

## Privacy Policy

**Last amended: Ver. 2.0/19 April 2024**

Thank you for your interest in simatec. simatec is an internationally active Swiss family-owned company. Since the company was founded in 1983, a motivated team has been developing, producing and marketing innovative products for the maintenance of rolling bearings under various brand names, including simalube, simatherm and simatool. In the following, we would like to inform you, in accordance with the applicable data protection regulations, about which personal data we or the service providers we use collect in the context of

- your visit to our website,
- our social media presence,
- protected access to the simatec media database and simatec Education (learning platform),
- the use of Lubechart (online program for creating and managing lubrication schedules),
- the use of the contact form,
- job advertisements and applications
- e-marketing, in particular the sending of newsletters and/or
- the use of the simatec app

(hereinafter referred to collectively as the “website”), the purposes for which we use this data and how we use it to optimise our services for you, as well as about your rights as a data subject.

### **A. General**

#### **1. Controller, union representative in accordance with Art. 27 GDPR**

a) The controller pursuant to Art. 4(7) of the EU General Data Protection Regulation (GDPR) and Art. 5(j) of the FADP (Federal Act on Data Protection) is:

**simatec ag**, Stadthof 2, CH-3380 Wangen a. Aare, Switzerland

Tel. +41 32 636 50 00, [welcome\(at\)simatec.com](mailto:welcome(at)simatec.com)

hereinafter referred to as “simatec”, “we” or “us”. Further information on the provider can be found in our → [Imprint](#).

b) simatec GmbH, Christinstrasse 16, 75177 Pforzheim, Germany, is the union representative of simatec AG in accordance with Art. 27 GDPR.

#### **2. Types of data processed, categories of data subject**

##### **2.1 Type of data processed**

- Master and contact details (e.g. surname, first name, address, email address, phone numbers)
- Content data (e.g. text input, photographs, videos)
- Usage data (e.g. web pages visited, interest in content, access times)
- Communication data and history
- Consent management (Usercentrics)
- Contact form data
- Data relating to application processes
- Special categories of data relating to application processes
- Meta/communication data (e.g. device information, IP addresses)
- Tracking and analysis data
- Direct marketing
- Reach measurement
- Data according to Part B.

## 2.2 Categories of data subject

- Visitors to and users of the website and online offers
- Points of contact designated by customers, suppliers, interested parties and business partners
- Applicants
- Other communication partners

(Hereinafter, the data subjects will also be collectively referred to as “users”).

## 2.3 Sources of personal data

We process personal data from you that is necessary for fulfilling the relevant purposes. More detailed information on the personal data processed can be found in the list of purposes below (see Section 3).

### 2.3.1 Data disclosed

Normally, you provide us with your personal data yourself, e.g. by submitting it to us or by communicating with us.

The provision of personal data is usually voluntary, i.e. you are usually not obliged to disclose personal data to us. However, we must collect and process personal data that is necessary or required by law for the performance of a contractual relationship and the fulfilment of associated obligations, e.g. mandatory master and contract data. Otherwise, we will be unable to enter into or continue the contract concerned. If you provide us with data about other persons (e.g. family members or third parties to whom deliveries may be made), we assume that you are authorised to do so and that this data is correct. Please also ensure that these other persons have been informed of this Privacy Policy.

### 2.3.2 Data collected

In some cases, we also collect data about you ourselves or automatically, e.g. when you use our services, shop with us, browse our web pages or use our apps. In particular, this data includes behavioural and transaction data, online identifiers, and online tracking and traffic data. In certain cases, we may also derive the data from existing data, e.g. by evaluating the transaction or behavioural data (see Part B).

### 2.3.3 Data received

In certain circumstances, we may also receive your data from third parties. Examples of such third parties include the following:

- People associated with you (e.g. delivery address, powers of attorney)
- Banks or other contractual partners (e.g. for purchases and payments)
- Credit agencies (e.g. for obtaining credit checks)
- Online service providers (e.g. analysis services) and address traders (e.g. for changes in address)
- Authorities (e.g. in connection with legal proceedings)
- Public sources (e.g. public registries, media, internet).

## 3. Purpose of processing

We use your personal data:

- to provide our website and online offer, its functions and content,
- to manage users' consent to the processing of their data, in particular cookie management,
- to fulfil contracts and perform services,
- to respond to contact requests and communicate with users,
- to initiate and establish employment relationships (application management),
- for security measures,
- for reach measurement (analysis and tracking),
- for the purposes of direct marketing, e.g. in the form of personalised advertisements, an email newsletter or postal advertising, surveys or invitations to events,
- for the purposes of conducting and analysing product and service satisfaction surveys.

#### **4. Provision of the website and log files**

(1) When you use the website purely for informational purposes, i.e. if you do not register or otherwise provide us with information, we will only collect the personal data that your browser automatically transfers to our server. If you would like to view our website, we will collect the following data, which is technically necessary for us to display our website to you and ensure its stability and security (the legal basis is Art. 6, para. 1(f) GDPR):

- IP address
- Date and time of the request
- Time zone difference from Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Access status/HTTP status code
- Data volume transferred in each case
- Web page from which the request comes
- Browser
- Operating system and its interface
- Language and version of the browser software

(2) The users' IP addresses are deleted or anonymised after termination of use. In the case of anonymisation, the IP addresses are changed in such a way that the individual details about personal or factual circumstances can no longer be attributed to an identified or identifiable natural person or can only be attributed to an identified or identifiable natural person with a disproportionate amount of time, expense and effort.

#### **5. Cookies (general information)**

(1) In addition to the aforementioned log file data, cookies are stored on your computer when you use our website. Cookies are small text files that are assigned to the browser you are using and stored on your hard drive and through which certain information flows to the entity that sets the cookie (in this case, us). Cookies cannot run programs or transmit viruses to your computer. They serve to make the website more user-friendly and effective as a whole.

(2) Use of cookies:

a) This website uses the following types of cookies, the scope and functionality of which are described below:

- Session cookies (see b)
- Persistent cookies (see c)

b) Session cookies store a session ID, which can be used to assign different requests from your browser to the same session. Session cookies are deleted when you log out or close the browser. If you restart your browser and return to the website, the website will not recognise you. You will need to log in again (if a login is required) or reset templates and preferences if the website offers these features. A new session cookie will then be generated, which stores your information and remains active until you leave the site again and close your browser.

c) Persistent cookies are automatically deleted after a specified period of time, which may differ depending on the cookie. You can delete the cookies in the security settings of your browser at any time.

(3) For what purposes do we use cookies?

We use cookies to personalise content and ads, to provide social media features and to analyse traffic to our website. We also share information about your use of our website with our social media, advertising and analytics partners. Our partners may combine this information with other data that you have provided to them or that they have collected in connection with your use of their services. You consent to our cookies by continuing to use our website.

## Basic information

Purpose	Description	Duration of storage
<b>Technically necessary cookies</b>	Technically necessary cookies help make our website usable by enabling basic functions such as page navigation and access to secure areas of the website. Our website cannot be used properly without these cookies.	Session cookies – are deleted when the browser is closed.
<b>Performance (e.g. user's browser), display and preferences</b>	When you use our website, cookies are used (e.g. to recognise the browser) to improve performance (e.g. faster loading of content). When you visit our website, the country and language selection determined or selected by you is stored in cookies to save you from having to select it again on subsequent visits. Checks are performed in advance to ascertain whether your browser supports cookies and this information is stored in another cookie. You will then be shown localised country- and language-specific contact information, which will also be stored. The legal basis for this is your consent (Art. 6, para. 1(a) GDPR).	
<b>Analytics cookies (statistics)</b>	We use third-party analytics cookies to understand how visitors use our site. This helps us to improve the quality and content of our site. The aggregate statistical information includes data such as the total number of visitors. For example, this data tells us how often and in what order the individual pages were viewed and how much time visitors spend on our pages on average. It also tells us whether users have already visited our website at an earlier point in time. The legal basis for this is the	Persistent cookies – remain on your device, but are automatically deleted after 26 months if the website has not been visited again, unless shorter periods apply in individual cases.
	consent given to us (Art. 6, para. 1(a) GDPR, Art. 6 (7) FADP). For further information, see Section 12.	
<b>Advertising cookies (marketing)</b>	We use advertising cookies to assess the efficiency of our advertising activities and to identify ways to improve them. The legal basis for this is the consent given to us (Art. 6, para. 1(a) GDPR, Art. 6 (7) FADP).	Persistent cookies – remain on your device, but are automatically deleted after 26 months if the website has not been visited again, unless shorter periods apply in individual cases.

### (4) Which cookies are used?

In the → Cookie Policy, you can find out which cookies and other technologies we or third-party providers working on our behalf use on our website.

### (5) Legal basis

Unless otherwise specified in the Privacy Policy, the legal basis for the use of such cookies is the consent given to us in accordance with Art. 6, para. 1(a) and Art. 6, para. 1(f) GDPR to pursue our legitimate interests and the interests of the third-party providers we use.

## (6) Control over cookies

You can configure your browser to notify you whenever a cookie is set, to accept cookies only in individual cases, not to accept any cookies in certain cases or at all and to automatically delete cookies when you close your browser. If cookies are disabled, the functionality of this website may be limited. See also para. 4 Cookie Policy”.

## (7) Cookie consent with Usercentrics

This website uses Usercentrics to obtain and document the legally required consent for the use of cookies. The legal basis for this is Art. 6, para. 1(c) and Art. 5, para. 2 GDPR.

The third-party provider is Usercentrics GmbH, Sendlinger Strasse 7, 80331 Munich, Germany, tel.: + 49 89 21 54 01 20, email: [contact@usercentrics.com](mailto:contact@usercentrics.com). The Usercentrics Privacy Policy can be found here ([Privacy Policy – Usercentrics](#)). A data processing agreement is in place with Usercentrics in accordance with Art. 28 GDPR, which also meets the requirements of Art. 9 FADP (processing by processors).

## 6. Registration, management of your accounts

### Registration

(1) Access to certain content requires you to register, such as access to the simatec media database, simatec Education and the online program Lubechart. You are required to register separately and create a separate account for each application.

### What data is processed?

(2) For this purpose, we process the data from you that can be seen on the registration screen. Mandatory fields are marked with \*. The legal basis is Art. 6, para. 1(b) GDPR (initiation, performance and execution of the user contract). We also process the following data:

- Email address, password, first name, surname, country of residence
- IP address and information on the use of the portal

(3) There are a number of options available to you for managing the type and amount of data we store about you.

- You can delete your entire account at any time. Your Lubechart account can only be deleted by us. For this, please submit a request for us to delete it.
- You can delete all or selected information in your profile.
- You can change all or selected information in your profile.

All three options lead to the (partial) deletion of personal data as described above, with the exception of data that must be retained by law (Art. 6, para. 1(c) GDPR) or data that is required to defend against claims (Art. 6, para. 1(f) GDPR).

## 7. Contact

(1) Our website includes a contact form that you can use to contact us electronically in an easy and uncomplicated way. If a user takes advantage of this option, the data entered into the input screen will be transmitted to us and stored. The data entered, in particular personal data, address data, contact data and messages (free text field), is directly visible on the input screen. The following data is also stored at the time of submitting the form:

- The user's IP address
- Date and time the form was submitted

(2) When submitting the form, users are referred to this Privacy Policy so that they can obtain further information on how their data will be

processed. Alternatively, we can be contacted using the email addresses provided. If we are contacted by email, the user's personal data transmitted with the email will be stored. The data will be used exclusively for processing the request.

- (3) The legal basis for the processing of data transmitted when using the contact form or sending an email is Art. 6, para. 1(f) GDPR. If the purpose of the email contact is to conclude a contract, the additional legal basis for the processing is Art. 6, para. 1(b) GDPR.
- (4) We process the personal data from the input screen solely for the purpose of contacting you. If you contact us by email, this purpose also constitutes our necessary legitimate interest in processing the data. The other personal data processed during the submission of the form serves to prevent misuse of the contact form and to keep our IT systems secure.
- (5) We can be contacted using the email addresses provided on the website. If we are contacted by email, the user's personal data transmitted with the email will be stored. The data will be used exclusively for processing the request. The legal basis for the processing of data transmitted when sending an email is Art. 6, para. 1(f) GDPR. If the purpose of the email contact is to conclude a contract, the additional legal basis for the processing is Art. 6, para. 1(b) GDPR.
- (6) The data is deleted as soon as it is no longer required for the purpose for which it was collected. For personal data from the input screen of the contact form and such data sent by email, this is the case once the applicable conversation with the user has ended. The conversation is deemed to have ended when it is clear from the circumstances that the matter in question has been conclusively resolved. The additional personal data collected during the submission process will be deleted after a period of seven days at the latest.
- (7) Notwithstanding para. 3 above, the following shall apply: Contact requests from customers that relate to a specific business transaction shall be stored for as long as this is necessary for the execution and processing of the contract (Art. 6, para. 1(b) GDPR) or due to statutory retention obligations (Art. 6, para. 1(c) GDPR). Contact requests from customers that do not relate to a specific business transaction are stored for as long as the business relationship exists. The legal basis is Art. 6, para. 1(f) GDPR to safeguard our legitimate interests and those of the customer, in particular support and quality assurance. Customers may object to the processing at any time in individual cases.

## **8. Newsletter**

(1) If you have given us your consent, we and, where applicable, the companies named in the information on consenting to the newsletter for the specific newsletter to which you have subscribed (hereinafter referred to as "consent") (together referred to as "we") will process your personal data in accordance with the respective registration form (e.g. email address, name, company, country, timestamp of your subscription) in order to send you the requested newsletter at regular intervals to the email address you have provided. With the exception of your email address, we process your personal data to personalise your newsletter and to send you industry-relevant information about the industry in which your company operates. In addition, your personal data enables us to assign you to defined target groups in order to improve the relevance of the communicated content you receive (e.g. country-specific information containing content related to your country).

(2) If mentioned in the consent, we track the accessibility of your email address and certain ways in which you interact with the newsletter. These interactions include opening the newsletter, opening links in the newsletter and withdrawing consent. We process this information to improve the relevance of the content communicated. This includes, for example, reviewing the overall opening rate and the links that were clicked on the most to see how relevant the newsletter content is to readers as a whole. In terms of tracking the withdrawal of your consent, this is tracked to ensure that you do not receive any further communication after you have clicked unsubscribe, if and to the extent that your email address still needs to be processed for other purposes.

(3) We share your personal data with other affiliated companies if they provide IT services to us or if this is necessary for operational reasons. We also share your personal data with the technical IT service providers we use and from which we obtain services. Our IT service providers are carefully selected and regularly audited by us. They process personal data only on our behalf and strictly in accordance with our instructions on the basis of corresponding order processing contracts.

(4) We store your personal data collected as part of your consent for the aforementioned purposes until your consent is withdrawn. The legal basis for the processing of your personal data for the aforementioned purposes is your consent, Art. 6, para. 1(a) GDPR; Art. 5(j) FADP.

(5) You may withdraw your consent at any time with effect for the future by unsubscribing from our newsletter via the unsubscribe link or as described in the consent for the respective newsletter to which you have subscribed. You are free to give or withhold your consent. This will not affect your use of this website.

(6) If you withdraw your consent, we will delete your personal data immediately if we process it for marketing purposes on the basis of your consent. Please note that withdrawing consent will not result in the deletion of all your personal data that we process in the course of our business relationship with you if there is another legal basis for the processing. The withdrawal of your consent does not affect the lawfulness of the data processing carried out up to that point.

### **Promotional email communications after product purchase**

(1) If you have purchased products or services, we will send you our promotional email communications to the email address you provided at the time of purchase, even if you did not register in advance to receive these emails. This applies to promotional email communications to advertise products similar to those you have purchased.

(2) This email address is stored in our database for this purpose. To prove the legitimacy of sending the promotional email communications, we also store the IP address you used when you made the purchase and the time of purchase.

(3) The legal basis for the aforementioned processing is our legitimate interest (Art. 6, para. 1(f) GDPR). Our legitimate interest in data processing is our interest in directly promoting our products to our customers as well as your interest in receiving offers and promotions.

(4) If you no longer wish to receive promotional email communications from us, you can unsubscribe at any time, e.g. by clicking on the link provided in each email.

### **Sending of the newsletter**

We use Mailchimp from The Rocket Science Group, LLC, 675 Ponce de Leon Ave NE Suite 5000, Atlanta, GA 30308, USA (Mailchimp) to send our newsletter. This allows us to contact our subscribers directly. We also analyse your usage behaviour to improve our offer. For this purpose, we transmit the following personal data to Mailchimp:

Email address  
[First name]  
[Surname]  
[Phone number]

[Our emails include a link for you to update your personal information.]

Mailchimp is the recipient of your personal data and acts as a processor for us in relation to the activities it performs to send our newsletter.

In addition, Mailchimp collects the following personal data using cookies and other tracking methods: information about your device (IP address, device information, operating system, browser ID, information about the application with which you read your emails and further information about

hardware and your internet connection). Usage data is also collected, such as the date and time when you opened the email/campaign and browser activities (e.g. which emails/websites were opened). Mailchimp requires this data to ensure that its systems are secure and reliable, to comply with the terms of use and to prevent misuse. This is in Mailchimp's legitimate interest (pursuant to Art. 6, para.1(f) GDPR) and is necessary for performing the contract (pursuant to Art. 6, para. 1(b) GDPR). Mailchimp also evaluates performance data, such as the delivery statistics of emails and other communication data. This information is used to compile statistics on the use and performance of the services.

Mailchimp also collects information about you from other sources. Personal data is collected through social media and other third-party data providers for an unspecified period and in an unspecified amount. We have no influence on this process.

Further information on options for objecting to this and on having your data removed can be found in Mailchimp's Privacy Statement: <https://mailchimp.com/legal/privacy/#3>. [Privacy for Contacts](#)

The legal basis for this processing is your consent in accordance with Art. 6, para. 1(a) GDPR. You may withdraw your consent to the processing of your personal data at any time. There is a link for you to do this in all emails. You can also withdraw your consent via the contact details provided. Withdrawing your consent does not affect the lawfulness of the processing previously performed.

Your data will be processed for as long as you have given your consent. Provided that you do not withdraw your consent, your data will be deleted after the contract between us and Mailchimp is terminated, unless further storage is required by law.

Mailchimp has implemented compliance measures for international data transfers. These apply to all global activities in which Mailchimp processes personal data of natural persons in the EU. These measures are based on EU standard contractual clauses (SCCs). For more information, visit: <https://mailchimp.com/legal/data-processing-addendum/>

## **9. Job advertisements**

(1) We advertise job vacancies on our website. We collect, process and use your personal data to process your online application.

### **a) Types of personal data**

In particular, the categories of personal data processed include the following:

- Master and communication data, especially surname, first names, address, email, and landline and mobile phone numbers
- Data on previous/current jobs, e.g. job responsibilities, performance data, positions held. (These details may be taken from your cover letter/CV/letters of references provided.)
- Various other pieces of information that we collect and process during the course of your application, such as your earliest start date, the regions in which you would be willing to work, desired number of hours and duration of contract, previous positions, educational qualifications, professional qualifications, additional qualifications, references or information about how you became aware of the position
- Other optional information such as data on non-professional interests, including Hobbies and voluntary work
- Other data that you voluntarily share with us during the application process, such as in your application letter, CV or certificates or passport photo

### **b) Source of the data**

As a general rule, your personal data will be collected directly from you during the recruitment process. In certain circumstances, your personal data will also be collected from other bodies due to legal regulations. In addition, we may receive data from third parties (e.g. employment agencies) that, on their own responsibility, forward this data to us as a potential employer.



### **c) Purposes and legal bases of processing**

The primary purpose of processing the data is to initiate and establish the employment relationship. The primary legal basis for this is Art. 6, para. 1(b) GDPR.

Furthermore, we may process personal data about you insofar as this is necessary to defend against legal claims asserted against us as a result of the application process. The legal basis for this is Art. 6, para. 1(f) GDPR; the legitimate interest is, for example, the burden of proof in proceedings or impending proceedings due to discrimination.

Appropriate technical and organisational measures are taken to ensure that your personal data is treated confidentially as required by law.

If you have applied for a specific position and this position has already been filled or if we consider you to be equally or even more suitable for another position, we would be happy to forward your application to another area of our company. The legal basis for this is Art. 6, para. 1(f) GDPR for the protection of your and our legitimate interests. Please inform us if you do not agree with this approach. At the end of the application process, but after six months at the latest, your personal data will be automatically deleted unless you expressly consent to it being stored for a longer period of time.

**d) Processing of special categories of data** If, as part of the application process, special categories of personal data within the meaning of Art. 9, para. 1 GDPR (e.g. health data, such as information on severe disabilities or ethnic origin) are requested from applicants so that the controller or data subject can exercise their rights under employment law and social security and social protection law and fulfil their obligations in this regard, this data is processed

- to assess the employee's capacity to work pursuant to Art. 9, para. 2(h) GDPR,
- on the basis of Art. 9, para. 2(a) GDPR in the case of the special categories of data being communicated on the basis of voluntary consent.

### **e) Service providers and processors**

We use Abacus application management for the recruitment process. The provider is Abacus Research AG, Abacus-Platz 1, 9300 Wittenbach, Switzerland, +41 71 292 25 25, [info@abacus.ch](mailto:info@abacus.ch).

The joint statement on data protection for the companies of the Abacus Group in Switzerland and Germany provides further information on the nature and scope of the processed data as well as the protective and data security measures implemented by the provider and can be found at <https://www.abacus.ch/en/data-protection>. A data processing agreement has been concluded with Abacus.

### **f) General data protection information for employees and applicants**

The → General Data Protection Information for Employees and Applicants (mandatory information pursuant to Art. 13 GDPR) also applies.

## **10. Disclosure to third parties**

(1) As part of the hosting of our website, your data processed by us is processed on the basis of a data processing agreement. If you apply for a job, we will use the data processor and cloud provider Abacus to process your data (see 9 e)).

(2) If advertising and web analytics services and third-party providers are used, the data is transferred to the extent described herein, see Part B (data processing by third-party providers).

(3) The data is also processed by affiliated companies as part of the general exchange of data about customers.

## **11. Duration of storage**

We process and store your personal data for as long as this is necessary to fulfil our contractual and legal obligations. We delete your personal data as soon as it is no longer required for the aforementioned purposes. It is possible that personal data may be retained for the period during which claims can be asserted against our companies (statutory limitation periods of three or up to thirty years). We also store your personal data to the extent that we are required to do so by law. Such statutory documentation and retention obligations arise from commercial, tax and social security regulations and generally apply for six or ten years.

## **12. Automated decision-making, profiling**

- (1) As a rule, we do not use any fully automated decision-making or profiling pursuant to Art. 22 GDPR to establish and conduct business relationships.
- (2) In order to provide you with targeted information and advice about our products, we or service providers working on our behalf may use web analysis tools, in particular tracking technology. These enable communication and advertising tailored to your needs. Please see the separate Cookie Policy (Section 14) for more information on this.

## **B. Data processing by third-party providers**

### **13. Cookies**

We use cookies from third-party providers. The type and scope of data processing, the purposes pursued, the legal bases and further information on third-party providers and information on data protection are described in the → **Cookie Policy**.

## **14. Advertising, tracking and analytics**

### **14.1 Google Analytics**

- (1) simatec uses Google Analytics on its website. Google Analytics is a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google").
- (2) Google Analytics uses cookies. These are text files that are stored on the user's computer and are used to provide data for the purpose of analysing the use of the website. The information generated by the cookie about the use of this website by the user is usually transferred to a Google server in the USA and stored there.
- (3) IP anonymisation has been enabled on the simatec website, meaning that the IP address of users is truncated by Google within member states of the European Union or in other contracting parties to the Agreement on the European Economic Area before being transferred to the USA. Only in exceptional cases is the full IP address transferred to a Google server in the USA and truncated there so that data can be processed outside the European Union. In this case, the personal data collected using Google Analytics is transferred to the USA.
- (4) We would like to point out that the use of cookies for the purpose of data processing in the context of Google Analytics is only legally permissible in accordance with Art. 44 and Art. 49, para. 1(a) GDPR with the user's prior consent. As part of the consent management system implemented by simatec, you will therefore be asked to give your consent to this.
- (5) The user can generally prevent the storage of cookies by selecting the appropriate settings in their internet browser. The user can also prevent the collection and transmission of the data generated by the cookie and related to their use of the website (including their IP address) to Google as well as the processing of this data by Google by downloading and installing the browser add-on for disabling

Google Analytics JavaScript (ga.js, analytics.js, dc.js) available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

However, please note that if you install this add-on, you may not be able to make full use of all the features of this website.

(6) simatec also uses Google Analytics in conjunction with AdWords advertisements for statistical purposes. The legal basis for this processing is the user's consent. If you do not want Google to process your data despite having consented to your data being processed by simatec, you can disable this using the Ads Preferences Manager (<https://adssettings.google.com/>) on Google's website.

(7) Please note that simatec cannot influence or determine the way in which or the extent to which your personal data is used by Google. We therefore recommend that, if you so wish, you restrict this processing by adjusting the privacy settings in your browser as appropriate.

(8) Further information and Google's current Privacy Policy can be found at <https://policies.google.com/privacy?hl=en> and at <https://marketingplatform.google.com/about/analytics/terms/us/>.

(9) Processing is carried out on the basis of Art. 6, para. 1, sent. 1 (a) GDPR insofar as the consent includes the storage of cookies or access to information on the user's device (e.g. device fingerprinting). Consent can be withdrawn voluntarily at any time. If you do not give your consent, you may not be able to use certain features.

## 14.2 Google Tag Manager

(1) This website uses Google Tag Manager, which is part of Google Analytics. Tags are small elements of code on our website that are used, among other things, to measure traffic and visitor behaviour, to measure the impact of online advertising and social media, to implement remarketing and targeting, and to test and optimise the website. Google Tag Manager is a solution that allows simatec to manage website tags via an interface. The Tag Manager tool itself (which implements the tags) is a cookie-free domain. It triggers other tags which may themselves capture data. Google Tag Manager does not access this data. If anything has been disabled at domain or cookie level, it stays in place for all tracking tags which are implemented using Google Tag Manager.

(2) Further information about Google Tag Manager can be found online at: <https://www.google.com/analytics/tag-manager/use-policy/>.

## 14.3 Google Ads, Remarketing Tag

(1) Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

(2) Function: Placement of advertisements, remarketing, conversion tracking

(3) For further information, please visit: <https://adssettings.google.com/authenticated>

(4) Google uses the Google Ads Remarketing Tag pixel to process your personal data on the basis of your consent for the purpose of creating campaign reports, tracking conversions, click events and targeted advertising outside of our website (retargeting) on the basis of, for example, URL, referrer URL and inclusion in remarketing lists defined by us. The aforementioned information may also allow you to be linked with your Google account and included in remarketing lists. We do not receive any personal data concerning you from Google, but only anonymised campaign reports about the target group and advertising performance. You can opt out of being shown personalised advertising from Google by changing your advertising preferences on Google's website at [https://www.google.com/settings/ads/onweb#display\\_optout](https://www.google.com/settings/ads/onweb#display_optout). Alternatively, you can disable the use of cookies by third-party providers by visiting the Network Advertising Initiative's opt-out page at [https://www.networkadvertising.org/managing/opt\\_out.asp](https://www.networkadvertising.org/managing/opt_out.asp) or by managing the use of device identifiers through your device's settings. You can find instructions at <https://support.google.com/ads/answer/1660762#mob>. For more information, please visit: <https://policies.google.com/privacy>.

#### 14.4 Google Search Console

(1) Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

(2) The Google Search Console is a free Google service that allows us to monitor the presence of our website in Google search results and to correct any errors. The Google Search Console (formerly Google Webmaster Tools) provides, among other things, data on search queries and landing pages that users have entered and clicked on in Google Search. It provides data on positioning and the percentage of users who then clicked on that search result. The Google Search Console can be used to check for the following:

- How often the website was displayed in Google searches
- In which position the website was listed on average for which search terms in Google search results (referred to as ranking)
- How often the website was visited for the respective search query
- How high the respective CTR value (click-through rate) is, i.e. what percentage of search engine users actually visited the website for which search query

(2) Google does not transmit any personal data to us as part of this service.

#### 14.5 Google reCAPTCHA

(1) We use Google reCAPTCHA (hereinafter referred to as “reCAPTCHA”) on this website. The provider is Google Ireland Limited (“Google”), Gordon House, Barrow Street, Dublin 4, Ireland.

(2) The purpose of reCAPTCHA is to check whether data entered on this website (e.g. in a form) is entered by a human or by an automated program. For this purpose, reCAPTCHA analyses the website visitor’s behaviour based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website or the page where data is entered. For the analysis, reCAPTCHA evaluates various pieces of information (e.g. IP address, time spent by the website visitor on the website or mouse movements made by the user). The data collected during the analysis is forwarded to Google. The reCAPTCHA analyses run entirely in the background. Google does not notify website visitors that an analysis is taking place.

(3) Processing is carried out on the basis of Art. 6, para. 1, sent. 1 (a) GDPR insofar as the consent includes the storage of cookies or access to information on the user’s device (e.g. device fingerprinting). Consent can be withdrawn voluntarily at any time. If you do not give your consent, you may not be able to use certain features.

(4) Further information on Google reCAPTCHA can be found in the Google Privacy Policy and the Google Terms of Service at the following links: <https://policies.google.com/privacy?hl=en> and <https://policies.google.com/terms?hl=en>.

#### 14.6 Hotjar

(1) Hotjar is a web analysis tool from Hotjar Ltd., based in Malta, which we use to try to gain a better understanding of your needs and to optimise the offer and experience on our website. Hotjar uses cookies and other technologies to collect data about the behaviour of our users and about their devices. Hotjar stores this information on our behalf in a pseudonymised user profile. You can find more information about this in the section on cookies.

(2) The legal basis for the aforementioned data processing is your consent (in the EU, Art. 6, para. 1(a) GDPR).

(3) Further information about Hotjar can be found in Hotjar’s privacy policy: <https://help.hotjar.com/hc/en-us/sections/115003180467-Data-Privacy>

## 15. Social media

### 15.1 General information

simatec is interested in presenting itself on social media channels, in being approachable for customers, service providers, other business partners, applicants and interested parties, and in advertising topics and products via social networks.

For information on the purposes of data processing and data categories related to the use of social media, please see the information on the individual social media channels, which are presented in more detail below.

In principle, data processing serves the following purposes:

- Communication with visitors to simatec's social media channels
- Private messaging
- Handling enquiries from visitors to simatec's social media channels and collecting statistical information about the reach of simatec's social media channels
- Placement of advertisements
- Conducting customer surveys, marketing campaigns, market analyses, promotions or similar campaigns or events
- Resolving disputes and legal disputes, establishing, exercising or defending against legal claims or legal disputes, enforcing existing contracts

The processing of your personal data is necessary to achieve these purposes.

### 15.2 Information on social media channels

(1) We integrate posts and recommendation functions from platforms such as Meta (formerly Facebook) and YouTube on our website. These services are inactive by default, but can be activated by the user. The service providers are predominantly based in the USA, but are subject to the usual data protection rules in EU and EEA countries. If you actively use a recommendation button on our website or read an article with an embedded post or YouTube video, for example, the embedding technology may transmit general framework data such as your IP address back to the social networks and platforms. We have no influence on how the platforms use the data, possibly also to create user profiles. Please find out about this directly on Facebook, YouTube, etc. and adjust your privacy settings there.

(2) On social networks and other external platforms, the respective companies' own data protection policies apply, even if we share information and maintain presences there with our brands. Each US company provides us with its editorial system and general usage data, such as the number of views, the duration of use, the demographics of readers and the usernames of all contacts.

(3) You can find the privacy policies of the individual third-party providers at the following links:

- Content from **Facebook (Meta)**: We integrate Facebook content into our website using the Facebook plug-in. Facebook's Privacy Policy: <https://www.facebook.com/privacy/explanation>. <https://facebook.com/>. Terms of Service: <https://facebook.com/legal/terms?ref=pf>, Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, Meta Platforms Ireland Limited is a company registered under the laws of the Republic of Ireland. [Commercial register number: 462932](#)
- Content from **Instagram**: Instagram's "embed" function allows us to integrate images and videos from Instagram into our website. Instagram's Privacy Policy: <https://www.instagram.com/legal/privacy/>
- Content from **YouTube**: We use the YouTube player to integrate videos from a YouTube channel or videos from other providers into our website. Google's Privacy Policy: <https://support.google.com/youtube/answer/2801895?hl=en>. Information about the third-party provider YouTube <https://www.youtube.com/>. Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, phone: +353 1 543 1000, fax: +353 1 686 5660, email: [support-deutschland@google.com](mailto:support-deutschland@google.com), email for contacting YouTube electronically: [https://www.youtube.com/t/contact\\_us](https://www.youtube.com/t/contact_us)

- [The legal basis for the aforementioned data processing is your consent \(in the EU, Art 6, para. 1\(a\) GDPR\).](#)

### 15.3 Instagram

(1) The third-party provider is the service provider for Instagram, which is Meta Platforms Ireland Limited, based in Dublin (see 15.7 (1)). Personal data may also be transferred by the parent company Meta Platforms Inc. to the USA.

(2) The data that Instagram processes includes, but is not limited to,:

- Information given upon registration e.g. email address or telephone number
- Content that you share: posts, comments, audio, hashtags
- Information that is provided via the Instagram camera or the camera that you select, e.g. effects or parts of the body when generating avatars
- Activities: content on which you click or mark as “liked”, including advertisements, posts, photos and messages. Instagram states that it does not read messages that are end-to-end encrypted, BUT it does read your messages if their content is reported by another user, and who knows how often that happens?
- Friends or followers, including those with whom you most often engage, and their activities
- Purchases and sales, including credit card information
- Time, frequency and duration of using Instagram
- Information on the telephone, computer or tablet on which you use Instagram, e.g. the type of device and the version of the app being used
- Information from partners on activities within and outside of Instagram, e.g. on other websites visited, apps used or online games played
- Some locational information, even if you have turned off location services, e.g. the IP address that Instagram uses to approximate your location
- Contact information from your address book, call logs or text log history, if this data is uploaded, synchronised or imported from your device
- Content such as videos and photos in which you are visible if other users share and upload them, including comments on the photo in question

(3) The legal basis for aforementioned data processing is your consent (in the EU, Art. 6, para. 1(a) GDPR).

(4) With the entry into force of the new Transatlantic Data Privacy Framework (DPF) on 10 July 2023, data transmission to the USA is permissible again under certain conditions. This is because the European Commission’s adequacy decision states that the USA guarantees a level of data protection equivalent to that of the EU. However, this only applies to companies that are certified under the DPF. As the parent company Meta Platforms Inc. is DPF-certified [as of: 4 May 2024], the use of Instagram is generally permitted.

### 15.4 LinkedIn

simatec’s LinkedIn pages are operated on LinkedIn, a social network provided by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland (“LinkedIn”). When you visit simatec’s LinkedIn pages, LinkedIn processes your personal data in accordance with its Privacy Policy, which you can find [here](#).

We process the following personal data:

- Your LinkedIn username as well as comments on simatec’s LinkedIn pages and messages you send us through simatec’s LinkedIn pages.
- Other information necessary to respond to requests from our visitors or to uniquely identify our visitors in our systems.

### 15.5 LinkedIn Campaign Manager

We use LinkedIn Campaign Manager to draw attention to our products. By using LinkedIn Campaign Manager, we define target groups based on the following criteria:

- Location (e.g. country, region, city)
- Company (e.g. business sectors, names, size)
- Interests (e.g. member groups, interests)
- Professional experience (e.g. job titles, roles, seniority, skills)
- Education (e.g. degrees, schools, fields of study)
- Demographic data (e.g. gender, age)

Based on its algorithm, LinkedIn displays our content on its platform to users who fit the defined target group.

The legal basis for the aforementioned data processing is your consent (Art. 6, para. 1(a) GDPR).

### 15.6 LinkedIn Insight Tag

- (1) Provider: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland
- (2) Function: LinkedIn Insight Tag is a small JavaScript excerpt. It allows us to create detailed campaign reports and provides us with valuable information on the users of our website. By using LinkedIn Insight Tag, we can track conversations, contact website users again and obtain aggregated insights into the categories of members who react to our adverts.
- (3) LinkedIn uses the LinkedIn Insight Tag pixel to process your personal data for the purpose of creating campaign reports, tracking conversions, click events and targeted advertising outside of our websites (retargeting) on the basis of URL, referrer URL, IP address truncated or hashed (for cross-device retargeting), devices and browser properties (user agent) and timestamp. We do not receive any personal data concerning you from LinkedIn, but only anonymised campaign reports about the website's target group and advertising performance. Duration of storage by LinkedIn: Pseudonymisation after seven days, permanent deletion after 180 days. Further information can be found at: <https://www.linkedin.com/legal/privacy-policy>
- (4) The legal basis for this type of processing is your consent (Art. 6, para. 1(a) GDPR).

### 15.7 Meta Ads Manager

- (1) Provider: Meta Platforms Ireland, Merrion Road Dublin 4, D04 X2K5 Dublin, IRELAND, phone: +0016505434800, fax: +0016505435325, email: domain (at) fb (dot) com
- (2) Function: Meta Ads Manager is the all-in-one tool for placing adverts on Facebook, Messenger, Instagram and Audience Network. Meta Ads can be used to publish adverts on Messenger and Audience Network, but especially Facebook and Instagram. It has resources for creating and managing when and where our advertising will be displayed and also allows us to easily track the results of advertising campaigns.
- (3) The legal basis for this type of processing is your consent (Art. 6, para. 1(a) GDPR).
- (5) With the entry into force of the new Transatlantic Data Privacy Framework (DPF) on 10 July 2023, data transmission to the USA is permissible under certain conditions. This is because the European Commission's adequacy decision states that the USA guarantees a level of data protection equivalent to that of the EU. However, this only applies to companies that are certified under the DPF. As the parent company Meta Platforms Inc. is DPF-certified [as of: 16 March 2024], the use of the Meta Ads tool is generally permitted.
- (6) The Meta Privacy Policy can be found at [https://www.facebook.com/privacy/policy/?entry\\_point=data\\_policy\\_redirect&entry=0](https://www.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0). Meta's Cookies Policy can be found at [https://www.facebook.com/privacy/policies/cookies/?entry\\_point=cookie\\_policy\\_redirect&entry=0](https://www.facebook.com/privacy/policies/cookies/?entry_point=cookie_policy_redirect&entry=0). For information on the categories of personal data processed by Meta and the applicable legal bases, please see [https://www.facebook.com/privacy/policy?section\\_id=18-LegalBasisInformationConsent](https://www.facebook.com/privacy/policy?section_id=18-LegalBasisInformationConsent).

## 15.8 Meta pixel

- (1) Provider: Meta Platforms Ireland, Merrion Road Dublin 4, D04 X2K5 Dublin, IRELAND, phone: +0016505434800, fax: +0016505435325, email: domain (at) fb (dot) com
- (2) Function: This tool tracks user behaviour on our website and links the information with the user data of website visitors on Facebook. The Facebook pixel, which is now called the Meta pixel, is an analysis tool for measuring the effectiveness of Facebook advertising and for collecting and optimising target group-specific data on how users navigate our website. The Meta pixel is integrated on websites outside the social media platform using JavaScript code.
- (3) The legal basis for this type of processing is your consent (Art. 6, para. 1(a) GDPR).
- (4) With the entry into force of the new Transatlantic Data Privacy Framework (DPF) on 10 July 2023, data transmission to the USA is permissible again under certain conditions. This is because the European Commission's adequacy decision states that the USA guarantees a level of data protection equivalent to that of the EU. However, this only applies to companies that are certified under the DPF. As the parent company Meta Platforms Inc. is DPF-certified [as of: 16 March 2024], the use of the Meta pixel tool is generally permitted.
- (5) The Meta Privacy Policy can be found at [https://www.facebook.com/privacy/policy/?entry\\_point=data\\_policy\\_redirect&entry=0](https://www.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0). Meta's Cookies Policy can be found at [https://www.facebook.com/privacy/policies/cookies/?entry\\_point=cookie\\_policy\\_redirect&entry=0](https://www.facebook.com/privacy/policies/cookies/?entry_point=cookie_policy_redirect&entry=0). For information on the categories of personal data processed by Meta and the applicable legal bases, please see [https://www.facebook.com/privacy/policy?section\\_id=18-LegalBasisInformationConsent](https://www.facebook.com/privacy/policy?section_id=18-LegalBasisInformationConsent).

## 16. Links to other websites

- (1) Our website may include links to websites operated by third parties that are not covered by this Privacy Policy. These third-party websites have their own privacy policies and may also use cookies or other tracking technologies. Responsibility for these websites lies with the respective operator or the person designated as responsible for the respective website.
- (2) Links to external websites are checked by us before the link is established. However, we have no influence on whether the operators of these external websites comply with data protection regulations. If we become aware of violations or legal infringements, we will remove the links in question.

## **C. simatec app**

### 17.1 Type of data processed

- Contact details (e.g. email, phone numbers)
- Registration data
- Account data (username, password)
- Log and protocol data
- Geolocation
- User and usage statistics
- Communication and support (history)

### 17.2 Categories of data subject

- Users of the simatec app
- Customers, interested parties and business partners
- Other communication partners

(Hereinafter, the data subjects will also be collectively referred to as "users".)



### **17.3 Purpose of processing, legal basis**

(1) The “simatec world of maintenance” app was developed to operate and configure simatec products using a smartphone. It can be used to:

- Configure IMPULSE and read out status data
- Configure simatherm and read out status data

(2) A further purpose of the processing is to support the predictive maintenance and analysis of simatec products as well as to make improvements and further developments to the simatec app.

(3) Data is also processed to compile statistics on patterns and trends identified in terms of how users browse simatec’s web pages or use other applications or software.

(4) It is also processed to manage enquiries or other requests regarding simatec’s products and services.

(5) Insofar as we process personal data, the legal basis for this is Art. 6, para. 1(b) GDPR in connection with registration and the provision of the user account as well as the provision of documentation and after-sales support to customers. In addition, Art. 6, para.1(f) GDPR serves as the legal basis for the protection of legitimate interests. The legitimate interests lie in supporting the customer, in particular the predictive maintenance and management of simatec products or simatec-supported products, and, on the part of simatec, in the ongoing development and improvement of the simatec app.

### **17.4 Disclosure to third parties**

As part of the provision of the simatec app, your personal data is processed by external service providers. We have concluded data processing agreements with these companies in accordance with Art. 28 GDPR. If necessary for support purposes, your data will be shared with companies affiliated with simatec. Otherwise, it will not be passed on to third parties.

### **17.5 Transfer to third countries**

Your data will not be transferred to third countries. Our processors are based in the EU/EEA and only process data there.

### **17.6 Profiling and automated decision-making**

Profiling or automated decision-making does not take place.

### **17.7 Duration of storage**

(1) We process your data for as long as your user account is active and you continue to request processing of your data, which is processed on the basis of Art. 6, para. 1(b) GDPR. In this case, we reserve the right to anonymise your data and to continue processing it exclusively in aggregated form, without any references to individuals, for the purpose of supporting and maintaining simatec products.

(2) If you delete your user account, the data will be stored for a period of one year for documentation and verification purposes (purpose limitation) and will then be automatically deleted or anonymised. We reserve the right to store data if and for as long as this is necessary to enforce and defend against legal claims.

(3) Statutory and contractual retention obligations remain unaffected. We process and store your personal data for as long as this is necessary to fulfil our contractual and legal obligations. We delete your personal data as soon as it is no longer required for the aforementioned purposes. It is possible that personal data may be retained for the period during which claims can be asserted against our companies (statutory limitation periods of three or up to thirty years). We also store your personal data to the extent that we are required to do so by law. Such statutory documentation and retention obligations arise from commercial, tax and social security regulations and generally apply for six or ten years.

### **17.8 Disclosure to third parties/data processing by third-party providers**

- (1) To support the hosting of our simatec app, your data processed by us is processed on the basis of a data processing agreement.
- (2) If web analytics services and third-party providers are used, the data is transmitted to the extent described herein.
- (3) Privacy information on the iOS App Store and the choices you have to control your data: <https://support.apple.com/en-gb/102399>
- (4) Privacy information on Google and the Google Play Store: <https://policies.google.com/privacy>

### **17.9 Transfer to third countries**

- (1) Your data will not be transferred to third countries with the exception of Switzerland. Our processors are based in the EU/EEA and only process data there.
- (2) Information on data transfers to third-party providers of the App Store and Google Play Store can be found in Section 17.8.

## **D. Rights of data subjects**

### **18. Your rights**

If your personal data is processed, you are a data subject within the meaning of GDPR and you have the following rights vis-à-vis us as the controller.

#### **a) Rights according to the Swiss FADP**

When FADP is applicable, the rights of data subjects include the following: Right of access pursuant to Art. 8 FADP, restriction of the right of access pursuant to Art. 9 FADP.

You are also free to lodge a complaint with a competent supervisory authority if you have concerns as to whether the processing of your personal data is legally compliant.

- The competent supervisory authority in Switzerland is the [Federal Data Protection and Information Commissioner \(FDPIC\)](#).
- The competent supervisory authority in the Principality of Liechtenstein is the [Data Protection Authority of the Principality of Liechtenstein](#).

#### **b) Rights according to Art. 15 et seqq. GDPR**

(1) The data subject has the right to obtain confirmation from the controller as to whether personal data concerning them is being processed; if this is the case, they have a **right of access** to such personal data and to the information specified in Art. 15 GDPR. Under certain legal conditions, you have the **right to rectification** under Art. 16 GDPR, the **right to restriction of processing** under Art. 18 GDPR and the **right to erasure** (“right to be forgotten”) under Art. 17 GDPR. In addition, you have the right to receive the data you have provided in a structured, commonly used and machine-readable format (**right to data portability**) under Art. 20 GDPR, provided that the processing is carried out by automated means and is based on consent pursuant to Art. 6, para. 1, sent. 1, (a) or Art. 9, para. 2(a) or on a contract pursuant to Art. 6, para. 1, sent. 1(b) GDPR.

#### **c) Withdrawal of consent pursuant to Art. 7(3) GDPR**

If the processing is based on consent, you may withdraw your consent to the processing of personal data at any time. Please note that the withdrawal of consent is only effective for the future. Any processing that took place prior to the withdrawal is not affected.

#### **d) Right to lodge a complaint**

You have the option to lodge a complaint with us or a data protection supervisory authority (Art. 77 GDPR).

#### **e) Right to object according to Art. 21 GDPR**

In addition to the aforementioned rights, you have the following right to object:

##### **Right to object on a case-by-case basis**

You have the right, on grounds relating to your particular situation, to object at any time to the processing of personal data concerning you which is based on Art. 6, para. 1, sent. 1 (f) GDPR (data processing on the basis of a balance of interests); this also applies to profiling based on this provision within the meaning of Art. 4, para. 4 GDPR.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or the processing serves the purpose of establishing, exercising or defending legal claims.

##### **Right to object to the processing of data for marketing purposes**

In individual cases, we process your personal data for direct marketing purposes. You have the right to object at any time to the processing of personal data concerning you for the purpose of such marketing; this also applies to profiling to the extent that it is related to such direct marketing. If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

## **E. Final provisions**

### **19. Security**

(1) We have taken technical and organisational security measures in accordance with Art. 24 and 32 GDPR to protect your personal data from loss, destruction, manipulation and unauthorised access. All our employees and all third parties involved in data processing are obliged to comply with the requirements of GDPR and to treat personal data confidentially.

(2) SSL and TLS encryption: For security reasons and to protect the transmission of confidential content, such as orders or enquiries that you send to us as the site operator, this website uses SSL or TLS encryption. You can recognise 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 address bar. If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

### **20. Changes to our Privacy Policy**

We reserve the right to change our security and data protection measures if this becomes necessary due to technical developments, the expansion of our services or legal changes. In such cases, we will also amend our Privacy Policy accordingly. Please therefore always refer to the latest version of our Privacy Policy.