

# Introduction

We are delighted about the visit of our website. Hymer-Leichtmetallbau GmbH & Co. KG (hereinafter 'Hymer-Leichtmetallbau', 'we' or 'us') attaches great importance to the security of users' data and compliance with data protection provisions. Hereinafter, we would like to inform about how personal data is processed on our website.

## Controller and data protection officer

### Controller:

Hymer-Leichtmetallbau GmbH & Co. KG

Käferhofen 10

88239 Wangen / Germany

Telephone: + 49 75 22 700 - 0

Email: [info@hymer-alu.de](mailto:info@hymer-alu.de)

### External data protection officer:

DDSK GmbH

Herr David Kuhn

Telephone: +49 7542 949 21 - 08

Email: [datenschutz@hymer-alu.de](mailto:datenschutz@hymer-alu.de)

## Terms

The specialist terms used in this Privacy Policy are to be understood as legally defined in article 4 GDPR.

## Information on data processing

### Automated data processing (log files etc.)

Our website can be visited without actively providing personal information about the user. However, every time our website is accessed, we automatically store access data (server log files), such as the name of the internet service provider, the operating system used, the website the user visited us from, the date and duration of the visit and the name of the file accessed, as well the IP address of the device used (for security reasons, such as to recognise attacks on our website) for a duration of 7 days. This data is solely evaluated for the purpose of improving our offering and does not enable conclusions to be drawn about the person of the user. This data is not merged with other data sources. We process and use the data for the following purposes: to provide the website, to improve our websites and to prevent and identify errors/malfunctions and the abuse of the website.

**Legal base:** legitimate interests (Art. 6 (1) (f) GDPR)

**Legitimate interests:** ensuring the functionality of the website and its error-free, secure operation, as well as in adapting this website to suit users' needs

## Consent Management Tool

We use a consent management procedure on our online offering in order to be able to prove, store and manage the consent granted by our website visitors in accordance with the requirements of the GDPR. Visitors to our online offering can also manage the consent and preferences granted or withdraw consent via the service we have integrated.

The consent status is stored on the server and/or in a cookie (so-called opt-in cookie) or a comparable technology in order to be able to assign the consent to a user or their device. In addition, the time of the declaration of consent is recorded.

<b>Categories of data subjects:</b>	Website visitors who use the Consent Management Tool
<b>Data categories:</b>	Usage data (e. g. websites visited, interest in content, access times), metadata and communication data (e. g. device information, IP addresses)
<b>Purposes of processing:</b>	Fulfilment of accountability obligations, Consent management
<b>Legal bases:</b>	Legal obligation (Art. 6 para 1 lit. c) GDPR, Art. 7 GDPR

### Privacy Settings/Withdraw the consent

## Cookiefirst

Recipient of data:	Digital Data Solutions B.V., Plantage Middenlaan 42a, 1018DH, Amsterdam, Niederlande
Privacy:	<a href="https://cookiefirst.com/legal/privacy-policy/?_gl=1*q09f8*_up*MQ..&amp;gclid=EAlaIQobChMIhdzT0fP-9QIVQI9oCR0cZAFNEAAYASAAEgKN5_D_BwE">https://cookiefirst.com/legal/privacy-policy/?_gl=1*q09f8*_up*MQ..&amp;gclid=EAlaIQobChMIhdzT0fP-9QIVQI9oCR0cZAFNEAAYASAAEgKN5_D_BwE</a>

## Use of cookies (general, functionality, opt-out links etc.)

We use 'cookies' on our website to make visiting our website more attractive and to enable certain functions to be used. The use of cookies serves our legitimate interest in making a visit to our website as pleasant as possible and is based on article 6 (1) (f) GDPR. Cookies are standard internet technology used to store and retrieve login details and other usage information for all the users of a website. Cookies are small text files that are deposited on your end device. They enable us to store user settings, inter alia, to ensure that our website can be shown in a format tailored to your device. Some of the cookies we use are deleted after the end of a browser session, i.e. when closing the browser (known as 'session cookies'). Other cookies remain on the user's end device and enable us or our partner companies to recognise the browser on the next visit (known as 'persistent cookies').

The browser can be set so that the user is informed when cookies are to be stored and can decide whether to accept them in each individual situation, to accept them under certain circumstances, or to exclude them in general. In addition, cookies can be retrospectively deleted to remove data that the website stored on your computer. Deactivating cookies (known as 'opting out') can limit our website's functionality in some respects.

<b>Categories of data subjects:</b>	Website visitors, users of online services
<b>Opt-out:</b>	Internet Explorer: <a href="https://support.microsoft.com/de-de/help/17442">https://support.microsoft.com/de-de/help/17442</a>

Firefox:

<https://support.mozilla.org/de/kb/wie-verhindere-ich-dass-websites-mich-verfolgen>

Google Chrome:

<https://support.google.com/chrome/answer/95647?hl=de>

Safari

<https://support.apple.com/de-de/HT201265>

**Legal bases:**

Consent (article 6 (1) (a) GDPR), legitimate interest (article 6 (1) (f) GDPR)

The pertinent legal basis is specifically stated for each tool in question.

**Legitimate interests:**

Storing of opt-in preferences, presentation of the website, assurance of the website's functionality, provision of user status across the entire website, recognition for the next website visitors, user-friendly online offering, assurance of the chat function

## Web analysis and optimisation

We use tools for web analysis and reach measurement so that we can evaluate user flows to our online offering. To do so, we collect information about the behaviour, interests, or demographics of our users, such as their age, gender, and so on. This helps us to recognise the times at which our online offering, its functions, and content are frequented the most or accessed more than once. In addition, we can use the information that has been collected to determine whether our online offering requires optimisation or adjustment.

The information collected for this purpose is stored in cookies or deployed in similar procedures used for reach measurements and optimisation. The data stored in the cookies could include the content viewed, webpages visited, settings, and the functions and systems used. However, plain data from users is not normally processed for the above purposes. In this case, the data is changed so that the actual identity of the user is not known to us, nor the provider of the tool used. The changed data is often stored in user profiles.

**Categories of data subjects:** Website visitors, users of online services

**Data categories:** Usage data (e. g. websites visited, interest in content, access times), metadata and communication data (e. g. device information, IP addresses), contact data (e.g. email address, telephone number), content data (e.g. text inputs, photographs, videos)

**Purposes of processing:** Website analyses, reach measurement, utilisation and assessment of website interaction, lead evaluation

**Legal bases:** Consent (article 6 (1) (a) GDPR), legitimate interest (article 6 (1) (f) GDPR)

**Legitimate interests:** Optimisation and further development of the website, increase in profits, customer loyalty and acquisition

## Google Analytics

Recipient of data:	Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland
Privacy:	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Opt-out-link:	<a href="https://tools.google.com/dlpage/gaoptout?hl=de">https://tools.google.com/dlpage/gaoptout?hl=de</a> oder <a href="https://myaccount.google.com/">https://myaccount.google.com/</a>
Legal base:	Consent (article 6 (1) (a) GDPR)

## Presence on social media

We maintain online presences on social networks and career platforms so we can exchange information with users registered there and easily contact them.

Sometimes, data belonging to social network users is used for market research and, by extension, for advertising purposes. Users' usage behaviour, such as their stated interests, can lead to user profiles being created and used in order to adapt adverts to suit the interests of the target group. To this end, cookies are normally stored on users' end devices, which sometimes occurs regardless of whether you are a registered user of the social network.

Depending on where the social network is operated, the user data can be processed outside the European Union or outside the European Economic Area. This can lead to risks for users because it is more difficult for them to assert their rights, for example.

<b>Categories of data subjects:</b>	Registered users and non-registered users of the social network
<b>Data categories:</b>	Master data (e.g. name, address), contact data (e.g. email address, telephone number), content data (e.g. text inputs, photographs, videos), usage data (e.g. websites visited, interest in content, access times), metadata and communication data (e.g. device information, IP addresses)
<b>Purposes of processing:</b>	Increase in the reach, networking of users
<b>Legal bases:</b>	Consent (article 6 (1) (a) GDPR), legitimate interest (article 6 (1) (f) GDPR)
<b>Legitimate interests:</b>	Interaction and communication on social media pages, increase in profits, findings regarding target groups

## Facebook

Recipient of data:	Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland
Privacy:	<a href="https://www.facebook.com/privacy/explanation">https://www.facebook.com/privacy/explanation</a>
Opt-out-link:	<a href="https://www.facebook.com/policies/cookies/">https://www.facebook.com/policies/cookies/</a>

## Instagram

Recipient of data:	Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland
Privacy:	<a href="https://help.instagram.com/519522125107875">https://help.instagram.com/519522125107875</a>

Opt-out-link: [https://www.instagram.com/accounts/login/?next=/accounts/privacy\\_and\\_security/](https://www.instagram.com/accounts/login/?next=/accounts/privacy_and_security/)

## **LinkedIn**

Recipient of data: LinkedIn Corporation, 1000 West Maude Avenue, Sunnyvale, CA 94085, USA

Privacy: <https://www.linkedin.com/legal/privacy-policy>

## **Xing**

Recipient of data: New Work SE, Dammtorstraße 30, 20354 Hamburg, Deutschland

Privacy: <https://privacy.xing.com/de/datenschutzerklaerung>

## **YouTube**

Recipient of data: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland

Privacy: <https://policies.google.com/privacy>

Opt-out-link: <https://tools.google.com/dlpage/gaoptout?hl=de> oder <https://myaccount.google.com/>

Legal base: Consent (article 6 (1) (a) GDPR)

## **Plug-ins and integrated third-party content**

We have integrated functions and content obtained from third-party providers into our online offering. For example, videos, depictions, buttons or contributions (hereinafter termed 'content') can be integrated.

To enable visitors to our online offering to be shown content, the third-party provider in question processes the user's IP address, inter alia, to transmit the content to the browser and display it. It is not possible to integrate third-party content without this processing taking place.

Sometimes, additional information is collected via 'pixel tags' or web beacons through which the third-party provider receives information about the use of the content or visitor traffic to our online offering, technical information about the user's browser or operating system, the visit time or referring websites. The data collected in this manner is stored in cookies on the user's end device. We have taken security precautions to prevent this data from being automatically transferred, with the aim of protecting the personal data of visitors to our online offering.

**Categories of data subjects:** Users of plug-ins or third-party content

**Data categories:** Usage data (e.g. websites visited, interest in content, access times), metadata and communication data (e.g. device information, IP addresses) contact data (e.g. email address, telephone number), Master data (e.g. name, address)

<b>Purposes of processing:</b>	Design of our online offering, increase in the reach of adverts on social media, sharing of contributions and content, interest-based and behavioural marketing, cross-device tracking
<b>Legal bases:</b>	Consent (article 6 (1) (a) GDPR)

## Google Maps

Recipient of data:	Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland
Privacy:	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Opt-out-link:	<a href="https://tools.google.com/dlpage/gaoptout?hl=de">https://tools.google.com/dlpage/gaoptout?hl=de</a> oder <a href="https://myaccount.google.com/">https://myaccount.google.com/</a>
Legal base:	Consent (article 6 (1) (a) GDPR)

## Newsletter and mass communication (including tracking, if applicable)

On our online offering, users have the option of subscribing to our newsletter or to notifications on various channels (hereinafter referred to overall as 'newsletters'). We only send newsletters to data subjects who have agreed to receive the newsletter, and within the framework of statutory provisions. We use a select service provider to send out our newsletter.

An email address must be provided to subscribe to our newsletter. If applicable, we collect extra data, such as your name to include a personal greeting in our newsletter.

Our newsletter is only sent after the 'double opt-in procedure' has been fully completed. If visitors to our online offering decide to receive our newsletter, they will receive a confirmation email that serves to prevent the fraudulent input of wrong email addresses and preclude a single, possibly accidental, click from causing the newsletter to be sent. The subscription to our newsletter can be ended at any time with future effect. An unsubscription (opt-out) link is given at the end of every newsletter.

In addition, we are obliged to provide proof that our subscribers actually want to receive the newsletter. To this end, we collect and store their IP address, along with the time of subscription and unsubscription.

Our newsletters are designed so that we can obtain findings about improvements, target groups or the reading behaviour of our subscribers. We are able to do this thanks to a 'web beacon' or tracking pixel that reacts to interactions with the newsletter, such as looking at whether links are clicked on, whether the newsletter is opened at all, or at what time the newsletter is read. For technical reasons, we can associate this information with individual subscribers.

<b>Categories of data subjects:</b>	Newsletter subscribers
<b>Data categories:</b>	Master data (e.g. name, address), contact data (e.g. email address, telephone number), metadata and communication data (e.g. device information, IP addresses), usage data (e.g. websites visited, interest in content, access times)
<b>Purposes of processing:</b>	Marketing, increase in customer loyalty and new customer acquisition, analysis and evaluation of the campaigns' success
<b>Legal bases:</b>	Consent (article 6 (1) (a) GDPR)

## CleverReach

Recipient of data:	CleverReach GmbH & Co. KG, Schafjückenweg 2, 26180 Rastede, Germany
Privacy:	<a href="https://www.cleverreach.com/de/datenschutz/">https://www.cleverreach.com/de/datenschutz/</a>
Legal base:	Consent (article 6 (1) (a) GDPR)

## Advertising communications

We also use data provided to us for advertising purposes, particularly to provide information on various channels about new products from us or in our portfolio of offerings. However, promotional contact from our side is only undertaken within the framework of the statutory requirements, and once consent has been granted, insofar this is necessary.

If the data subjects of our advertising do not want to receive it, they can inform us of this at any time with future effect. We are happy to acquiesce to their request.

<b>Categories of data subjects:</b>	Communication partners
<b>Data categories:</b>	Master data (e.g. name, address), contact data (e.g. email address, telephone number)
<b>Purposes of processing:</b>	Direct marketing
<b>Legal bases:</b>	Consent (article 6 (1) (a) GDPR), legitimate interest (article 6 (1) (f) GDPR)
<b>Legitimate interests:</b>	Retention of existing contacts/contractual partners and acquisition of new ones

## Contacting us

On our online offering, we offer the option of contacting us directly or requesting information via various contact options.

In the event of contact being made, we process the data of the person making the enquiry to the extent necessary for answering or handling their enquiry. The data processed can vary depending on the method via which contact is made with us.

<b>Categories of data subjects:</b>	Individuals submitting an enquiry
<b>Data categories:</b>	Master data (e.g. name, address), contact data (e.g. email address, telephone number), content data (e.g. text inputs, photographs, videos), metadata and communication data (e.g. device information, IP addresses), usage data (e.g. websites visited, interest in content, access times)
<b>Purposes of processing:</b>	Processing requests
<b>Legal bases:</b>	Consent (article 6 (1) (a) GDPR), performance of contract (article 6 (1) (b) GDPR)

## Data transfer

We transfer the personal data of visitors to our online offering for internal purposes (e.g. for internal administration or to the HR department so we can meet statutory or contractual obligations). Internal data transfer or the disclosure of data only occurs to the extent necessary, under the pertinent data protection provisions.

It may be necessary for us to disclose personal data for the performance of contracts or to comply with legal obligations. If the data necessary in this regard is not provided to us, it may be the case that the contract cannot be concluded with the data subject.

We transfer data to countries outside the EEA (known as 'third countries'). This occurs due to the above-mentioned purposes (transfer within the group and/or to other Recipient). Transfer is only effected to fulfil our contractual and legal obligations, or on the basis of the consent that the data subject granted prior to this.

## Storage period

In principle, we store the data of visitors to our online offering for as long as needed to render our service or to the extent that the European body issuing directives and regulations or another legislator stipulates in laws and regulations to which we are subject. In all other cases, we delete personal data once the purpose has been fulfilled, with the exception of data that we need to continue to store to comply with legal obligations (e.g. if retention periods under tax law and trade law require us to keep documents such as contracts and invoices for a certain period of time).

## Automated decision-making

We do not use automated decision-making or profiling.

## Legal bases

The decisive legal bases primarily arise from the GDPR. They are supplemented by national laws from member states and can, if applicable, be applied alongside or in addition to the GDPR.

<b>Consent:</b>	Article 6 (1) (a) GDPR serves as the legal basis for processing procedures regarding which we have sought consent for a particular purpose of processing.
<b>Performance of a contract:</b>	Article 6 (1) (b) serves as the legal basis for processing required to perform a contract to which the data subject is a contractual party or for taking steps prior to entering into a contract, at the request of the data subject.
<b>Legal obligation:</b>	Article 6 (1) (c) GDPR is the legal basis for processing that is required to comply with a legal obligation.
<b>Vital interests:</b>	Article 6 (1) (d) GDPR serves as the legal basis if the processing is necessary to protect the vital interests of the data subject or another natural person.
<b>Public interest:</b>	Article 6 (1) (e) GDPR serves as the legal basis for processing that is necessary to perform a task in the public interest or to exercise public force that is transferred to the controller.



**Legitimate interest:** Article 6 (1) (f) GDPR serves as the legal basis for processing that is necessary to protect the legitimate interests of the controller or a third party, provided this is not outweighed by the interests or fundamental rights and fundamental freedoms of the data subject that require personal data to be protected, particularly if the data subject is a child.

## Rights of the data subject

**Right of access:** Pursuant to article 15 GDPR, data subjects have the right to request confirmation as to whether we process data relating to them. They can request access to their data, along with the additional information listed in article 15 (1) GDPR and a copy of their data.

**Right to rectification:** Pursuant to article 16 GDPR, data subjects have the right to request that data relating to them, and that we process, be rectified or completed.

**Right to erasure:** Pursuant to article 17 GDPR, data subjects have the right to request that data relating to them be erased without delay. Alternatively, they can request that we restrict the processing of their data, pursuant to article 18 GDPR.

**Right to data portability:** Pursuant to article 20 GDPR, data subjects have the right to request that data made available to us by them be provided and transferred to another controller.

**Right to lodge a complaint:** In addition, data subjects have the right to lodge a complaint with the supervisory authority responsible for them, under article 77 GDPR.

**Right to object:** If personal data is processed on the basis of legitimate interests pursuant to article 6 (1) (1) (f) GDPR, under article 21 GDPR data subjects have the right to object to the processing of their personal data, provided there are reasons for this that arise from their particular situation or the objection relates to direct advertising. In the latter case, data subjects have a general right to object that is to be put into effect by us without a particular situation being stated.

## Withdrawal of consent

Some data processing procedures can only be carried out with the express consent of the data subject. Once granted, you are able to withdraw consent at any time. To do so, sending an informal note or email to [datenschutz@hymer-alu.de](mailto:datenschutz@hymer-alu.de) is sufficient. The consent of data processing operations on our online offer can be directly adjusted in our CookieFirst-Tool.

The legality of the data processing carried out up to the point of withdrawal shall remain unaffected by the withdrawal.

## External links

Our website includes links to online offerings from other providers. We note that we have no influence over the content of the online offerings linked to and over whether their providers comply with data protection provisions.

## **Amendments**

We reserve the right to amend this information on data protection, in compliance with the applicable data protection provisions, if changes are made to our online offering so that it complies with the legal requirements.

**This Privacy Policy was drawn up by  
the DDSK GmbH**