

## Information about the collection and processing of your personal data

according to Article 13 GDPR supplemented by FDPA

### Who (the so-called responsible person) processes your data?

Name	SE Material Handling GmbH
Represented by	Anna Bernhardt
Street	Am Drostenstück 34
Postcode / City	58507 Lüdenscheid
Phone	+49 2351 672778-0
Email Address	info@semh.de
Web address	www.semh.de

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### How can you contact us regarding the protection/processing of your data?

Our data protection consultant:

Name	ASETEC - Andy S. Evers
Email address	datenschutz@asetec.net

Please feel free to contact us as soon as you have any questions, comments or criticisms regarding your data stored by us.

### Why and which of your data do we process?

Provision and use of the website

#### **Type and scope of data processing**

Each time a user accesses one of our pages or retrieves a file, access data (personal data) about this process is logged and stored on a server. We process this data because it is technically necessary for you to view our site and to ensure stability and security.

These include

- the website visited
- the name and URL of the file
- the date and time of access ("time stamp")
- the amount of data sent
- the source/reference from which you came to
- the page ("referrer URL")
- the browser used
- the operating system
- Your Internet Provider
- the IP address used
- http query method
- http status code
- Cookies

### **Legal basis**

Art. 6 para. 1 lit. f GDPR serves as the legal basis for the aforementioned data processing.

### **Storage period**

The log files are deleted after 7 or 14 days.

### Contact form

### **Type and scope of data processing**

If you contact us via our contact form, we will process your following personal data:

#### Mandatory fields

- Subject
- First name
- Surname
- Your personal message
- email address

#### Optional Information

- telephone number

### **Legal basis**

Processing is based on your consent (use of the contact form) in accordance with Art. 6 para. 1 lit. a GDPR to process.

### **Storage period**

We store your data as long as you are necessary to answer your message, if you are not stored by us due to a shop registration, a sales contract or due to legal recording and storage obligations (Art. 17 para. 3 GDPR). The duties include, but are not limited to

- 6 years for commercial/business letters, e-mails and other digital documents
- 10 years for posting documents (e.g. invoices)
- 30 years in exceptional cases to preserve evidence with limitation periods according to BGB.

### Google Analytics

### **Type and scope of data processing**

We use Google Analytics on our website for web analysis. Google Analytics enables Google on our behalf to provide us with an analysis of your use of our website. Pseudonymized user profiles with e.g. time, place, frequency can be created. This is done using cookies that are stored on your device. With this knowledge Google can offer us, as well as we you further services or products. Data will be transmitted to Google in the USA. Your IP address will usually be shortened within the EU. The IP address transmitted by your browser is not merged with other data from Google. You can object to this processing by not allowing cookies to be stored

in your browser. In addition, you can also install a browser plug-in that prevents cookies and the associated data processing. You can download the plugin at

<http://tools.google.com/dlpage/gaoptout?hl=en>.

For more information about Google, please see Google's privacy statement at

<https://policies.google.com/technologies/ads>

and Google's advertising preferences at

<https://adssettings.google.com/authenticated>.

### **Legal basis**

The processing is based on Art. 6 para. 1 lit. f GDPR.

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### **Storage period**

The personal data of the users will be deleted or anonymized after 14 months.

Webshop ePages

### **Type and scope of data processing**

Our webshop stores cookies on your system for technical provision. These serve to make the shop functionalities available to you.

Personal data is processed within the framework of registration for our web shop and any orders for articles. The following data is collected during registration and ordering:

#### Mandatory fields

- First name
- Surname
- Address
- Country
- Email address

#### Optional Information

- firm
- VAT ID
- division
- sex
- salutation
- title
- telephone number

### **Legal basis**

In order for you to be able to use our shop, the technical cookies are processed on the basis of Art. 6 Para. 1 lit. f GDPR.

For shop registration or for the conclusion of a sales contract, the mandatory fields must be filled and are processed on the basis of Art. 6 Para. 1 lit. a, b GDPR.

By voluntarily providing optional information, you give us your consent to process your data for registration and for the execution of purchase contracts based on Art. 6 para. 1 lit. a GDPR.

### **Storage period**

The technical cookies are stored for the active session or for a certain period of time (2 years by default). However, you can delete cookies from your system at any time.

Your email address for notification will be stored until notification.

You can delete the registration data at any time by contacting us.

In the event that you have placed an order with us, we will store your data in accordance with statutory recording and storage obligations (Art. 17 Para. 3 GDPR). Here are some examples:

- 6 years for commercial/business letters, e-mails and other digital documents
- 10 years for posting documents (e.g. invoices)
- 30 years in exceptional cases to preserve evidence with limitation periods according to BGB.

"Sharing" in social networks

### **Type and scope of data processing**

You have the possibility to share articles about the social networks Facebook, Google+, Twitter and more. We have implemented a so-called 2-click solution so that your data will only be transmitted to the respective network after your consent. Only when you have given your consent with the first click on the respective logo will the "Share" button and communication with the respective network be activated. From this point on, the respective network is jointly responsible for the data.

### **Legal basis**

With your consent, we transmit your data based on Art. 6 para. 1 lit. a DSGVO.

### **Storage period**

For further information such as the respective storage period, please read the information obligations according to DSGVO of the respective network.

## To whom (categories of recipients) do we forward your data?

1. **Category** Web host
2. **Category** Manufacturer of communication software
3. **Category** Provider of website analysis software
4. **Category** Social Networks

For transfer of data outside the EU/EEA

The transfer to a third country is based on the EU-U.S. Privacy Shield for:

- Microsoft Corporation, USA
- Google LLC, USA
- Facebook Inc., USA

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## What fundamental rights do you have?

You have the right to:

- 1. Information (Article 15 GDPR)**  
You can request information on what data we have stored about you and how we process it.
- 2. Corrigendum (Article 16 GDPR)**  
You may request that your data be corrected or completed.
- 3. Cancellation (Article 17 GDPR - Right to be forgotten)**  
You may request that your data be deleted if it is no longer necessary for the original purpose.
- 4. Restriction of processing (Article 18 GDPR - Blocking)**  
You can request that your data be used only to a limited extent by us.
- 5. Opposition (Article 21 GDPR)**  
You can object to the processing of your stored data at any time.
- 6. Data transferability (Article 20 GDPR)**  
You have the right to receive your data from us in such a way that you can process it electronically.

If you would like to exercise one or more of these rights, please contact our data protection officer (contact details see above).

## How can you revoke your consent?

If you have given your consent to the processing of your data, you can revoke it at any time. Please contact our data protection officer (contact details see above).

## Your right to appeal to a data protection supervisory authority

According to article 77 DSGVO you have the right to contact a supervisory authority in case of violations by us.

The supervisory authority responsible for us is:

<b>Name</b>	<u>Landesbeauftragte für Datenschutz und Informationsfreiheit</u> <u>Nordrhein-Westfalen</u>
<b>Street</b>	<u>Kavalleriestr. 2-4</u>
<b>Postcode / City</b>	<u>40213 Düsseldorf</u>
<b>Phone</b>	<u>+49 (211) 38424-0</u>
<b>Email</b>	<u>poststelle@ldi.nrw.de</u>

### **Is it necessary or obligatory to collect and process your data?**

Your data is contractually necessary or obligatory in order to conclude a contract.

If the data is not provided, it is not possible to execute the contract, register or use certain functions.

### **Automated decision (Article 22 para. 1, 4) concerning you**

There are no automated decisions regarding personal data.

### **Your right to object to direct marketing measures**

In principle, you have the right to object (Article 21 para. 3) so that you do not receive unwanted advertising from us.

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