



## DATA PRIVACY STATEMENT – OUR WEBSITE AND YOUR DATA

This statement is compulsory in accordance with the General Data Protection Regulation (DS-GVO).

### 1. PRELIMINARY NOTE

The following sections provide you with information concerning all aspects of our dealings with your personal data. The legislator has stipulated which information is necessary. If you would like to know more, please see the DS-GVO Art. 12-22 and 34. The complete text of the DS-GVO is available online at: [www.datenschutz-grundverordnung.eu](http://www.datenschutz-grundverordnung.eu). If you have any questions about the DS-GVO, please contact our data protection officer and/or administration.

### 2. WHAT ARE PERSONAL DATA?

All information pertaining to a defined or definable person. Persons are definable if they can be directly or indirectly identified. This can, for example, be the result of tracking an identifier such as a name, an identification number, location data, an online identifier or one or more specific characteristics.

### 3. BASIC INFORMATION

#### 3.1 Who is responsible for processing my data?

Responsibility for data processing in connection with our online shop is held by:

steute-online-Schaltgeräte GmbH & Co. KG, Holster Str. 116, 49324 Melle

Responsibility for all other data processing is held by:

steute Technologies GmbH & Co. KG, Brückenstr. 91, 32584 Löhne.

#### 3.2 How can I contact you?

Contact partner: Susanne Ruge  
E-Mail: [datenschutz@steute.com](mailto:datenschutz@steute.com)

#### 3.3 Which regulatory body is responsible for controlling and enforcing data protection?

LDI, Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen,  
Frau Helga Block, Postfach 20 04 44, 40102 Düsseldorf, Germany  
Tel.: 0049 211/38424-0, Fax: 0049 211/38424-10, E-Mail: [poststelle@ldi.nrw.de](mailto:poststelle@ldi.nrw.de)

#### 3.4 How can I contact the data protection officer at your company?

The data protection officer for steute is the SK-Consulting Group GmbH, Herr Lüllemann.

Contact as follows:

E-Mail: [datenschutz@steute.com](mailto:datenschutz@steute.com)

### 4. Additional important information

#### 4.1 Why does your company process my data?

Data are collected and processed in order to deal with your ongoing concerns.

#### 4.2 Why is your company permitted to process my data?

Current data protection legislation (= EU General Data Protection Regulation) permits the processing of your data (= personal data) if we have a legitimate interest (see 4.1) and can assume that you have no serious objections (Legitimate interest, Art. 6 Par. 1 it. f DSGVO).



If you have given us your consent, for example in order to receive our Newsletter, the General Data Protection Regulation permits us to process your data in accordance with Art. 6 Par. 1 lit. a DSGVO.

#### 4.3 Which data of mine are collected?

Data are collected by our online provider in a standardised fashion. This collection of data cannot be deactivated, but the data are not currently used or evaluated by us:

- IP address in an anonymised form to identify the point of access
- referrer (previously visited website)
- requested internet page or file
- browser type and browser version
- operating system used
- device type used
- time and date of access

#### 4.4 In which statistics are my data used?

The following anonymised statistics are made available to us by our online provider:

- visitor numbers: visitors, sessions, pages called up, search engine robots;
- visitor behaviour: duration of sessions, pages called up per session, drop-off rate;
- page analysis: entry pages, exit pages, error pages, most-visited pages, pages with a high drop-off rate, search terms;
- original pages: all original pages, referring pages;
- visitor locations;
- browsers and systems: browsers, browser versions, operating systems, operating system versions.

#### 4.5 Who can my data be passed on to?

Within the framework of data processing, your anonymised data can be viewed by our contractually bound website provider. Anonymised means that the data cannot be matched to you.

On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic efficiency of our online presentation in line with Art. 6 Par. 1 lit. f DSGVO), our website includes contents from third-party service providers, e.g. website analyses or the inclusion of specific fonts (hereafter "contents"). The provision of such contents always requires the IP address of the user to be passed on to the third-party provider because the contents could not be sent to the user's browser otherwise. Contents can only be presented on the screen when the IP address is known.

#### 4.6 Will my data be passed on to countries outside the EU?

There is no principal contractual agreement to this effect. In exceptional cases, the full IP address could be passed on to a Google server in the USA and anonymised there.

#### 4.7 How long will you store my data?

Your data are anonymised by our internet provider from the first day. We store your data for as long as is necessary in order to fulfil the purposes laid out in Section 4.4. However, some legislation (e.g. the German Tax Code § 147) compels us to keep certain data for 6 or 10 years. At the end of this period, all data no longer required will be deleted.

#### 4.8 Third-party providers

On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic efficiency of our online presentation in line with Art. 6 Par. 1 lit. f DSGVO), our website includes contents from third-party service providers, e.g. website analyses or the inclusion of specific fonts (hereafter "contents"). The provision of such contents always requires the IP address of the user to be passed on to the third-party provider because the contents could not be sent to the user's browser otherwise. Contents can only be presented on the screen when the IP address is known.



#### 4.8.1 Findologic

For product discovery, in particular searching and navigation, we use the services provided by FINDOLOGIC GmbH, Jakob-Haringer-Str. 5a, A-5020 Salzburg, a technology firm which employs data analyses to meet personal needs and preferences. During this process, cookies are used to store information about the website user, and various data are transferred to the service provider. These data include the IP address and browser identification of the user, as well as linked behavioural data, such as search queries, categories accessed, chosen filters, viewed and bought products. This helps us to understand which products our users are most interested in, and to optimise their shopping experience.

In some cases, this information may be transferred to third parties, e.g. if such transferral is a legal requirement, or if third parties contractually bound to FINDOLOGIC need to process the data.

A contract pertaining to processing has been entered into with FINDOLOGIC.

If you should have any further questions on this topic, please email the data protection coordinator at [privacy@findologic.com](mailto:privacy@findologic.com).

#### 4.8.2 Google Analytics

When you have given your consent by becoming a user of our website, we use Google Analytics, a web analysis service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

Google Analytics uses cookies, which are small text files stored on your computer to enable us to analyse your use of our website. Usually the cookies are transferred to a Google server in the USA and stored there. Before this happens, however, your IP address is anonymised by Google within a member state of the European Union or another state party to the agreement concerning the European Economic Area. Anonymisation means that the data can no longer be matched to you. In exceptional cases, the full IP address is transferred to a Google server in the USA and anonymised there. The IP address transferred from your browser in connection with Google Analytics is not combined with any other Google data. For more information about conditions of use and data protection go to <https://www.google.com/analytics/terms/de.html> or <https://policies.google.com/?hl=de>.

Under contractual obligation to us, Google then uses this information to evaluate access to our website, compile reports about website activities and provide us with other services surrounding website and internet use.

The legal basis for the use of Google Analytics is your consent in accordance with Art. 6 Par. 1 S.1 lit. a DSGVO and our legitimate interest in accordance with Art. 6 Abs. 1 S. 1 lit. f DSGVO. The website operator has a legitimate interest in the analysis of user behaviour in order to optimise both its website and its advertising.

Personal data are passed on to the USA on the basis of the EU-US Privacy Shield and the corresponding appropriateness decree of the European Commission. Google LLC, with its headquarters in the USA, is certified under the US-European data privacy agreement "Privacy Shield", which guarantees adherence to the data protection standards valid within the EU.

Data transferred by us which are linked to cookies or user identification are automatically deleted by Google after 26 months. Once a month, data which have reached their storage limit are automatically deleted.

You can withdraw your consent at any time and with future effect by changing your browser setting in order to prevent cookies from being stored; however, we would like to point out that in this case the functionality of this website may be impaired.



Alternatively, you can prevent Google from recording and processing your data (incl. your IP address) by going to <https://tools.google.com/dlpage/gaoptout?hl=de> and downloading and installing the browser add-on. Opt-out cookies prevent any future recording of your data when accessing this website.

#### 4.8.3 Google Adwords und Google Conversion Tracking

This website uses Google AdWords. AdWords is an online advertising software from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

Within the framework of Google AdWords, we use so-called conversion tracking. If you click on an ad placed with Google, a cookie is set for conversion tracking. Cookies are small text files which are installed on the internet browser of the user's computer. These cookies become invalid after 30 days and do not identify users personally. If a user accesses a page and clicks on the ad, then provided that the cookie is still valid, Google and we can recognise that a user clicked on the ad and was re-routed to our website.

Every Google AdWords customer receives a different cookie, and cookies cannot be traced via the websites of AdWords customers. The information collected with the help of conversion cookies serves to compile conversion statistics for AdWords customers who have opted for conversion tracking. Customers can see the total number of users who clicked on their ad and were re-routed to the page marked with a conversion tracking tag. However, they cannot see who those users were.

If you would like to block this tracking process, you can adjust your browser so that it will inform you whenever cookies are about to be installed and will then only permit cookies in certain cases, and/or will exclude cookies in certain cases or in general, and/or will activate an automatic deletion of cookies as soon as the browser is closed. Deactivating cookies may impair the functionality of this website.

"Conversion cookies" are stored in accordance with Art. 6 Par. 1 S.1 lit. f DSGVO. The website operator has a legitimate interest in the analysis of user behaviour in order to optimise both its website and its advertising.

Personal data are passed on to the USA on the basis of the EU-US Privacy Shield and the corresponding appropriateness decree of the European Commission. Google LLC, with its headquarters in the USA, is certified under the US-European data privacy agreement "Privacy Shield", which guarantees adherence to the data protection standards valid within the EU.

For more information about Google AdWords and Google Conversion Tracking, go to the Google data privacy statement at: <https://www.google.de/policies/privacy/>.

#### 4.8.4 Google Tag Manager

This website uses Google Tag Manager from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Tag Manager is a solution enabling marketers and webmasters to manage website tags via an interface without support from the IT department. Code snippets such as tracking codes can be integrated by Tag Manager in the company website without modification of the source code. The tool Google Tag Manager itself (which deploys the tags) does not use cookies and does not record any personal data. It only triggers other tags, which in turn may or may not record data. Google Tag Manager does not access such data.

If you have selected the deactivation mode at the domain or cookie level, this remains valid for all tracking tags deployed by Google Tag Manager. The tool will not change your cookie settings.

For further information please see the Google [user guide](#) and the Google [privacy guide](#).



#### 4.8.5 Google Web Fonts

For the purpose of uniform presentation, this website uses so-called Web Fonts, provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Whenever a page is accessed, your browser loads the required fonts into its browser cache in order to present all text elements and fonts correctly.

This process requires that your browser be connected to the Google servers, which in turn means that Google knows that our website was accessed from your IP address.

The use of Google Web Fonts is in the interest of a uniform and attractive presentation of our website. This is a legitimate interest in accordance with Art. 6 Par. 1 S. 1 lit. f DSGVO.

Personal data are passed on to the USA on the basis of the EU-US Privacy Shield and the corresponding appropriateness decree of the European Commission. Google LLC, with its headquarters in the USA, is certified under the US-European data privacy agreement "Privacy Shield", which guarantees adherence to the data protection standards valid within the EU.

You can adjust your browser (e.g. by installing add-ons such as [NoScript](#) or [Ghostery for Firefox](#)) in order to prevent the installation of fonts from the Google servers.

If your browser does not support Web Fonts, a standard font will be used by your computer instead. For further information about Google Web Fonts please go to [developers.google.com/fonts/fa](https://developers.google.com/fonts/fa) and the Google data privacy statement: <https://www.google.com/policies/privacy/>.

### 5. WHAT ARE MY RIGHTS?

#### 5.1 Your rights

As a party affected by data processing, the DS-GVO affords you various rights (in the following collectively referred to as the "rights of affected parties") which include:

#### 5.2 Right to know (acc. to Art. 15 DS-GVO)

You have the right to know whether or not we are processing your personal data. If we are processing your personal data, you have the right to know:

- why we are processing your data (see also 4.1);
- what type of data we are processing;
- who is receiving or will be receiving your data (see also 4.5);
- how long we will store your data; in the event that it is impossible to specify the exact duration, we must inform you of the reasons for prolonged storage (e.g. periods required by law) (see also 4.7);
- that you have the right to correct or delete all data concerning your person, including the right to restrict processing and/or to opt out (see also 5.3 following, 5.4 and thereafter);
- that you have the right to complain to a regulatory body;
- where your data came from, in the event that we did not receive this information directly from you;
- whether your data are used for automated decision-making and, if not, to know which logic underlies the decision-making process, as well as how far-reaching the impact of the automated decision-making process can be for you;
- that, if your personal data should ever be transferred to a country outside the EU, you have the right to know whether the data recipient can ensure an appropriate level of data protection and with what level of guarantee;
- that you have the right to demand a copy of all your personal data. Copies of data are always issued in digital form.



The first copy is free of charge, any additional copies can be made available at a reasonable rate. A copy can only be made available if this does not violate the rights of other persons.

### 5.3 Right to correct data (acc. to Art. 16 DS-GVO)

You have the right to demand that we correct your data if information should be incorrect or incomplete. This also includes the right to supplement data with additional explanations or comments. Any correction and/or supplementation must be performed without culpable delay.

### 5.4 Right to delete personal data (acc. to Art. 17 DS-GVO)

You have the right to demand that we delete your personal data if:

- the data are no longer required for the purposes for which they were originally collected and processed;
- the data processing took place on the basis of consent given by you and you have since withdrawn that consent; this does not apply, however, if legal permission for the data processing has been granted from another source;
- you have objected to data processing as permitted by the so-called "legitimate interest" clause (acc. to Art. 6 Par. 1 letters e or f); deletion is not compulsory, however, should higher-ranking reasons for further data processing exist;
- you have objected to data processing for the purpose of direct advertising;
- your personal data have been processed unlawfully;
- the data belong to a child and were collected for the information society (= electronic service) on the basis of consent (acc. to Art. 8 Par. 1 DSGVO).

A right to delete personal data does not exist if:

- the wish for deletion directly opposes the right to freedom of opinion and information;
- the processing of personal data is required
  - to fulfil a legal obligation (e.g. legally stipulated storage periods),
  - to fulfil public tasks and interests in accordance with current legislation (including "public health"),
  - for archiving and/or research purposes
- the personal data are required in order to assert, pursue or defend a legal claim.

Deletion must be immediate (without culpable delay). If personal data have been published by us (e.g. online), it is our duty to inform other data processors about the request for deletion, including the deletion of links, copies and/or replications, within the realms of technical possibility.

### 5.5 Right to restrict data processing (acc. to Art. 18 DS-GVO)

You have the right to restrict the processing of your personal data in the following cases:

- if you are disputing the accuracy of your personal data, you can demand that we cease to use your data and thus restrict further processing until the case has been reviewed;
- if data processing has been unlawful, you can demand that data use is restricted instead of demanding that data be deleted;
- if you need your personal data to assert, pursue or defend a legal claim, but we no longer require your data, then you can demand that processing be restricted to the purposes of preparing your claim;
- if you have objected to data processing (acc. to Art. 21 Abs. 1 DSGVO) (see also 5.7) and if it is still under review whether our interests in processing are higher-ranking than your interests, then you can demand that your data not be used for other purposes during the review procedure, thus restricting further processing.

Personal data subject to restricted processing at your request may only – with the exception of storage – be processed:

- with your consent;
- to assert, pursue or defend legal claims;
- to protect the rights of other natural or legal persons;
- in the event of an important public interest.



If restricted processing should be overturned, you will be informed in advance.

#### 5.6 Right to transfer of data (acc. to Art. 20 DS-GVO)

You have the right to demand that we transfer to you in a known electronic format (e.g. a PDF or Excel document) your personal data collected by us.

You can also demand that data are sent directly to another company (specified by you), provided that this is within the realms of technical possibility.

You have this right provided that processing is performed on the basis of consent, or in order to fulfil a contract (see 4.2.) and with the aid of automated procedures.

Exertion of the right to transfer of data must not violate the rights and freedoms of other persons. Should you exert the right to transfer of data, you still retain the right to delete data acc. to Art. 17 DS-GVO.

#### 5.7 Right to opt out of certain types of data processing (acc. to Art. 21 DS-GVO)

If your data are processed in order to fulfil tasks in the public interest or to fulfil legitimate interests (see 4.2), you can opt out of this procedure. To do this you must inform us of the reasons for your objection resulting from your individual situation. Reasons could include e.g. private circumstances or a need for secrecy worthy of protection.

Should you choose to opt out, we are bound to refrain from processing your data for the purposes listed under 4.1 unless:

- there are reasons worthy of protection for processing your data which are higher-ranking than your interests, rights and freedoms, or
- processing is necessary in order to assert, pursue or defend a legal claim.

You can object to use of your data for the purpose of direct advertising at any time; this also applies to profiling if it is linked to direct advertising. Should you choose to opt out, we are bound to refrain from using your data for direct advertising purposes.

⇒ In no cases do we initiate or perform direct advertising and/or profiling.

#### 5.8 Prohibition of automated decision-making/profiling (acc. to Art. 22 DS-GVO)

Decisions made by us which have legal consequences for you or which could burden you considerably must not be based exclusively on automated processing of personal data. This includes profiling. This prohibition does not apply if an automated decision:

- is required for the completion or fulfilment of a contract with you;
- is permissible due to legal stipulations, provided that these stipulations contain appropriate measures to protect your rights and freedoms, as well as your legitimate interests; or
- is reached with your express consent.

Decisions which are based exclusively on automated processing of *particular categories of personal data* (= sensitive data) are only permissible if:

- they are reached with your express consent; or
- there is considerable public interest in the processing of data; and
- appropriate measures have been taken to protect your rights and freedoms, as well as your legitimate interests.

#### 5.9 Exertion of rights as an affected party

In order to exert your rights as an affected party, please apply to the bodies named in Section 3. Requests submitted electronically will generally be replied to electronically. The information, correspondence and measures which we must provide and take acc. to DS-GVO, including those pertaining to the exertion of rights as an affected party, are fundamentally free of charge. Only in cases where requests are obviously unjustified or excessive are we permitted to levy an appropriate charge for our administrative costs, or to refuse to comply with the request (acc. to Art. 12 Par. 5 DS-GVO).



If legitimate doubts exist about your identity, we are permitted to demand additional information from you for identification purposes. If it is not possible for us to identify you, we have the right to refuse to comply with your request. We shall inform you separately should identification prove impossible – provided it is within our power to do so (see Art. 12 Par. 6 and Art. 11 DS-GVO).

Requests for disclosures and information will usually be managed immediately, at the latest within one month after receipt of the request. This period can be extended by a further two months if necessary due to the complexity and/or number of requests; in the event of a delay, we will inform you of this and give reasons for the delay, at the latest within one month of receiving your request. If we should fail to comply with a request, we will inform you of the reasons for this immediately, at the latest one month after receiving the request, as well as inform you about your options regarding a complaint to a regulatory body and/or the claiming of legal aid (see Art. 12 Par. 3 and Par. 4 DS-GVO).

Please note that you can only exert your rights as an affected party within the framework of restrictions and limitations stipulated by the European Union or its member states (Art. 23 DS-GVO)

#### 5.10 Must I grant access to my data?

In order for us to fulfil the conditions laid out in Section 4.1, it is necessary that you grant us access to your personal data.

In order to finalise and implement a contract with you, it is crucial for us and also a legal requirement. If you do not grant us access to your data, we cannot enter into a contract with you.

Should you have a complaint, you can apply to the appropriate regulatory body at any time. The regulatory body named in Section 3.3. is responsible for our company.

You have the right to go to court against a regulatory body acc. to Art. 78 DS-GVO, and against our company acc. to Art. 79 DS-GVO.

#### 5.11 Automated decision-making/ profiling

We perform no automated decision-making or profiling.