

Data Privacy Declaration

I. Information about the collection of personal data

In the following we inform you about the collection of personal data when using our website. Personal data is all data that can be related to you personally, e.g. name, address, e-mail addresses, user behaviour.

1) The person responsible according to Art. 4 No. 7 EU Data Protection Basic Regulation (DS-GVO) is

ALD Vacuum Technologies GmbH

Otto-von-Guericke-Platz 1

63457 Hanau

Telefon: +49 6181 307 0

E-Mail: info@ald-vt.de

(see our imprint)

Competent data protection supervisory authority:

The Hessian Commissioner for Data Protection and Freedom of Information

Gustav-Stresemann-Ring

165189 Wiesbaden

You can reach our data protection officer at

CTM-COM GmbH

Marienburgstraße 27

64297 Darmstadt

Phone: +49 6151 394 272

E-Mail: datenschutz@ctm-com.de

2) When you contact us by e-mail or via a contact form, the data you provide us with (your e-mail address, possibly your name and telephone number) will be stored by us in order to answer your questions. We delete the data arising in this connection after the storage is no longer necessary, or restrict the processing if there are legal storage obligations.

3) If we wish to use contracted service providers for individual functions of our offer or use your data for advertising purposes, we will inform you below in detail about the respective processes. We also specify the fixed criteria for the storage period.

Your Rights

1) You have the following rights against us with regard to your personal data:

- Right to information,
- Right to rectification or deletion,
- Right to limit the processing,
- Right to object to the processing,
- Right to data transferability.

2) You also have the right to complain to a data protection supervisory authority about the processing of your personal data by us.

3) To exercise your rights with regard to personal data concerning you, please contact **dataprotection@ald-vt.de**.

Objection or revocation against the processing of your data

1) If you have given your consent to the processing of your data, you can revoke it at any time. Such a revocation influences the permissibility of the processing of your personal data after you have given it to us.

2) Insofar as we base the processing of your personal data on a weighing of interests, you may object to the processing. This is the case, if the processing is not necessary in particular for the fulfilment of a contract with you, which is represented by us in each case with the following description of the functions. In the event of such an objection, we ask you to explain the reasons why we should not process your personal data as we have done. In the event of your justified objection, we will examine the facts and either discontinue or adapt the data processing or point out our compelling reasons worthy of protection on the basis of which we will continue the processing.

3) You can of course object to the processing of your personal data for advertising and data analysis purposes at any time. You can inform us about your advertising objection under the following contact details: dataprotection@ald-vt.de.

II. Collection of personal data when you visit our website

If you only use the website for information purposes, i.e. if you do not register or otherwise provide us with information, we only collect the personal data that your browser transmits to our server.

If you wish to view our website, we collect the following data, which is technically necessary for us to display our website to you and to guarantee stability and security (legal basis is Art. 6 Para. 1 S. 1 lit. f DS-GVO):

- IP address
- Date and time of the request
- Time zone difference to Greenwich Mean Time (GMT)
- Contents of the request (concrete page)
- Access status/HTTP status code
- amount of data transferred in each case

- Website from which the request originates
- browser
- Operating system and its interface
- Language and version of the browser software.

Cookies

1) What are cookies?

Our website uses so-called cookies to store user-specific data. Cookies are small files that are stored by our website on your computer and contain certain user data from you, such as language or personal page settings. When you return to our site, your browser sends the “user-related” information back to our site. Thanks to cookies, our website knows who you are and offers you your usual default settings. A cookie consists of a name and a value.

2) First-party and third-party cookies

There are both first-party and third-party cookies. First-party cookies are created directly by our site, third-party cookies are created by partner sites or their tools/plugin-services (such as Google Analytics). Each cookie must be evaluated individually, as each cookie stores different data. The expiration time of a cookie also varies from a few minutes to a few years. Cookies are not software programs and do not contain viruses, Trojans or other “pests”. Cookies also cannot access information on your PC.

Whether cookies are set and which data is stored in which other circumstances is explained in detail in our notes on the tools, plug-ins and services used.

3) What types of cookies are there?

(1) Essential Cookies

These cookies are necessary to ensure the basic functionality of the website. For example, if the user places a product in the shopping cart, then continues surfing on other pages and later only proceeds to checkout. These cookies do not delete the shopping cart, even if the user closes his browser window.

Essential cookies used:

name	purpose
Borlabs Cookie (borlabs-cookie)	Saves the settings of visitors selected in the Cookie Box of Borlabs Cookie
Language selection (_icl_visitor_lang_js)	Saves the redirected language.
Language selection (wpml_browser_redirect_test)	Tests if cookies are enabled.

(2) Functional Cookies

These cookies are not mandatory, but they increase the functionality of the website. This includes, for example, information such as user names, language selection,

form data entered once, font size, etc.

Functional cookies used:

name	purpose
–	–

(3) Service or performance cookies

These cookies collect information about user behavior on the website and whether users receive error messages (if so, which ones?) to enable us to improve the content and structure of the website. These cookies are also used to measure loading times or the behaviour of the website with different browser types.

Service or performance cookies used:

name	purpose
Google Analytics (_ga, _gat, _gid)	Cookie from Google for website analysis. data about how visitors use the website.

(4) Marketing/tracking/third party cookies

These cookies come from external advertising companies, among others, and are used to collect information about the websites visited by the user, e.g. to create target group-oriented advertising for the user.

Used marketing/tracking/third party cookies:

name	purpose
Google Tag Manager (_ga, _gat, _gid)	Cookie from Google to control advanced s handling.
Google Maps (NID, Host: .google.com)	Is used to unlock Google Maps content.
YouTube (NID, Host: google.com)	Is used to unlock YouTube content.

4) Consent to the use of cookies

When you first visit our website (using a cookie banner or cookie consent tool) you will be asked which of the above cookie types you wish to allow. **Cookies, which are not essential to provide the services of this website, will only be used after your consent.** However, this decision is stored in a cookie for purposes of proof and to implement your settings.

You can view and change your cookie settings here at any time:

[Cookie settings](#)

5) Your consent as legal basis

Your given consent serves as a legal basis for the collection of personal data according to Art. 6 para. 1 sentence 1 lit. a DSGVO in the form of the respective cookies. Whether cookies are set and which data is stored in which other circumstances is explained in more detail in our notes on the tools, plug-ins and services used.

6) Browser-side deactivation or deletion of cookies

You can set your web browser so that the storage of cookies on your terminal device is generally prevented or you are asked each time whether you agree to the setting of cookies. Once cookies have been set, you can delete them at any time. How this works is described in the help function of the web browser you are using. A general deactivation of cookies may lead to functional limitations of this website.

Further functions and offers of our website

1) In addition to the purely informational use of our website, we offer various services that you can use if you are interested. For this purpose, you will generally have to provide further personal data which we use to provide the respective service and to which the aforementioned data processing principles apply.

2) To some extent, we use external service providers to process your data. These have been carefully selected and commissioned by us, are bound by our instructions and are checked regularly.

3) We may also share your personal information with third parties when we partner with partners to offer promotions, sweepstakes, contracts or similar services. You will receive further information on this when you enter your personal data or in the description of the offer below.

4) If our service providers or partners are based in a country outside the European Economic Area (EEA), we will inform you about the consequences of this circumstance in the description of the offer.

Processing of personal data which you send us in the context of an application

The information on the collection of personal data in the context of an application can be found [here](#) (only available in German).

III. analytical tools

Google Analytics

1) General Information

We use Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA. Google Analytics

uses so-called “cookies”, which enable the analysis of your usage behaviour on the website. The data collected in this way is used by Google to provide us with an evaluation of the visit to our website and the usage activities there. This information may also be used to provide other services related to the use of our website and the Internet.

2) Processed data categories

The service collects usage and user-related information, such as IP address, location, time or frequency of visits to our website.

3) legal basis

The legal basis is Art. 6 (1) sentence 1 lit. f DSGVO. Our legitimate interest lies in the analysis, optimisation and economic operation of our Internet presence. The statistics obtained will enable us to improve our services and make them more interesting for you as a user.

The legal basis for setting the cookie is your consent according to Art. 6 Para. 1 S. 1 lit. a DSGVO. Details can be found above under II. “Cookies”.

4) Disabling data collection by Google Analytics

(1) You can revoke your consent to the storage of cookies at any time. In this regard, we refer you to the previous information on “cookies” and the rights to which you are entitled.

(2) You can also prevent the storage of cookies by setting your browser software accordingly; however, we would like to point out that in this case you may not be able to use all the functions of this website to their full extent.

(3) You can also prevent Google from collecting the data generated by the cookie and related to your use of the website (including your IP address) and Google from processing this data by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

5) IP anonymization

We have implemented the IP address anonymization of Google Analytics on this website. IP anonymization or masking takes place as soon as the IP addresses arrive in the Google Analytics data collection network and before the data is stored or processed. This means that IP addresses are further processed in a shortened form, thus excluding the possibility of personal references.

More information on IP anonymization can be found at: <https://support.google.com/analytics/answer/2763052?hl=de>

6) Data protection of the provider

(1) You can find Google’s privacy policy at <https://policies.google.com/privacy?hl=de> and the Google Analytics Terms of Use at <https://marketingplatform.google.com/about/analytics/terms/de/>

(2) Processing by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA is not Google LLC has submitted to the EU-US Privacy Shield and thereby declares its compliance with the EU's data protection requirements when processing data in the USA (available at: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tatus=Active>).

IV. Other Tools

Google Tag Manager

1) On our website we use the Google Tag Manager from Google. The Google Tag Manager is a solution that allows marketers to manage website tags through a single interface.

2) The Google Tag Manager service itself (which implements the tags) is a domain without cookies and does not collect personally identifiable information.

3) The Google Tag Manager service triggers other tags that may themselves collect data. Google Tag Manager does not access this data. If deactivation has been made at the domain or cookie level, it will persist for all tracking tags implemented with Google Tag Manager.

4) Google's privacy policy for this tool can be found at: <https://www.google.de/tagmanager/use-policy.html>.

Google Fonts

1) This website uses external fonts from Google Fonts. If your browser does not support web fonts, a standard font will be used by your computer.

2) The integration of these web fonts takes place via a server call, usually a Google server in the USA. This will tell the server which of our Internet pages you have visited. The user's browser transmits various information for the uniform presentation of the website. These include various browser and device data as well as the IP address of the user himself.

3) Processing is carried out on the basis of our legitimate interests pursuant to Art. 6 Para. 1 lit. f DSGVO in the form of search engine optimisation, improved loading times, reduced administrative effort and uniform presentation across all devices.

4) Further information from Google can be found at: <https://fonts.google.com/about>.

V. Embedded Services

Integration of YouTube videos

1) We have included YouTube videos in our online offering, which are stored at <http://www.YouTube.com> and can be played directly from our website. These are

all included in “Advanced Privacy Mode”, which means that no data about you as a user will be transferred to YouTube if you do not play the videos. Only when you play the videos will the data referred to in paragraph 2 be transmitted. We have no influence on this data transmission.

2) By visiting the website, YouTube receives the information that you have accessed the corresponding subpage of our website. In addition, the data specified under II. “cookies” of this declaration will be transmitted. This occurs regardless of whether YouTube provides a user account that you are logged in to, or whether no user account exists. When you’re logged in to Google, your information will be directly associated with your account. If you do not want your profile to be associated with YouTube, you must log out before activating the button. YouTube stores your data as user profiles and uses them for the purposes of advertising, market research and/or the design of its website to meet your needs. Such evaluation is carried out in particular (even for users who are not logged in) in order to provide demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, and you must contact YouTube to exercise this right.

3) Further information on the purpose and scope of data collection and processing by YouTube can be found in the Privacy Policy. There you will also find further information on your rights and setting options to protect your privacy: <https://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>

Integration of Google Maps

1) On this website we use the offer of Google Maps. The Service is provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. This enables us to display interactive maps directly on the website and enables you to use the map function conveniently.

2) In order for Google Maps to provide its full service, it must collect and store information about you. This includes the search terms entered, your IP address and the latitude and longitude coordinates. However, this data storage happens on the websites of Google Maps. We can only inform you, but we cannot influence you. Since we have integrated Google Maps into our website, Google sets at least one cookie (name: NID) in your browser. This cookie stores data about your usage behaviour. Google uses this data primarily to optimize its own services and to provide individual, personalized advertising for you.

3) The legal basis is Art. 6 (1) sentence 1 lit. f DSGVO. Our legitimate interest lies in optimizing the functionality of our Internet presence.

The legal basis for setting the cookie is your consent according to Art. 6 Para. 1 S. 1 lit. a DSGVO. Details can be found above under “Cookies”.

4) Processing by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA is not excluded.

Google LLC has adopted the “EU-US Privacy Shield” and thereby declares its compliance with the EU’s data protection regulations when processing data in the USA (available at: <https://www.privacyshield.gov/participant?id=a2zt0000000001L5AAItatus=Active>).

5) Further information on the purpose and scope of data collection and processing by the plug-in provider can be found in the provider’s terms of use (available at: <https://policies.google.com/terms?gl=DEI=de>) and the terms and conditions for Google Maps (available at: https://www.google.com/intl/de_de/help/terms_maps.html).

VI. Social Media Appearances

Social media appearances

1) General Information

We maintain online presences within social networks in order to communicate with the users active there or to offer information about us there.

2) data processing

Personal data such as inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. text input, photographs, videos), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses) of users may be processed.

3) Purpose of the processing/legal basis

Our own processing of personal data on our social media sites is based on our legitimate interests pursuant to Art. 6 Para. 1 lit. f DSGVO, in order to inform you about our services, to make contributions more attractive, to find the right time for publication and to communicate with customers, interested parties and users active there. We have no influence on any further processing by the providers.

User data is usually processed by social network providers for market research and advertising purposes. For example, user profiles can be created on the basis of user behaviour and the resulting interests of users. The usage profiles can in turn be used, for example, to place advertisements within and outside the networks which are presumed to correspond to the interests of the users.

For these purposes, cookies are usually stored on the user’s computer, in which the user’s usage behaviour and interests are stored. Furthermore, data may be stored in the user profiles independently of the devices used by the users (especially if the users are members of the respective platforms and logged in to them).

4) Indication of risks

We would like to point out that the respective providers may process user data outside the European Union. This may create risks for users, for example by making it more difficult to enforce users' rights. With regard to US providers that are certified under the Privacy Shield or offer comparable guarantees of a secure level of data protection, we would like to point out that by doing so they commit themselves to complying with EU data protection standards.

5) rights management

Also in the case of requests for information and the assertion of rights of data subjects, we point out that these can be asserted most effectively with the providers. Only the providers have access to the data of the users and can directly take appropriate measures and provide information. If you still need help, please do not hesitate to contact us at dataprotection@ald-vt.de.

6) Data protection of the providers

For a detailed description of the respective forms of processing and the possibilities for objection (opt-out), we refer to the data protection declarations and information of the providers of the respective social media networks, over which we have no influence and which apply when calling up the respective sites.

7) Operates further social media appearances:

- **LinkedIn**

Own appearance: <https://www.linkedin.com/company/ald-vacuum-technologies-gmbh/>

Service provider: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland; **Website:** <https://www.linkedin.com/>; **Privacy**

Statement: www.linkedin.com/legal/privacy-policy; **Privacy**

Shield: <https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&tatus=Active>; **Opt-Out:** <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

- **Xing**

Own

appearance: <https://www.xing.com/companies/aldvacuumtechnologiestgmbh>

Service provider: XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany; **Website:** <https://www.xing.de/>; **Privacy**

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

- **YouTube**

Own

appearance: <https://www.youtube.com/channel/UCh6rBV1sUL4eMXltnQ9G>

VtQ

Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA; **web site:** www.youtube.com; **privacy statement:** <https://policies.google.com/privacy>; **privacy shield:** <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAItatus=Active>.

Facebook fan page

1) General Information

On Facebook we run our own fanpage under <https://www.facebook.com/ALD.Vacuum.Technologies/>. The pages and technical functionality of Facebook are each provided by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, a subsidiary of Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA.

Facebook is a social network that usually enables users to communicate with each other and interact in virtual space. It serves as a platform for the exchange of opinions and experiences about personal or company-related information.

2) data processing

(1) The personal data (e.g. personal information, IP address, etc.) of users are usually processed by Facebook for market research and advertising purposes. For example, user profiles can be created on the basis of user behaviour and the resulting interests of users. The usage profiles can in turn be used, for example, to place advertisements inside and outside the platforms that are presumed to correspond to the interests of the users. For these purposes, cookies are usually stored on the user's computer, in which the user's usage behaviour and interests are stored. In addition, data can also be stored in the user profiles independently of the devices used by the users (especially if the users are members of the respective platforms and are logged in to them).

(2) "Insights data: Furthermore, Facebook provides us with statistical data of various categories (so-called "insights data") when using our fan page, which we can retrieve accordingly. These site insights are aggregated data that can help us understand how people interact with our site. These include: the total number of page views, "Like" information, page activity, post interactions, video views, post reach, comments, shared content, responses, proportion of men and women, country and city origin, language, shop views and clicks, route planner clicks, and phone number clicks.

(3) Further information on "Insights Data", including how to exercise your rights, can be found

at: https://www.facebook.com/legal/terms/information_about_page_insights_data.

3) Purpose of the processing/legal basis

We process our own personal data on the fan page (user comments, news, page statistics) on the basis of our legitimate interests pursuant to Art. 6 Para. 1 lit. f DSGVO in order to provide information about our services there, to make contributions more attractive, to find the right time for publication and to communicate with customers, interested parties and users active there. We have no influence on any further processing by the providers.

4) Shared responsibility

Pursuant to Art. 26 DSGVO, the fanpage operator and Facebook have a joint responsibility.

A corresponding agreement was reached with the fanpage operators (available at: https://www.facebook.com/legal/terms/page_controller_addendum).

Facebook assumes primary responsibility under the DSGVO for the processing of Insights data and will comply with all obligations under the DSGVO with regard to the processing of Insights data (including Articles 12 and 13 DSGVO, Articles 15 to 22 DSGVO and Articles 32 to 34 DSGVO).

5) rights management

Also in the case of requests for information and the assertion of user rights, we point out that these can be asserted most effectively on Facebook. Only Facebook has access to users' data and can directly take appropriate measures and provide information. If you still need help, please do not hesitate to contact us.

6) Data protection of the provider

(1) When you visit the fan page, Facebook's terms and conditions and data processing guidelines apply, over which we have no control. Facebook's privacy policy can be found at <https://www.facebook.com/about/privacy>

(2) It cannot be ruled out that the processing by Facebook Ireland Ltd. may also take place via Facebook Inc., 1601 Willow Road, Menlo Park, California 94025 in the USA.

Facebook Inc. has submitted to the "EU-US Privacy Shield" and thereby declares its compliance with the data protection regulations of the EU when processing data in the USA (available at: <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

(3) You can reach Facebook's data protection officer via the general contact form at <https://www.facebook.com/help/contact/540977946302970> or for Insights data at <https://www.facebook.com/help/contact/308592359910928>.

Linking of social media appearances via graphics or text links

1) We also link our website to social media sites on the platforms listed below. The integration takes place via a linked graphic or a text link of the respective platform. The use of this link prevents the automatic establishment of a connection to the respective platform server when a website with a social media link is called up, in order to display a graphic of the respective platform itself. The user is only redirected to the service of the respective platform by clicking on the corresponding graphic.

2) After the user has been forwarded, the respective provider collects information about the user. It cannot be ruled out that the data collected in this way may be processed in the USA.

3) These are initially data such as IP address, date, time and page visited. If the user is logged into his user account of the respective platform during this time, the operator may be able to assign the collected information of the concrete visit of the user to his personal account. If the user interacts via a "Share" button on the respective platform, this information can be stored in the user's personal user account and, if necessary, published. If the user wants to prevent the collected information from being directly assigned to his user account, he must log out before clicking on the graphic. It is also possible to configure the respective user account accordingly.

4) The following platforms are linked to our site:

- **LinkedIn**

Own appearance: <https://www.linkedin.com/company/ald-vacuum-technologies-gmbh/>

Service provider: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland; **Website:** <https://www.linkedin.com/>; **Privacy**

Statement: www.linkedin.com/legal/privacy-policy; **Privacy**

Shield: <https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0&tatus=Active>; **Opt-Out:** <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

- **Xing**

Own

appearance: <https://www.xing.com/companies/aldvacuumtechnologiestgmbh>

Service provider: XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany; **Website:** <https://www.xing.de/>; **Privacy**

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

- **YouTube**

Own

appearance: <https://www.youtube.com/channel/UCh6rBV1sUL4eMXltnQ9GVtQ>

Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA; **web site:** www.youtube.com; **privacy**

statement: <https://policies.google.com/privacy>;

privacy shield: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAItatus=Active>.

VII. Special forms of use of websites

Use of our web shop

You can find the privacy policy of our webshop [here](#). (German only)