

## Data Protection Information BUCHLER GmbH

### -Website-

As a user of our website, you will receive all the necessary information in this Data Protection Information about how, to what extent and for what purpose we or third-party providers collect and process data from you. Your data is collected and used strictly in accordance with the statutory provisions, in particular the General Data Protection Regulation (Verordnung (EU) 2016/679 – „GDPR“) and the German Federal Data Protection Act (BDSG). We are particularly committed to the confidentiality of your personal data and therefore work strictly within the limits set by the legal requirements. Personal data is processed on a voluntary basis if this is possible for us. We also only pass this data on to third parties with your express consent.

#### 1. Name and contact details of the data controller:

**BUCHLER GmbH**  
Harxbütteler Str. 3  
38110 Braunschweig

Managing Director: Albrecht Perrin, Christoph Sender

Telephone number: +49 5307 931 - 0  
E-Mail: [info@buchler-gmbh.com](mailto:info@buchler-gmbh.com)

(hereinafter referred to as "we") is the controller within the meaning of the GDPR.

#### 2. The contact details of the data protection officer:

We have commissioned a company to assume the position of external data protection officer. This company can be contacted for all questions relating to the protection of personal data using the following contact details:

**Kämmer Consulting GmbH**  
Nordstraße 11  
38106 Braunschweig

Telephone number.: +49 531 702 249 - 0  
E-Mail: [dsb-team@kaemmer-consulting.de](mailto:dsb-team@kaemmer-consulting.de)

#### 3. Use and security of the website

We would like to give visitors to our website the opportunity to obtain information about our company. We try to introduce ourselves to potential customers and business partners and to explain our products and services. In order to protect our website from misuse and attacks, we store the date, time, IP address and browser when you visit our website. This data is automatically deleted from the log files after 30 days.

***Purpose of the processing:***

Logging in the event of abusive attacks on the website; securing the website; providing company information on the website.

***Legal basis:***

We process your data on the legal basis of Art. 6 para. 1 sentence 1 lit. f GDPR.

***Legitimate interests:***

Protection against attacks; documentation of attacks; implementation of countermeasures; presentation of the company.

***Storage duration:***

The data will be deleted after the purpose has been fulfilled or after any retention periods have expired.

**4. E-mail contact**

On our website we provide you with e-mail addresses for contacting us. If you use this option the data you provide will be transmitted to us and processed. For example, data such as your name, your e-mail address and or telephone number are also processed.

***Purpose of the processing:***

Processing and answering your contact or your request.

***Legal basis:***

We process your data on the legal basis pursuant to Art. 6 para. 1 sentence 1 lit. b GDPR, in the context of pre-contractual or contractual measures. If we require your consent, we will obtain this. We therefore process your data on the legal basis of Art. 6 para. 1 sentence 1 lit. a GDPR.

***Storage period:***

After fulfillment of the purpose or after expiry of any retention periods, the data will be deleted.

**5. Social Bookmarks**

We have integrated social bookmarks on our website. Social bookmarks are "bookmarks" or links to favorites of various social media websites, which you can click on to go directly to our own social media page. We have only integrated these "favorites" as links on our website. If you use these bookmarks, you will be forwarded to the corresponding social media, i.e. only then will user information be transferred to the respective provider. We would like to point out that you can find information on the handling of your personal data when using these websites in the respective data protection regulations of the respective providers.

## 6. Data transfer outside the EU

The GDPR guarantees a high level of data protection within the EU. If we use service providers or cookies from third-party providers, we endeavor to select providers that process the data within the EU/EEA.

In exceptional cases, we use service providers or third-party cookies that process data outside the EU/EEA. Processing of this data in a third country takes place under the conditions of Art. 44 GDPR. When including third-party cookies, which we set from third-party providers outside the EU/EEA and where data processing takes place outside the EU/EEA, the corresponding legal basis for this is Art. 49 para. 1 lit. a GDPR.

## 7. Cookies

We use cookies on our website. These small text files are stored on your PC by our server. They support the display of our website and help you to move around our website.

There are different types of cookies:

- Session cookies are temporary cookies that are stored in the user's Internet browser until the browser window is closed and the session cookies are thus deleted;
- Permanent or persistent cookies are used for repeated visits and are stored in the user's browser for a predefined period of time;
- First-party cookies are set by our website. Only we may and can read information from the cookies;
- Third-party cookies are set by organizations that do not operate the website the user is visiting. These cookies are used by marketing companies, for example.

### ***Purpose of the processing:***

As we distinguish between technically necessary and non-technically necessary cookies, there are different purposes.

### ***Legal basis:***

We process the technically necessary cookies in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR. For all other cookies, we only process your data if you have given us your consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR.

### ***Legitimate interests:***

Provision and proper presentation of the website.

### ***Storage duration:***

The storage period can be found in the individual cookies in the cookie banner.

### ***Further information:***

Please refer to the cookie banner for further information on the individual cookies or point 8 of the Data Protection Information

## 8. Enhancements /Plugins etc.

### a. Social Media

#### aa. X (formerly Twitter)

We also use functions of the microblogging service X (Twitter) on our website. The main function of X (Twitter) is the "Tweet function". If you use this via our website, a link is established with your X (Twitter) account. Data may be exchanged with other users and data may be transmitted to X (Twitter). We are not informed of the content of the data sent to Twitter, nor are we informed of its use.

***Purpose of the processing:***

Linking to our X (Twitter) account and interaction with our tweets.

***Legal basis:***

The legal basis for setting the corresponding plugins is Art. 6 para. 1 S.1 lit. a GDPR.

***Data transmission:***

The operator of X (Twitter) is X (Twitter) Corp. The US company is based in the USA, San Francisco, CA 94103, 1355 Market St, Suite 900.

You can find more information about the privacy policy at: <http://twitter.com/privacy>

#### bb. LinkedIn

We use the technical platform and services of LinkedIn Ireland Unlimited Company, Wilton Place, Grand Canal Dock, Dublin 2, Ireland (hereinafter referred to as "LinkedIn") for the information service offered. All information on LinkedIn's privacy policy can be found at <https://privacy.linkedin.com/de-de>

***Purpose of the processing:***

Links to our LinkedIn account and use of the provider's networking opportunities. You can find more information at <https://privacy.linkedin.com/de-de/settings>.

***Legal basis:***

The legal basis for setting the corresponding plugins is Art. 6 para. 1 sentence 1 lit. a GDPR.

***Data transfer:***

Depending on your account settings, the data collected about you will be processed by LinkedIn and may be transferred to third parties, including to countries outside the European Union. Any data transfer to the USA is based on the standard contractual clauses of the EU Commission. You can find details here:

<https://www.linkedin.com/help/linkedin/answer/a1343190/datenubertragung-aus-der-eu-dem-ewr-und-der-schweiz?lang=de>

For more information and the provider's privacy policy, visit:

<https://privacy.linkedin.com/de-de> or: <https://de.linkedin.com/legal/privacy-policy?>

(section 3).

## **b. Analysis tools and advertising**

### **aa. Google Analytics**

Google Analytics is a web analysis service. The provider is Google Ireland Limited (hereinafter referred to as "Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

We use Google Analytics to measure advertising ROI, for example, and to track Flash, video and social networking sites and applications. We use the analysis to try to customize and improve the surfing experience on our website for visitors. Data such as click paths, device information, IP address, pages visited, date and time of visit, usage data, user activities are processed.

#### ***Purpose of the processing:***

The data is used to analyze the activities of the website and to improve marketing.

#### ***Legal basis for processing:***

We process your data on the legal basis pursuant to Art. 6 para.1 sentence 1 lit. a GDPR via the cookie banner.

#### ***Data transmission:***

Data is transmitted to Alphabet Inc, Google LLC, Google Ireland Limited, Gordon House, 4 Barrow St, Dublin 4, Ireland. You can find more information about the privacy policy here: <http://www.google.com/intl/de/analytics/learn/privacy.htmlbb>.

### **bb. Google Tag Manager**

We use the Google Tag Manager. The provider is Google Ireland Limited (hereinafter referred to as "Google"), Gordon House, Barrow Street, Dublin 4, Ireland. Google Tag Manager is a tool that enables us to integrate tracking or statistical tools and other technologies on our website. The Google Tag Manager itself does not create any user profiles, does not store any cookies and does not carry out any independent analyses. It is only used to manage and display the tools integrated via it. However, Google Tag Manager records your IP address, which may also be transmitted to Google's parent company in the United States. However, the IP address will only be transmitted if you have given us your consent to do so.

#### ***Legal basis***

The legal basis is Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the fast and uncomplicated integration and management of various tools on its website. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDD, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g.

device fingerprinting) within the meaning of the TDDDGD. Consent can be revoked at any time.

***Data transmission***

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards for data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000001L5AAI&status=Active>

**cc. Google Ads**

Google Ad Manager / Google Ad Exchange / Google Advertising Products (Google Ads) are services provided by Google Ireland Limited (hereinafter referred to as "Google"), Gordon House, Barrow Street, Dublin 4, Ireland, whose components are used to optimize and display advertising on our website using cookies.

***Purpose of the processing:***

These cookies are used to deliver ads that are relevant to users, to improve campaign performance reports or to prevent a user from seeing the same ads more than once. The data collected as part of the use of Google Ads is also used to create commission statements. Among other things, Google can track that certain links on our website have been clicked.

***Legal basis:***

The storage of and access to information in the end user's terminal equipment is carried out in accordance with Section 25 para. 1 TDDDGD. The legal basis for further data processing is your consent in accordance with Art. 6 para. 1 lit. a GDPR.

***Data transmission:***

You can prevent the setting of cookies at any time by means of a setting in the consent management tool or by means of a corresponding setting in the browser used and thus permanently object.

The data collected about you may be processed by Google and may be transferred to third parties, including to countries outside the European Union.

You can deactivate personalized advertising by Google at the following link:

<https://adssettings.google.com>

Further information and the applicable data protection provisions of Google Ads can be found at <https://www.google.com/intl/de/policies/>.

#### **dd. Google Conversion-Tracking**

We also use Google Conversion Tracking. The provider is also Google Ireland Limited (hereinafter referred to as "Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

***Purpose of the processing:***

With the help of Google conversion tracking, Google and we can recognize whether the user has performed certain actions. For example, we can evaluate which buttons on our website were clicked how often and which products were viewed or purchased particularly frequently. This information is used to create conversion statistics. We find out the total number of users who have clicked on our ads and what actions they have taken.

***Legal basis:***

The use of this service is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

***Data transmission***

The data collected about you may be processed by Google and may be transferred to third parties, including to countries outside the European Union.

You can find more information about Google Conversion Tracking in Google's privacy policy: <https://policies.google.com/privacy?hl=de>.

#### **9. SSL- encryption**

Our website uses SSL encryption when it comes to the transmission of confidential or personal content of our users. This encryption is activated, for example, for requests for quotations and for inquiries that you send to us via our website. Please make sure that SSL encryption is activated on your side for corresponding activities. The use of encryption is easy to recognize: The display in your browser line changes from "http://" to "https://". Data encrypted via SSL cannot be read by third parties. Only transmit your confidential information if SSL encryption is activated and contact us if in doubt.

#### **10. Your rights as a data subject**

You can obtain information free of charge at any time (Art. 15 GDPR) about the personal data we have stored about you as well as the origin, recipient, and purpose of the data processing. You also have the right to request the rectification (Art. 16 GDPR), blocking (Art. 18 GDPR) or erasure (Art. 17 GDPR) of your data. This does not apply to data that is stored due to legal regulations or is required for proper business processing. You have the right to object to the processing of your data (Art. 21 GDPR) and the right to data portability (Art. 20 GDPR).

#### **Right of objection**

In accordance with Art. 21 para. 1 GDPR, you have the right to object to the processing of your personal data at any time, unless this serves the fulfillment of a contract, a legal obligation, or the protection of vital interests.

You have the right to withdraw your consent to the processing of personal data at any time with effect for the future. Processing that took place before the revocation is not affected by this.

If data is not covered by a statutory archiving obligation, we will delete your data at your request. If the archiving obligation applies, we will block your data.

For all questions and concerns regarding the correction, blocking or deletion of personal data, please contact the responsible body using the contact details in this Data Protection Information or at the address given in the legal notice.

If you believe that your rights have not been fully respected in the handling of your personal data, you have the right to lodge a complaint with the supervisory authority responsible for you.

#### **11. Changes to this Data Protection Information**

We will update this Data Protection Information from time to time to protect your personal data. You should check this policy from time to time to keep up to date with how we are protecting your data and constantly improving the content of our website. By using the website, you agree to the terms of this privacy policy on the protection of personal data.

If you have any questions about these data protection provisions, please contact the responsible office.

#### **12. Miscellaneous**

The English version of the data protection notice is merely a translation for information purposes. In the event of inconsistencies between the German and English versions, the German text shall therefore take precedence.

Braunschweig August 2024