, your personal data will subsequently no longer be used for direct advertising purposes (objection pursuant to Art. 21 Sect. 2 GDPR).

Right to log a complaint with the competent supervisory agency

In the event of violations of the GDPR, data subjects are entitled to log a complaint with a supervisory agency, in particular in the member state where they usually maintain their domicile, place of work or at the place where the alleged violation occurred. The right to log a complaint is in effect regardless of any other administrative or court proceedings available as legal recourses.

Right to data portability

You have the right to demand that we hand over any data we automatically process on the basis of your consent or in order to fulfil a contract be handed over to you or a third party in a commonly used, machine readable format. If you should demand the direct transfer of the data to another controller, this will be done only if it is technically feasible.

SSL and/or TLS encryption

For security reasons and to protect the transmission of confidential content, such as purchase orders or inquiries you submit to us as the website operator, this website uses either an SSL or a TLS encryption programme. You can recognise an encrypted connection by checking whether the address line of the browser switches from "http://" to "https://" and also by the appearance of the lock icon in the browser line.

If the SSL or TLS encryption is activated, data you transmit to us cannot be read by third parties.

Information about, blockage, rectification and eradication of data

Within the scope of the applicable statutory provisions, you have the right to at any time demand information about your archived personal data, their source and recipients as well as the purpose of the processing of your data. You may also have a right to have your data rectified, blocked or eradicated. If you have questions about this subject matter or any other questions about personal data, please do not hesitate to contact us at any time at the address provided in section "Information Required by Law."

Right to demand processing restrictions

You have the right to demand the imposition of restrictions as far as the processing of your personal data is concerned. To do so, you may contact us at any time at the address provided in section "Information Required by Law." The right to demand restriction of processing applies in the following cases:

- In the event that you should dispute the correctness of your data archived by us, we will usually need some time to verify this claim. During the time that this investigation is ongoing, you have the right to demand that we restrict the processing of your personal data.
- If the processing of your personal data was/is conducted in an unlawful manner, you have the option to demand the restriction of the processing of your data in lieu of demanding the eradication of this data.
- If we do not need your personal data any longer and you need it to exercise, defend or claim legal entitlements, you have the right to demand the restriction of the processing of your personal data instead of its eradication.
- If you have raised an objection pursuant to Art. 21 Sect. 1 GDPR, your rights and our rights will have to be weighed against each other. As long as it has not been determined whose interests prevail, you have the right to demand a restriction of the processing of your personal data.

If you have restricted the processing of your personal data, these data - with the exception of their archiving - may be processed only subject to your consent or to claim, exercise or defend legal entitlements or to protect the rights of other natural persons or legal entities or for important public interest reasons cited by the European Union or a member state of the EU.

Rejection of unsolicited e-mails

We herewith object to the use of contact information published in conjunction with the mandatory information to be provided in section "Information Required by Law" to send us promotional and information material that we have not expressly requested. The operators of this website and its pages reserve the express right to take legal action in the event of the unsolicited sending of promotional information, for instance via SPAM messages.

3. Recording of data on our website

Server log files

The provider of this website and its pages automatically collects and stores information in so-called server log files, which your browser communicates to us automatically. The information comprises:

- The type and version of browser used
- The used operating system
- Referrer URL
- The hostname of the accessing computer
- The time of the server inquiry
- The IP address

This data is not merged with other data sources.

This data is recorded on the basis of Art. 6 Sect. 1 lit. f GDPR. The operator of the website has a legitimate interest in the technically error free depiction and the optimization of the operator's website. In order to achieve this, server log files must be recorded.

Request by e-mail, telephone or fax

If you contact us by e-mail, telephone or fax, your request, including all resulting personal data (name, Email, request) will be stored and processed by us for the purpose of processing your request. We do not pass these data on without your consent.

The processing of these data is based on Art. 6 para. 1 lit. b) GDPR, if your request is related to the execution of a contract or if it is necessary to carry out pre-contractual measures. In all other cases, the processing is based on your consent (Article 6 para. 1 lit. a) GDPR) and/or on our legitimate interests (Article 6 para. 1 f) GDPR), since we have a legitimate interest in the effective processing of requests addressed to us.

The data sent by you to us via contact requests remain with us until you request us to delete, revoke your consent to the storage or the purpose for the data storage lapses (e.g. after completion of your request), **no longer than 1 year**. Mandatory statutory provisions - in particular statutory retention periods - remain unaffected.

Google reCAPTCHA

We use "Google reCaptcha" (hereinafter "reCAPTCHA") to contact us on our website. reCAPTCHA is a captcha service operated by Google LLC. This helps us to distinguish whether a certain action on our website is performed by a human or by a computer program or bot. For this purpose, reCAPTCHA sets cookies (_GRECAPTCHA) on your device and analyzes your behavior based on various characteristics. For analysis, reCAPTCHA evaluates various information (e.g. IP address, length of stay on the website or mouse movements made by you).

This data is transferred to Google servers in the USA. We would like to point out that the same level of protection under data protection law cannot be guaranteed in the USA as within the EU.

Data processing is carried out on the basis of Art. 6 para. 1 lit. a) GDPR.

Further information about Google reCAPTCHA and Google's privacy policy can be found at the following links: <https://policies.google.com/privacy?hl=de&tid=331670223587>

Use of Google Analytics

We use Google Analytics to analyze website usage. The data obtained from this is used to optimize our website as well as advertising measures.

Google Analytics is a tracking tool of the US company Google LLC. Google processes website usage data on our behalf and is contractually committed to measures to ensure the security and confidentiality of the processed data.

During your website visit, the following data is recorded, among others: Pages viewed, Orders including sales and products ordered, your behavior on the pages (for example, dwell time, clicks, scrolling behavior), your approximate location (country and city), your IP address (in shortened form, so that no clear assignment is possible), technical information such as browser, Internet provider, terminal device and screen resolution.

This data is transferred to Google servers in the USA. We would like to point out that the same level of protection under data protection law cannot be guaranteed in the USA as within the EU.

Google Analytics stores cookies in your web browser for a period of two years since your last visit. These cookies contain a randomly generated user ID with which you can be recognized during future website visits.

The recorded data is stored together with the randomly generated user ID, which enables the evaluation of

pseudonymous user profiles. This user-related data is automatically deleted after 14 months. Other data remains stored in aggregated form indefinitely.

Data processing is carried out on the basis of Art. 6 para. 1 lit. a) GDPR.

If you do not agree with the collection, you can prevent it with the one-time installation of the browser add-on to disable Google Analytics or by rejecting cookies via our cookie settings dialog.

4. Use of social plug-ins

We use social plug-ins from Facebook, LinkedIn, Instagram, Twitter und YouTube to share the content of this website on these social platforms. With the integration of these plugins, the information about your visit is not automatically transmitted to these social networks, but only after an activation of the respective social plugin.

With the use of social plug-ins your data will also be partially processed to Google servers in the USA. We would like to point out that the same level of protection under data protection law cannot be guaranteed in the USA as within the EU.

The data transfer of your personal data in connection with the use of these services only takes place on the basis of your expressly declared consent pursuant to Art. 49 para. 1 lit a) DSGVO in conjunction with Art. 6 para. 1 lit a) DSGVO.

Facebook

We use social plugins ("plugins") of the social network facebook.com, which is operated by Meta Platforms, Inc. (until October 2021 Facebook, Inc.). The Plugins are recognizable by the Facebook logo (white "f" on blue tile, the terms "Like", "Like" or a "thumbs up" sign) or are marked with the addition "Facebook Social Plugin". The list and appearance of Facebook social plugins can be viewed here: <https://developers.facebook.com/docs/plugins/>.

By activating the plugins, Facebook receives the information that you have accessed the corresponding page of the offer. If you are logged into Facebook, Facebook can assign the visit to your Facebook account. If you interact with the plugins, for example by clicking the Like button or posting a comment, the corresponding information is transmitted directly from your browser to Facebook and stored there.

The legal basis for the associated data processing is Art. 6 para. 1 lit a) or Art. 49 para. 1 lit a) DSGVO in conjunction with your consent.

The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as the related rights and settings options to protect your privacy, can be found in the privacy policy of Facebook: <https://www.facebook.com/ads/preferences/>.

Instagram

If you click the Instagram button integrated on our website, the data and information thus transmitted will be assigned to your personal Instagram user account and stored and processed by Instagram.

Instagram collects data primarily from and about the devices you use to access Instagram, including: Data about your connection, such as your IP address and browser type; data about your device and its settings, such as device and ad ID, operating system, carrier, language, memory, installed apps, and battery level.

The legal basis for the associated data processing is Art. 6 para. 1 lit a) or Art. 49 para. 1 lit a) DSGVO in conjunction with your consent.

You can change your privacy settings on Instagram in the account settings.

The applicable privacy policy on the purpose and scope of data collection by Instagram is available at <https://privacycenter.instagram.com/policy/>.

LinkedIn

Our website uses functions of the LinkedIn network. The provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

With the activation of the social plugin from LinkedIn, a connection to LinkedIn servers is established. LinkedIn is informed that you have visited our websites with your IP address. If you are logged in with your account at LinkedIn, it is possible for LinkedIn to assign your visit to our website to you and your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by LinkedIn.

The legal basis for the associated data processing is Art. 6 para. 1 lit a) or Art. 49 para. 1 lit a) DSGVO in conjunction with your consent.

You can find more information on this in LinkedIn's privacy policy at: <https://www.linkedin.com/legal/privacy-policy>.

Twitter

Twitter buttons or widgets integrated into our website and the use of cookies enable Twitter to record your visits to these web pages and assign them to your Twitter profile. Based on this data, content or advertising can be offered tailored to you. This data includes your IP address, the application you are using, information about the terminal device you are using (including device ID and application ID), information about visited websites, your location and your mobile provider. Information on this and the available setting options can be found on the following Twitter support pages: <https://help.twitter.com/de/using-twitter/tailored-suggestions> <https://help.twitter.com/de/rules-and-policies/twitter-cookies>

This data is assigned to the data of your Twitter account or your Twitter profile. We have no influence on the type and scope of the data processed by Twitter, the type of processing and use or the transfer of this data to third parties. The data collected about you may be transferred to countries outside the European Union. You can find information about which data is processed by Twitter and for what purposes in Twitter's privacy policy (<https://twitter.com/privacy?lang=de>) and about the possibility of viewing your own data on Twitter (<https://help.twitter.com/de/managing-your-account/accessing-your-twitter-data>).

The legal basis for the associated data processing is Art. 6 para. 1 lit a) or Art. 49 para. 1 lit a) DSGVO in conjunction with your consent.

You have options for restricting the processing of your data in the general settings of your Twitter account and under the item "Privacy and security". In addition, you can restrict Twitter's access to contact and calendar data, photos, location data, etc. on mobile devices (smartphones, tablet computers) in the settings options there. However, this depends on the operating system used. More information on these points is available on the following Twitter support pages:

<https://support.twitter.com/articles/105576#>

Youtube

This website displays content from the YouTube site operated by Google. The operator of the pages is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA, a subsidiary of Google.

When you visit one of our pages with YouTube content, your browser establishes a direct connection to YouTube's servers and retrieves the content there in order to display it to you.

When integrating YouTube content, your browser communicates with a YouTube server in the USA, which can record the corresponding retrieval of the content by your browser.

If you are logged into your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account before you visit our website.

For more information on the handling of user data, please refer to the privacy policy of YouTube (as a Google subsidiary) at: <https://policies.google.com/privacy?hl=de&gl=de>.

The legal basis for the associated data processing is Art. 6 para. 1 lit a) or Art. 49 para. 1 lit a) DSGVO in conjunction with your consent.