

Privacy Policy
for
www.binsta-stanzteile.de and www.binsta.de

I. Who is the responsible body (“controller” in terms of the GDPR) and how can I contact the responsible contact person for data protection?

Binczyk GmbH & Co. KG, Freisenbergstraße 20, 58513 Lüdenscheid, info@binsta.de

You can contact our data protection contact under datenschutz@binsta.de or by postal letter to our address; in the latter case, please add: “Att. data protection contact”.

II. Which are the rights you are entitled to?

You are entitled to the following rights which you can assert against us with respect to the personal data concerning you:

- Right to information/ access (Art. 15 GDPR),
- Right to rectification (Art. 16 GDPR),
- Right to erasure (Art. 17 GDPR),
- Right to restriction of processing (Art. 18 GDPR),
- Right to data portability (Art. 20 GDPR),
- Right to object to the processing (Art. 21 GDPR).

In addition, you have the right to lodge a complaint about us with a supervisory authority according to Art. 77 GDPR.

Where you have consented to the processing, you have the right to withdraw the consent at any time; however, the withdrawal of consent will not affect the lawfulness of processing based on the consent before its withdrawal.

III. For what purposes do we process personal data and what is the legal basis for the processing?

When you visit our website

When you visit our website for mere information purposes, i.e. when you do not register or otherwise transfer or disclose information to us, we only collect those personal data which your browser transfers to us. This includes

- IP address
- Date and time of access
- Details of the query (specific page accessed)
- Access status/HTTP status code
- Website from which the query is made (so-called “referrer”)
- Operating system and its surface
- Language and version of the browser software.

We also store this data including the IP address as log files.

We require this data for technical reasons to be able to display our website, ensure stability and security and optimize our presentation.

The legal basis for this is Art. 6 subs. 1 f) GDPR; our legitimate interest consists in the afore-mentioned purposes.

We erase this data after seven days at the latest. We will only store data beyond that time after the personal data has been erased or anonymized. In the case of IP addresses, anonymization can be procured by appropriate shortening of the IP address.

Cookies

We use cookies on our website. Cookies are small text files which are stored on your system and which provide us with certain information.

We use transient and persistent cookies on our website. Transient cookies are deleted automatically when you close the browser. These comprise in particular session cookies. They store a so-called session ID which enables several queries from your browser to be allocated to one and the same session. This enables us to recognize your computer when you visit our website again. The session cookies are deleted when you log out from our website or close the browser. Persistent cookies are deleted automatically after expiry of a pre-defined validity which can vary, depending on the cookie used from time to time. You can delete the cookies at any time in the security settings of your browser.

You can set your browser as you wish, and you may, for instance, refuse to accept third-party cookies or even all cookies. However, please be aware that, if you do so, you might be unable to use all features and functions of this website.

Moreover, we use cookies to be able to identify you when you visit our website again provided you have opened an account with us. Otherwise, you must log in anew for every visit.

We use cookies to render the use of our website and services offered there more comfortable and optimize user-friendliness. In addition, we use cookies to statistically document how our website is used and to analyse such user behaviour to optimize our website presentation and the services offered there. The cookies enable us, when you access our website again, to realize automatically that you have already visited our website before. These cookies are deleted automatically after a pre-defined period of time.

When you access our website, we show you a cookie information which refers to this Privacy Policy to make you aware that we use cookies. There you can also consent to the use of the cookies.

The legal basis for this is Art. 6 subs. 1 f) GDPR; our legitimate interest consists in the purposes mentioned above. If you consent to the use of cookies, the legal basis is Art. 6 subs. 1 a) GDPR.

Email contact

When you contact us via the email addresses we have indicated for such purpose, we will store the personal data you have transferred to us in order to answer your requests. The information you have provided to us might be stored in a Customer Relationship Management System ("CRM system") or similar software.

The legal basis for this is Art. 6 subs. 1 f) GDPR; our legitimate interest consists in the purposes mentioned above. Where the email by which you contact us is aimed at contract conclusion or when you send us an email in the context of an existing contractual relationship, the legal basis is Art. 6 subs. 1 b) GDPR.

The data is deleted after the request has been finally settled unless we are required by law to retain the data or we need the data for contract performance. You can also at any time object to the processing when the processing is based on a legitimate interest.

Google Analytics

This website uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies" which are small text files which are stored on your computer and enable us to analyse how you use the website. The information generated by the cookie about how you use this website is usually transferred to a Google server in the USA and stored there. If IP anonymization is activated on this website, your IP address is shortened within the European Union Member States or other countries party to the Agreement on the European

Economic Area before it is transferred to the USA. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and only shortened there. Google, on instruction and on behalf of the operator of this website, uses this information to analyse how you use the website, to compile reports on the website activities and render further services to the website operator relating to the use of the website and the use of the Internet.

The IP address which is transferred by your browser in the context of Google Analytics services is not combined or pooled with other data of Google.

You can set your browser software to prevent the storage of cookies; However, in this case, please be aware that you might possibly be unable to use all features and functions of this website without restrictions. You can also prevent the collection and transfer to Google of the data generated by the cookie about your use of the website (including your IP address) as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

This website uses Google Analytics with the supplementary feature called “_anonymizeIp()”. This makes sure that only shortened IP addresses are processed further which prevents IP addresses from being allocated to specific persons. This means that, if and to the extent the data collected from you refer to you personally, allocation of the data to you personally is prevented right from the beginning and the personal data is thus deleted immediately.

We use Google Analytics to analyse and continuously improve the use of our website. The statistics we gain thereby help us improve our presentation and services and offer you as the user a more interesting design. As to the exceptional cases where personal data is transferred to the USA, Google joined the EU-US Privacy Shield, <https://www.privacy-shield.gov/EU-US-Framework> .

The legal basis for the use of Google Analytics is Art. 6 subs. 1 sentence 1 f) GDPR. Our legitimate interest consists in the optimization and marketing purposes for which we use the results obtained via Google Analytics. Where you have consented to the use of your data, the legal basis is Art. 6 a) GDPR.

Information provided by the third-party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

Terms of use: <http://www.google.com/analytics/terms/de.html>

General information on privacy: <http://www.google.com/intl/de/analytics/learn/privacy.html>

and Privacy Policy: <http://www.google.de/intl/de/policies/privacy> .

YouTube videos

We have embedded YouTube videos in our online presentation which are stored on <http://www.YouTube.com> and can be started and played back directly from our website. All videos are embedded in an “enhanced data protection mode” which means that no data concerning you as the user is transferred to YouTube if you do not play back the videos. Only when you play back the videos, the data mentioned in the following paragraph will be transferred to YouTube. We cannot influence this data transfer.

When you visit our website, YouTube is informed that you have accessed the relevant page of our website. In addition, the data collected during your visit to our website is transferred, too. This happens regardless of whether YouTube provides a user account via which you are logged in or a user account does not exist. When you are logged in to YouTube, your data is directly allocated to your account. If you do not want your data to be allocated to your profile, you have to log out before you activate the button. YouTube stores your data as user profiles and uses them for advertising and market research purposes and/or to tailor its website to the users’ demands. The analysis in particular serves to display customized advertisements (also for users who are not logged in) and to inform other users of the social network about your activities on our website. You have the right to object to, and thus prevent, the preparation of user profiles; if you want to exercise this right, you have to address your objection to YouTube.

Further information on the purpose and scope of data collection and data processing by YouTube is available in the privacy policy. The latter also contains further information on the rights to which you are entitled in this context and the possible settings to protect your privacy: <https://www.google.de/intl/de/policies/privacy> . Google processes your

personal data also in the USA and joined the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

The legal basis for embedding YouTube videos is Art. 6 subs. 1 f) GDPR. Our legitimate interest consists in the marketing purposes we pursue. If and to the extent that you give your consent by clicking the video, the legal basis is Art. 6 subs. 1 a) GDPR.

Google Maps

We use the services of Google Maps on our website. This enables us to show you interactive maps directly on our website and thus enables you to comfortably use the maps feature.

When you access the website, Google is informed that you have accessed the relevant page of our website. The data collected during your visit to our website is transferred, too. This happens regardless of whether Google provides a user account via which you are logged in or a user account does not exist. When you are logged in to Google, your data is directly allocated to your account. If you do not want your data to be allocated to your Google profile, you have to log out before you activate the button. Google stores your data as user profiles and uses them for advertising and market research purposes and/or to tailor its website to the users' demands. The analysis in particular serves to provide customized advertisements (also for users who are not logged in) and to inform other users of the social network about your activities on our website. You have the right to object, and thus prevent, the preparation of these user profiles; if you want to exercise your right to object, you have to address your objection to Google.

Further information on the purpose and scope of data collection and data processing by the plug-in provider is available in the provider's privacy policies which also contain further information on your rights and the possible settings to protect your privacy: <https://www.google.de/intl/de/policies/privacy> . Google processes your personal data also in the USA and joined the EU-US Privacy Shield, <https://www.privacy-shield.gov/EU-US-Framework> .

The legal basis for the use of Google Maps is Art. 6 subs. 1 f) GDPR. Our legitimate interest consists in the aforementioned marketing purposes.

Google Adwords Conversion

We use the services of Google Adwords to draw the visitors' attention to our attractive offers by advertising means (so-called Google Adwords) on external websites. We can determine the success of the various advertising measures by the data gained by the advertising campaigns. We thereby pursue the purpose to show you advertisements that are interesting for you, offer you a more interesting website design and ensure fair calculation of advertising costs.

Google distributes these advertising means via so-called "Ad Servers". For such purpose, we use Ad Server cookies which enable the measurement of certain parameters for success measuring such as displays of advertisements or clicks by users. If you are referred to our website from a Google advertisement, Google Adwords stores a cookie on your PC. These cookies usually expire after 30 days and are not meant to identify you personally. With this cookie, usually the unique cookie ID, the number of ad impressions per placement (frequency), the last impression (which is important for post-view conversions) and opt-out information (check mark making clear that the user no longer wants to be addressed) are stored as analysis values.

These cookies enable Google to recognize your Internet browser. If a user visits certain pages of the website of an Adwords client and the cookie stored on his computer has not expired yet, Google and the client are able to see that the user clicked the advertisement and was referred to this page. Every Adwords client is assigned another cookie. Thus, cookies cannot be tracked through the websites of Adwords clients. We ourselves do not collect and process personal data by the said advertising measures. We only receive statistical analyses from Google. We can see by these analyses which of the advertising measures we use is particularly effective. We do not obtain any other data from these advertising measures; in particular, we are not able to identify the user by the said information.

The marketing tools we use cause your browser to automatically establish a direct connection with the Google server. We have no influence on the scope and further use of the data which Google collects by this tool, and therefore we

inform you about what we actually know: Where AdWords Conversion is used, Google is informed that you have accessed the relevant part of our Internet presentation or clicked an advertisement we have posted. If you are registered with a Google service, Google can allocate your visit to your account. Even if you are not registered with Google or are not logged in to Google, the provider might identify and store your IP address.

You can prevent participation in this tracking procedure in different ways: a) you can set your browser software to prevent the installation of cookies; the suppression of third-party cookies in particular prevents receipt of advertisements from third-party providers; b) you can deactivate conversion tracking cookies by setting the browser to block cookies from the domain "www.googleadservices.com", <https://www.google.de/settings/ads>; this setting will however be deleted when you delete your cookies; c) you can deactivate interest-based advertisements from providers which are part of the self-regulation campaign "About Ads" via the link <http://www.aboutads.info/choices>; this setting will however be deleted when you delete your cookies; d) you can permanently deactivate this function in your browsers Firefox, Internet Explorer or Google Chrome under the link <http://www.google.com/settings/ads/plugin>. Please be aware that, if you do so, you might be unable to use all features and functions of this website without restrictions.

The legal basis for the processing of your data is Art. 6 subs. 1 f) GDPR; our legitimate interest consists in the aforementioned marketing purposes.

Further information on data protection and privacy at Google is available under:

<http://www.google.com/intl/de/policies/privacy> and <https://services.google.com/sitestats/de.html>. Alternatively, you can visit the website of Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>. Google joined the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

Google Web Fonts

This website uses so-called Web Fonts provided by Google to ensure uniform display of various fonts. When you access a page, your browser loads the required web fonts to your browser cache to correctly display texts and fonts. For such purpose, the browser you use establishes a connection to the Google servers. Google thereby becomes aware that our website was accessed from your IP address. We use Google Web Fonts to ensure uniform and appealing presentation of our online offers. This constitutes a legitimate interest in terms Art. 6 subs. 1 f) GDPR which is the appropriate legal basis. If your browser does not support Web Fonts, your computer uses a standard font. Further information on Google Web Fonts is available at <https://developers.google.com>

Applicants' data

When you transfer your application to us, we will process the transferred data to perform our (pre-)contractual duties in the context of the application procedure. If your application is successful, we further process the data for the purpose of handling and executing the employment relationship.

The legal basis is Art. 6 subs. 1 b) GDPR as well as § 26 of the German Federal Data Protection Act (Bundesdatenschutzgesetz - BDSG). If you voluntarily transfer to us special categories of personal data such as health data or religion, also Art. 9 subs. 2 b) GDPR serves as legal basis.

If your application is not successful, we will delete your data after six months at the latest.

Until that time, the data is stored to answer any possible queries relating to the application procedure and to comply with our documentation duties under the German Equal Treatment Act (Allgemeines Gleichbehandlungsgesetz - AGG). If you withdraw your application, we will delete your data immediately.