

Information on Armaturenfabrik Franz Schneider GmbH + Co. KG in accordance with Article 13 GDPR

Armaturenfabrik Franz Schneider GmbH + Co. KG (in the following AS-Schneider) welcomes your visit to our website as well as your interest in our company and our products. Protecting your personal data following its collection, processing, and use during your visit to our website is very important to us. Below you will find information about which data is collected during your visit to our home page and how it is used.

1. Name and contact details of the data protection officer

Armaturenfabrik Franz Schneider GmbH + Co.

KG Bahnhofplatz 12

74226-Nordheim

Germany

Tel. +49 7133-101-0

Internet: www.as-schneider.com

E-Mail: contact@as-schneider.com

2. Contact details of our data protection officer

Datenschutzbeauftragter@as-schneider.com

3. Collection of data on the website

Every time you visit our website, our system automatically collects data and information from the computer system of the accessing computer. In doing so, the following data is collected:

- the name of your Internet service provider,
- the type, functionality and language of the used browser,
- the website from which you visit us,
- the web pages which you visit when on our website,
- the number of bytes transferred,
- the links you clicked on,
- saved date and duration of your visit

The data is also stored in the log files of our system. This data is not stored together with other personal user data. The legal basis for the temporary storage of data and log files is Art. 6 para. 1 lit. f) GDPR.

4. Data processing and purpose, legal basis

We collect and utilise our users' personal data only insofar as this is necessary for provision of an operational site and of our content and services. The collection and use of personal data of our users takes place regularly only with the consent of the user, by making these available to us, using the forms on our website.

Your personal data will be passed on to third parties only if this is necessary for the purpose of contract execution or for billing purposes, in compliance with Art. 28 of the General Data Protection Regulation (GDPR) for order processing, or if you have previously consented. We do not sell your personal data to third parties.

Disclosure to government institutions and authorities entitled to receive information only takes place within the framework of mandatory legal provisions or insofar as we are obliged to do so by court order.

a) Contact form

The personal data will be stored and processed solely for the purpose of sending product information and answering your request. Your data is processed according to Article 6 para. 1, lit. b), f) GDPR.

b) Brochure distribution

Under brochure distribution, you can order different catalogues and brochures from AS-Schneider. We will need your e-mail address for this. Your data is processed according to Article 6 para. 1, lit. f) GDPR.

c) Operating Instructions

You can order operating instructions under the relevant link. We will need your e-mail address for this.

Your data is processed according to Article 6 para. 1, lit. f) GDPR.

d) Approved Vendors List (AVL)

We will send the AS-Schneider Approved Vendor List to potential customers/prospective parties. We will need your e-mail address for this. Your data is processed according to Article 6 para. 1, lit. f) GDPR.

e) Newsletter

- (1) You can consent to receive our newsletter, with which we inform you about our current interesting offers. The goods and services to be advertised will be named in the consent form.
- (2) To subscribe to our newsletter, we use the double opt-in procedure. This means that after your registration we will send you an e-mail to the specified Send an e-mail address in which we ask you to confirm that you would like the newsletter to be sent. In addition, we also store your IP addresses and the time you register and return your confirmation. The purpose of the procedure is to verify your registration and, if necessary, to clarify a possible misuse of your data. In addition, we use verification to prove verification of consent if necessary. We delete these logs when a defence against claims is no longer necessary. We collect the verification based on Art. 6, para. 1, lit. f) GDPR.
- (3) The only information we require to send the newsletter is your e-mail address. Specifying additional, separately marked data is voluntary and is used to address you personally and for statistical analysis to identify which industries are interested in us. After your confirmation we will save your e-mail address in order to send the newsletter. We process these evaluations based on Art. 6 para. 1, lit. a) GDPR with your consent.
- (4) You can revoke your consent to receive the newsletter at any time and unsubscribe from the newsletter.

You can revoke this by clicking on the link provided in each newsletter e-mail (<https://as-schneider.us15.list-manage.com/unsubscribe?u=38f9a6250882ef2912a58ee63&id=4720bb8c16>), by e-mail to contact@as-schneider.com or by a message to the contact details specified in the disclaimer.

- (5) We use MailChimp for distributing our newsletter on our website. MailChimp is a newsletter service of the US company Rocket Science Group, LLC, 675 Ponce De Leon Ave NE # 5000, Atlanta, GA 30308, USA where the e-mail addresses and other information about distribution and analysis of the newsletter are stored. The data protection regulations of the distribution service provider can be viewed here: <https://mailchimp.com/legal/privacy>. MailChimp is certified according to the Privacy Shield, and thus provides an adequate level of data protection. For more information visit <https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>
- (6) In order to optimise the newsletter for you, you also consent to our evaluation, which we use to measure how often the newsletter is opened and which links the readers click on. We process these evaluations based on Art. 6 para. 1, lit. a) GDPR with your consent.

f) Surveys

We use the tool SurveyMonkey for surveys on our website. SurveyMonkey is a tool by SurveyMonkey Europe UC, 2 Shelbourne Buildings, Shelbourne road, Dublin, Ireland. For participating in our survey, SurveyMonkey collects information about the device, the application, the IP address of the version of your operating system, device type, as well as information about system and performance and on the type of browser. If you participate in the survey using a mobile device, SurveyMonkey also captures the UUID of the device. SurveyMonkey also uses third-party tracking services, which in turn collect cookies and page tags (also known as web beacons) to collect usage data and user statistics. We use surveys to improve the customer relationship, or to

measure customer satisfaction. By participating in the survey you also consent to the evaluation of the surveys. Legal basis is Article 6 para. 1 S. 1 lit. a), f) GDPR.

5. Data deletion and data retention

AS-Schneider stores personal data as long as necessary to carry out a service that you have requested or to which you have given your consent, unless otherwise provided by law. The data stored during collection will be deleted after the periods of statutory retention and limitation or after the discontinuation of the purpose for the collection, whichever is longer.

6. Cookies, web analysis tools and tracking tools

Our website uses cookies. Cookies are text files that are stored in the Internet browser or by the Internet browser on the user's computer system. If a user visits a website, a cookie may be stored on the user's operating system. We use also use web analysis tools and tracking tools, which are further described below in the following points. We will not use them without your consent. If you click on our consent tool at the top of the home page, only the cookies necessary for the website are set, web analysis tools and tracking tools do not send in this case.

We use the following technically necessary cookies:

- a) Session cookies:
- Cookie Wosid = This cookie assigns a session ID to a user to identify and assign multiple related requests from a user.
 - Cookie Woinst = This cookie assigns the session of a user to a specific instance, so that a better load distribution is guaranteed.
 - Cookie Routeid_xsemipsasschneider = This cookie indicates on which server should be redirected internally.

All session cookies are deleted when the session of the website visitor ends.

b) Consentcookie:

- Cookie Cookieconsentstate = This cookie is used to save the user's consent or refusal to web tracking measures. This cookie will be stored for 1 year on your computer.

We process these cookies according to Article 6 para. 1 f) GDPR, because we have a legitimate interest in the technical feasibility of the above reasons.

Consent management platform: CookieFirst

To obtain your valid consent for the use and storage of cookies in the browser you use to access our website and to properly document this we use a consent management platform: CookieFirst. This technology is provided by Digital Data Solutions BV, Plantage Middenlaan 42a, 1018 DH, Amsterdam, The Netherlands. Website: <https://cookiefirst.com> referred to as CookieFirst.

When you access our website, a connection is established with CookieFirst's server to give us the possibility to obtain valid consent from you to the use of certain cookies. CookieFirst then stores a cookie in your browser in order to be able to activate only those cookies to which you have consented and to properly document this. The data processed is stored until the predefined storage period expires or you request to delete the data. Certain mandatory legal storage periods may apply notwithstanding the aforementioned.

CookieFirst is used to obtain the legally required consent for the use of cookies. The legal basis for this is article 6(1)(c) of the General Data Protection Regulation (GDPR).

Data processing agreement

We have concluded a data processing agreement with CookieFirst. This is a contract required by data protection law, which ensures that data of our website visitors is only processed in accordance with our instructions and in compliance with the GDPR.

Server log files

Our website and CookieFirst automatically collect and store information in so-called server log files, which your browser automatically transmits to us. The following data is collected:

- Your consent status or the withdrawal of consent
- Your anonymised IP address
- Information about your Browser
- Information about your Device
- The date and time you have visited our website
- The webpage url where you saved or updated your consent preferences
- The approximate location of the user that saved their consent preference
- A universally unique identifier (UUID) of the website visitor that clicked the cookie banner

7. Web analysis by Google Analytics

We also use cookies on our website to analyse user surfing behaviour.

The following data can be transmitted in this way:

- Frequency of page views
- Number of users
- Bounce rate (page is closed after a page request)
- Session duration (average duration of all users)
- Country from which the site was called up
- Use of website functions
- How often which page is selected
- Which website the user comes from
- Booking conversion rate (How many users of the website book a service)
- Which region the user comes from
- Device and device category, with which the user calls up our website

“This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses so-called "cookies", which are text files stored on your computer and which analyse how you use a website. The information generated by the cookies on your use of this website is transferred to a Google server in the USA, and stored there. On this website, the IP anonymisation "_anonymizeIp ()" by Google is used, so that the IP address of the users of Google within Member States

of the European Union or other contract parties to the Agreement on the European Economic Area is shortened beforehand. Only in exceptional cases will the full IP address be transferred to a Google server based in the USA and shortened. By shortening the IP address, the direct personal relationship can be excluded. On behalf of the operator of this website, Google will use this information to evaluate users' use of the website, to compile reports on website activity, and to provide other services related to website activity and Internet usage to the website operator. The IP address provided by your browser as part of Google Analytics will not be merged with other Google data. You can prevent the storage of cookies using a corresponding setting of your browser software; however, we point out that in this case, you may not be able to use all functions of this website in full. You may also prevent the collection by Google of the data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google by downloading and installing the browser plugin available under the following link.

The current link is: [\[Download browser plugin\]](#)

You can prevent data collection by Google Analytics by clicking on the link below. This sets an opt-out cookie which prevents the future collection of your data when visiting this website:

[\[Disable Google Analytics Cookies\]](#)

When cookies are deleted after an Internet session, the opt-out cookie must be set again.

For more information about Terms of Use and Privacy, please see <http://www.google.com/analytics/terms/us.html> and <https://policies.google.com/technologies/ads?hl=en>.

The legal basis for processing personal data using cookies is Art. 6 para. 1 lit. a) GDPR. The Google cookie is only enabled if you consent to the processing of data in the cookie consent tool.

8. Web analysis by Google Analytics 4

Insofar as you have declared your consent in accordance with Art. 6 para. 1 lit. a DSGVO, Google Analytics 4, a web analytics service provided by Google LLC, is used on this website. Verantwortliche Stelle für Nutzer in der EU/ dem EWR und der Schweiz ist Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Irland („Google“).

Scope of processing

Google Analytics 4 uses cookies that enable an analysis of your use of our website. The information collected by means of the cookies about your use of this website is usually transferred to a Google server in the USA and stored there.

In Google Analytics 4, the anonymisation of IP addresses is activated by default. Due to IP anonymisation, your IP address will be shortened by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. According to Google, the IP address transmitted by your browser within the scope of Google Analytics 4 will not be merged with other Google data.

For more information on data retention, please click here: [[Data Retention](#)]

For more information on IP Anonymization, click here: [[IP Anonymization](#)]

For more information on Data Privacy and Security, click here: [[Data Privacy and Security](#)]

For more information on Privacy Controls in Google Analytics, click here: [[Privacy Controls in Google Analytics](#)]

During your visit to the website, your user behaviour is recorded in the form of "events".

Events can be: [[Link](#)]

9. LinkedIn Conversion Tracking

On our website we use the conversion tracking technology and retargeting function of the network LinkedIn. This is provided by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

This technology enables us to display personalized advertisements on LinkedIn to visitors to this Web site. It can also be used to create anonymous reports about the performance of advertisements and information about interaction with our website. For this purpose, a conversion cookie is set when using our website and a connection is established with LinkedIn servers.

Further information on data protection can be found on the LinkedIn website at:
<https://www.linkedin.com/legal/privacy-policy>.

You have the opportunity at any time to opt out of the analysis of your usage patterns and the display of interest-based recommendations. To do so, simply click on the "Reject from LinkedIn" field under the link <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out> (for LinkedIn members) or on "Reject from LinkedIn" (for other users).

LinkedIn is certified under the Privacy-Shield-Agreement and thus offers a guarantee according to art. 46 para. 1 lit f DSGVO to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0&status=Active>).

The legal basis for the use of this technology is our legitimate interest in analysing the usage behaviour of our website in order to optimise our website and our advertising in accordance with Art. 6 Para. 1 lit f DSGVO.

10. Use of Leadlab/Wiredminds

AS-Schneider uses the Leadfeeder tool, which is operated by Liidio Oy, Mikonkatu 17, 01000 Our website uses the pixel-code technology of WiredMinds GmbH (www.wiredminds.de) to analyse visitor behaviour. Data may be collected, processed and stored from which usage profiles are created under a pseudonym. Where possible and reasonable, these user profiles are made completely anonymous. Cookies may be used for this purpose. Cookies are small text files that are stored in the visitor's Internet browser and serve to recognise the Internet browser. The collected data, which may also contain personal data, is transmitted to

WiredMinds or collected directly by WiredMinds. WiredMinds may use information, which is left by visits on the web pages, in order to provide anonymized use profiles. The data obtained will not be used to personally identify the visitor to this website and will not be merged with personal data about the bearer of the pseudonym without the separate consent of the person concerned. If IP addresses are recorded, they are immediately made anonymous by deleting the last number block.

Exclude from Tracking

11. Transfer of personal data to third countries

AS-Schneider transfers contact data to its own subsidiaries worldwide using a CRM program. Contact can also be made by our subsidiaries abroad, if this makes sense due to the origin of the contact. You can see a detailed listing of all worldwide locations at:

<https://www.as-schneider.com/de/de/Vertriebspartner/AS-Schneider-weltweit/pid.21.26.85.85/Vertriebspartner>

The data transmission to such third countries is based on the EU standard contracts, which AS-Schneider has concluded with its offices around the world. You can see these at this link:

<https://www.as-schneider.com/de/de/Informationen/pid.21.35.1513/EU-Standardvertr%C3%A4ge.html>

We also use SurveyMonkey, One Curiosity Way San Mateo, CA 94403 based in the US, and MailChimp, The Rocket Science Group LLC d/b/a MailChimp, 675 Ponce de Leon Avenue NE, Suite 5000, Atlanta, GA 30308 also based in the USA for our surveys and newsletters. They may receive knowledge in the context of the commission if applicable, and commission processing contracts are concluded in accordance with Art. 28 GDPR. MailChimp and SurveyMonkey achieve an appropriate level of data protection through certification by the Privacy Shield according to Art. 44ff. GDPR.

12. Right of revocation and objection

You are entitled to revoke consent to the use of personal data according to Art. 6 (1), lit. a) GDPR in whole or in part at any time with effect for the future.

In addition, under the prerequisites set out in Art. 21 (1) GDPR, you are entitled to object to processing according to Art. (1), lit. e), f) if you can submit reasons that arise from your particular situation. If you have questions or comments about the processing of your personal data, you can contact our data protection officer:

Datenschutzbeauftragter@as-schneider.com

13. Security

AS-Schneider uses technical and organisational measures to protect your data against accidental or intentional manipulation, loss, destruction or unauthorised access. Our security measures are continuously improved in line with technical development.

14. Rights of Affected Parties

AS-Schneider offers its customers the right to access, rectification, deletion and data portability or restriction of processing, as well as the right to object to a data processing acc. Art. 6 (1), lit. e, lit. f) GDPR. Please send the respective request to:

Datenschutzbeauftragter@as-schneider.com

If you believe that the processing of your data violates data protection law or your data protection claims have otherwise been violated in any way, you can complain to the supervisory authority.