

Data Privacy Protection

We are very pleased about your interest in our company. Data protection is of particular importance for the management of the company Jürgen Escher Etikettier- und Anlagentechnik (hereinafter "Jürgen Escher"). The use of the websites of Jürgen Escher is basically possible without any indication of personal data. However, if an affected person wishes to use our company's special services through our website, personal data processing may be required. If the processing of personal data is required and there is no legal basis for such processing, we generally seek the consent of the affected person.

The processing of personal data, such as the name, address, e-mail address or telephone number of an affected person, always takes place in accordance with the "Datenschutz-Grundverordnung" (General Data Protection Regulation – hereinafter DS-GVO) and in accordance with the country-specific data protection regulations applicable to Jürgen Escher, by means of this privacy statement, our company aims to inform the public about the nature, scope and purpose of the personal data that we collect, use and process. Furthermore, affected persons are informed of their rights under this privacy policy.

Jürgen Escher, as the Responsible, has implemented numerous technical and organizational measures to ensure the most complete protection possible for the personal data processed via this website. Nevertheless, Internet-based data transmissions can generally have security holes, so that absolute protection cannot be guaranteed. For this reason, every affected person is free to submit personal data to us in alternative ways, for example by telephone.

1. Definitions

The privacy data protection of Jürgen Escher is based on the terminology used by the European Authority for Regulations and Directives in the adoption of the General Data Protection Regulation (DS-GVO). Our privacy policy should be easy to read and understand for the public as well as for our customers and business partners. To ensure this, we would like to explain in advance the terminology used. We use the following terms in this privacy policy, including but not limited to:

■ a) Personal data

Personal data is any information relating to an identified or identifiable natural person (hereinafter the „ affected person“). A natural person is considered to be identifiable who, directly or indirectly, can be identified in particular by correlation with an identifier such as a name, an identification number, location data, an online identifier or one or more special parameters, which express the physical, physiological, genetic, mental, economic, cultural or social identity of this natural person.

■ b) The affected person

Affected person is any identified or identifiable natural person whose personal data is processed by the Responsible.

■ c) Processing

Processing is any process or series of operations performed with or without the aid of automated procedures, in connection with personal data such as raising, collecting, organizing, sorting, storage, adaptation or modification, read-outs, queries use, disclosure by transmission, dissemination or other form of provision, matching or linking, restriction, erasure or destruction.

■ d) Restriction of processing

Restriction of the processing is the marking of stored personal data with the goal to limit their future processing.

■ e) Profiling

Profiling is any kind of automated processing of personal data that involves the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects relating to job performance, economic situation, health, personal preferences, interests, reliability, behavior, location or location change of that natural person.

■ f) Pseudonymization

Pseudonymization is the processing of personal data in such a way that personal data can no longer be attributed to a specific affected person without the need for additional information, provided that such additional information is kept separate and subject to technical and organizational measures to ensure that the personal data are not assigned to an identified or identifiable natural person.

- **g) Responsible or Responsible for the processing**

The Responsible or the Responsible for the processing of data (hereinafter collectively “the Responsible”) is the natural or legal person, public authority, institution or body that, alone or in concert with others, decides on the purposes and means of processing personal data. Where the purposes and means of such processing are determined by Union law or by the laws of the Member States, the Responsible or the specific criteria for his designation may be provided for under Union or national law.

- **h) Contract Processors**

The Contract Processor is a natural or legal person, public authority, agency or other body that processes personal data on behalf of the Responsible.

- **i) Recipient**

Recipient is a natural or legal person, agency, agency or other entity to whom Personal Data is disclosed, irrespective of whether or not it is a third party. However, authorities which may receive personal data under Union or national law in connection with a particular mission are not considered as Recipients.

- **j) Third Party**

Third Party is a natural or legal person, public authority, facility or body other than the affected person, the Responsible, the Contract Processor and the persons authorized under the direct responsibility of the Responsible to process the personal data.

- **k) Consent**

Consent is any act of volition given voluntarily and in an informed manner and in an unambiguous manner in the form of a statement or by other unambiguous confirmatory act by the affected person expressing to the processing person that they consent to the processing of their personal data.

2. Name and address of the Responsible

The person responsible within the meaning of the General Data Protection Regulation, other data protection laws in the Member States of the European Union and other provisions of a data protection character is:

Fa. Jürgen Escher Etikettier- und Anlagentechnik

Owner: Jürgen Escher

Großsteinen 1

79291 Merdingen

Germany

Tel.: +49 7668 995130

E-Mail: info@juergen-escher.de

Website: www.juergen-escher.de

3. Cookies

The websites of Jürgen Escher use cookies. Cookies are text files that are stored and saved on a computer system via an Internet browser.

Many websites and servers use cookies. Many cookies contain a so-called cookie-ID. A cookie-ID is a unique identifier of the cookie. It consists of a string through which websites and servers can be assigned to the specific Internet browser in which the cookie was stored. This allows visited websites and servers to distinguish the individual's browser from other internet browsers that contain other cookies. A particular web-browser can be recognized and identified by the unique cookie-ID.

Through the use of cookies, Jürgen Escher can provide users of this website with more user-friendly services that would not be possible without the cookie-setting.

By means of a cookie the information and offers on our website can be optimized in the sense of the user. Cookies allow us, as already mentioned, to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website that uses cookies need not reenter their credentials each time they visit the website, as this is done by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping basket in the online shop. The online shop remembers the items that a customer has placed in the virtual shopping cart via a cookie.

The affected person can prevent the setting of cookies through our website at any time by means of a corresponding setting of the Internet browser used and thus permanently contradict the setting of cookies. Furthermore, already set cookies can be deleted at any time via an internet browser or other software programs. This is possible in all common internet browsers. If the affected person deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable.

4. Collecting general data and information

The website of Jürgen Escher collects a series of general data and information every time the website is accessed by a person or an automated system. This general data and information is stored in the log files of the server. The following may be collected: (1) browser types and versions used, (2) the operating system used by the accessing system, (3) the internet page from which an accessing system accesses our website (so-called referrers), (4) the sub-web pages which can be accessed via (5) the date and time of access to the website, (6) an Internet Protocol (IP) address, (7) the Internet service provider of the accessing system and (8) other similar data and information used in the event of attacks on our information technology systems.

When using this general data and information, Jürgen Escher does not draw any conclusions about the person concerned. Rather, this information is rather required in order to (1) correctly deliver the contents of our website, (2) to optimize the content of our website and to advertise it, (3) to ensure the long-term functionality of our information technology systems and the technology of our website and (4) to provide law enforcement authorities with the information necessary for law enforcement in the event of a cyber-attack. This anonymously collected data and information are evaluated by the company Jürgen Escher therefore on the one hand statistically and further with the aim to increase the data protection and data security in our company, to ultimately provide an optimal level of protection for the personal data processed by us. The anonymous data of the server log files are stored separately from all personal data provided by an affected person.

5. Routine deletion and blocking of personal data

The Responsible shall process and store the personal data of the affected person only for the period necessary to achieve the purpose of the storage or, as the case may be, by the European directives or regulations or by any other legislator in laws or regulations which apply to the Responsible.

If the purpose of the storage is omitted or if a storage period prescribed by the European directives and regulations or by another competent legislature expires, the personal data will be blocked or deleted routinely and in accordance with the statutory provisions.

6. Rights of the affected person

■ a) Right to confirmation

Any affected person has the right granted by the European Authority for Regulations and Directives to require the Responsible to confirm whether personal data relating to him / her are being processed. If an affected person wishes to make use of this right of confirmation, they can contact an employee of the Responsible at any time.

■ b) Right to information

Any person affected by the processing of personal data shall have the right conferred by the European Authority for Regulation and Directives to obtain at any time, free of charge, from the Responsible any personal data held about him or her and a copy of

such information. Furthermore, the European legislator and regulator have provided the affected person with the right to obtain following information:

- The processing purposes
- The categories of personal data being processed
- the recipients or categories of recipients to whom the personal data have been disclosed or are yet to be disclosed, in particular to recipients in third countries or to international organizations
- If possible, the planned duration for which the personal data will be stored or, if that is not possible, the criteria for determining that duration
- The existence of a right to rectification or erasure of the personal data concerning him or of a restriction of processing by the responsible or a right to object to such processing
- The existence of a right of appeal to a supervisory authority
- If the personal data are not obtained from the affected person: All available information on the source of the data in
- The existence of automated decision-making including profiling under Article 22 (1) and (4) of the GS-DVO and - at least in these cases - meaningful information on the logic involved and the scope and intended impact of such processing on the affected person.

Furthermore, the affected person has a right of information as to whether personal data has been transmitted to a third country or to an international organization. If that is the case, then the affected person has the further right to obtain information about the appropriate guarantees in connection with the transfer.

If an affected person wishes to exercise this right to information, they may at any time contact an employee of the Responsible.

■ **c) Right to rectification**

Any person affected by the processing of personal data has the right granted by the European Directive and Regulations to demand the immediate correction of incorrect personal data concerning him.

Furthermore, the affected person has the right to request the completion of incomplete personal data, including by means of a supplementary declaration, taking into account the purposes of the processing.

If an affected person wishes to exercise this right of rectification, they may, at any time, contact an employee of the Responsible.

■ **d) Right to cancellation (right to be forgotten)**

Any person affected by the processing of personal data shall have the right granted by the European Directive and Regulatory Authority to require the Responsible to immediately delete the personal data concerning him, provided that one of the following reasons apply and to the extent that processing is not required:

- The personal data has been collected for such purposes or otherwise processed for which they are no longer necessary.
- The affected person withdraws the consent on which the processing was based in accordance with Article 6 (1) (a) of the GS-DVO or Article 9 (2) (a) of the GS-DVO and lacks any other legal basis for the processing.
- According to Art. 21 (1) 1 DS-GVO, the affected person objects to the processing and there are no legitimate reasons of higher priority for the processing or the affected person objects against the processing pursuant to Art. 21 (2) 2 DS-GVO.
- The erasure of personal data is necessary to fulfill a legal obligation under Union or national law to which the Responsible is subject.
- The personal data were collected in conformity with Art. 8 (1) 1 DS-GVO.

If one of the above-mentioned reasons apply and an affected person wishes to arrange for the deletion of personal data stored by Jürgen Escher, he may at any time contact an employee of the Responsible. The employee of Jürgen Escher will arrange that the request for deletion be complied with immediately.

If personal data have been made public by Jürgen Escher and if our company is responsible for deleting personal data in accordance with Art. 17 (1) DS-GVO, then Jürgen Escher will, taking into account available technology and implementation costs, take appropriate measures, including technical ones, to inform others who are responsible for data processing and who process the published personal data that the affected person has requested from other data processing persons the deletion of all links to such

personal data or of copies or replications of such personal data, as far as the processing is not required. The employee of Jürgen Escher will arrange the necessary in each case.

■ **e) Right to restriction of processing**

Any person affected by the processing of personal data shall have the right accorded by the European Authority for Regulations and Directives to require the Responsible to restrict the processing if one of the following conditions applies:

- *The accuracy of the personal data is contested by the affected person and this for a period of time that enables the Responsible to verify the accuracy of the personal data.*
- *The processing is unlawful, the affected person objects to the deletion of the personal data and instead requests the restriction of the use of personal data.*
- *The Responsible no longer needs the personal data for the purposes of processing, but the affected person requires them to assert, exercise or defend legal claims.*
- *The person concerned has objected to the processing in accordance with Art. 21 (1) DS-GVO and it is not yet clear whether the legitimate reasons of the Responsible outweigh those of the affected person.*

If one of the abovementioned conditions is met and an affected person wishes to request the restriction of personal data stored by Jürgen Escher, he may at any time contact an employee of the Responsible. The employee of Jürgen Escher will initiate the restriction of the processing.

■ **f) Right to Portability of Data**

Any person affected by the processing of personal data shall have the right conferred by the European Authority for Regulations and Directives to receive the personal data concerning him / her provided to a Responsible by the affected person in a structured, common and machine-readable format. He also has the right to transfer this data to another person responsible without hindrance by the Responsible to whom the personal data was provided, provided that the processing is based on the consent pursuant to Article 6

(1) (a) of the GS-DVO or Article 9 (1) (b) 2 (a) of the GS-DVO or on a contract pursuant to Article 6 (1) (b) of the GS-DVO and processing occurs by means of automated processes, unless the processing is necessary for the performance of a task of public interest or in the exercise of public authority, which has been assigned to the Responsible.

Furthermore, in exercising their right to data portability under Article 20 (1) of the GS-DVO, the affected person has the right to request that the personal data are transmitted directly from one responsible person to another responsible person, insofar as this is technically feasible and if this does not affect the rights and freedoms of others.

In order to assert the right of data portability, the affected person may at any time contact an employee of Jürgen Escher.

■ **g) Right to object**

Any person affected by the processing of personal data shall have the right conferred by the European Authority for Regulations and Directives at any time, for reasons arising from its particular situation, to object against the processing of personal data relating to it, which occurs pursuant to Article 6 para 1 letter e or f DS-GVO This also applies to profiling based on these provisions.

In the event of an objection Jürgen Escher no longer processes personal data, unless we can prove compelling legitimate reasons for the processing that outweigh the interests, rights and freedoms of the affected person, or the processing serves the assertion, exercise or defense of legal claims.

In the event that Jürgen Escher processes personal data in order to operate direct mailing, the affected person has the right to object at any time to the processing of personal data for the purpose of such advertising. This also applies to the profiling, as far as it is associated with such direct mailing. If the affected person objects to Jürgen Escher processing for direct mailing purposes, Jürgen Escher will no longer process the personal data for these purposes.

In addition, the affected person has the right to object, for reasons arising from their particular situation, against the processing of personal data relating to it which is carried out by Jürgen Escher for purposes of scientific or historical research

or for statistical purposes Article 89 (1) of the GS-DVO unless such processing is necessary to fulfill a task of public interest.

In order to exercise the right to object, the affected person may directly contact the Responsible or any other employee of Jürgen Escher. The affected person is also free, in the context of the use of information society services, notwithstanding Directive 2002/58 / EC, to exercise his right of opposition by means of automated procedures using technical specifications.

■ **h) Automated decisions in individual cases including profiling**

Any person affected by the processing of personal data shall be subject to the right conferred by the European Authority for Regulations and Directives, not to be subjected to a decision which is based solely on automated processing, including profiling, which has a legal effect on it or affects him severely in a similar manner unless such decision (1) is necessary for the conclusion or performance of an agreement between the affected person and the Responsible, or (2) is permissible under the law of the Union or of the Member States to which the Responsible is subject, and that legislation contains appropriate measures to safeguard the rights and freedoms and legitimate interests of the affected person; or (3) takes place with the express consent of the affected person.

If the decision (1) is required for the conclusion or the performance of a contract between the affected person concerned and the Responsible or (2) it takes place with the explicit consent of the affected person, Jürgen Escher will take appropriate measures to safeguard the rights, freedoms and legitimate interests of the affected person, including at least the rights to obtain the intervention of a person on behalf of the Responsible, to express his or her own position and to contest the decision.

If the affected person wishes to claim rights with respect to automated decision-making, they can contact an employee of the Responsible at any time.

■ **i) Right to revoke a data protection consent**

Any person affected by the processing of personal data shall have the right, as granted by the European Authority for Regulations and Directives, to revoke consent to the processing of personal data at any time.

If the affected person wishes to assert their right of withdrawal of consent, they may, at any time, contact an employee of the Responsible.

7. Legal basis of processing

Art. 6 I lit. A DS-GVO serves our company as the legal basis for processing operations where we obtain consent for a particular processing purpose. If the processing of personal data is necessary to fulfill a contract to which the affected person is a party, as is the case, for example, in processing operations necessary for the supply of goods or the provision of any other service or consideration, processing shall be based on Art. 6 I lit. b DS-GVO. The same applies to processing operations that are required to carry out pre-contractual measures, for example in the case of inquiries about our products or services. If our company is subject to a legal obligation which requires the processing of personal data, such as the fulfillment of tax obligations, the processing is based on Art. 6 I lit. c DS-GVO. In rare cases, the processing of personal data may be required to protect the vital interests of the affected person or another natural person. This would be the case, for example, if a visitor to our company were injured and his or her name, age, health insurance or other vital information would have to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d DS-GVO are based. Ultimately, processing operations could be based on Art. 6 I lit. f DS-GVO. On this legal basis, processing operations that are not covered by any of the above legal basis are required if processing is necessary to safeguard the legitimate interests of our company or a third party, unless the interests, fundamental rights and fundamental freedoms of the affected person concerned. Such processing operations are particularly permitted because they have been specifically mentioned by the European legislator. In that regard, it is considered that a legitimate interest could be assumed if the affected person is a customer of the responsible (recital 47, second sentence, GS-DVO).

8. Legitimate interests in the processing that are being pursued by the Responsible or a third party

If the processing of personal data is based on Article 6 I lit. f DS-GVO our legitimate interest is in conducting our business for the benefit of all of our employees and our shareholders.

9. Duration for which the personal data are stored

The criterion for the duration of the storage of personal data is the respective statutory retention period. After expiration of said period, the corresponding data will be routinely deleted, provided that they are no longer required for fulfillment of a contract or a contract initiation.

10. Legal or contractual provisions for the provision of personal data; Requirement for the conclusion of the contract; Obligation of the affected person to provide the personal data; possible consequences of non-provision

We clarify that the provision of personal data is partly required by law (such as tax regulations) or may arise from contractual arrangements (such as details of the contractor). Occasionally it may be necessary for a contract to be concluded that an affected person provides us with personal data that must subsequently be processed by us. For example, the affected person is required to provide us with personal information when our company enters into a contract with her. Failure to provide the personal data would mean that the contract with the affected person could not be closed. Before the personal data is provided by the affected person, the affected person must contact one of our employees. Our employee will inform the individual on a case-by-case basis whether the provision of the personal data is required by law or contract or required for the conclusion of the contract, whether there is an obligation to provide the personal data and the consequences of the non-provision of the personal data.

11. Existence of automated decision-making

As a responsible company, we refrain from automatic decision-making or profiling.

12. Use of Google Maps

We use on our website the component „Google Maps“ of the company Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043 USA, hereafter „Google“.

Each time you visit the Google Maps component, Google sets a cookie to process user settings and data when viewing the page that includes the Google Maps component. This cookie is usually not deleted by closing the browser, but will expire after a certain amount of time unless it is manually deleted by you.

If you disagree with this processing of your data, it is possible to deactivate the service of „Google Maps“ and in this way to prevent the transmission of data to Google. To do this, you must deactivate the Java Script function in your browser. However, please note that in this case you will not be able to use „Google Maps“ or only to a limited extent.

The use of „Google Maps“ and of the information obtained via „Google Maps“ is subject to the Google Terms of Use:

<http://www.google.de/intl/de/policies/terms/regional.html>

and the additional terms and conditions for „Google Maps“

https://www.google.com/intl/de_de/help/terms_maps.html.