

**Table of contents**

1) Preamble ..... 2

2) Controller..... 2

3) Contact person for data protection ..... 3

4) Log files..... 3

5) Cookies ..... 4

6) Information about Google services ..... 6

7) Google Analytics ..... 7

8) Using YouTube..... 9

9) HubSpot..... 10

10) Newsletter ..... 12

11) Contact form..... 14

12) Social Networks & External Links ..... 16

13) Data security..... 17

14) Modification of the privacy policy..... 17

15) Revocation..... 17

16) Rights of data subjects ..... 17

## 1) Preamble

Welcome to our website! We take the protection of your data and your privacy very seriously. The purpose of this document is to provide you with information about what types of data we process and when, for what purpose and on what legal basis we process data. In this document, we would like to explain to you how our services work and how we protect your personal data.

In accordance with Article 4 (1) of the GDPR, personal data means all information relating to an identified or identifiable individual. An identifiable natural person is someone who can be identified, either directly or indirectly. For further information, please refer to Article 4 (1) of the GDPR.

This privacy policy is accessible electronically via <https://news.pminnovationblog.com/data-protection>

and may be downloaded, saved and printed any time.

If we use our legitimate interest or the legitimate interest of a third party as the legal basis for processing your personal data (Article 6 (1) point f) of the GDPR), you have the **right to object** to this processing pursuant to Article 21 of the GDPR:

**Under Article 21 of the GDPR, you have the right to object to the processing of your personal data at any time. We shall then no longer process your personal data for purposes of direct marketing or any related profiling.**

**Likewise, we shall then no longer process your personal data for any other purpose, unless we can demonstrate compelling legitimate reasons for processing that override your interests, rights and freedoms, or unless the processing serves to enforce, exercise or defend legal claims (see Article 21 (1) of the GDPR, the so-called 'Limited right of objection'). In this case, you have to set out the reasons for the objection that relate to your particular situation.**

In the individual sections, we will point out the right to object separately to you (e.g. by saying: "**You have the right to object**") if this right applies. There you will also find further information on how to exercise your right to object.

In order to keep the following privacy policy transparent, we refer to information and privacy notices on external websites (see also the section "**Social Networks & External Links**" in this privacy policy) in various places via links. We endeavor to keep the links listed in this privacy statement up to date. Nevertheless, due to the constant updating of the websites, it cannot be excluded that links do not function correctly. Should you notice such a link, we would be pleased if you inform us so that we can include the latest link.

## 2) Controller

The controller for the processing of personal data within the meaning of Article 4 (7) of the GDPR is:

GKN Sinter Metals Engineering GmbH

Krebsöge 10

42477 Radevormwald, Germany

E-Mail: [contact@gknpm.com](mailto:contact@gknpm.com)

### **3) Contact person for data protection**

If you have any questions regarding the processing of your personal data or your rights with respect to data protection, please contact:

Andrea Backer-Heuveloop

ds<sup>2</sup> Unternehmensberatung GmbH & Co. KG

Berliner Straße 1

49201 Dissen, Germany

E-Mail: [Datenschutz.pm@nn.gkn.com](mailto:Datenschutz.pm@nn.gkn.com)

### **4) Log files**

Every time you visit our website, we automatically collect data and information from your device's system and store it in so-called 'server log files'. This is data that relates to an identified or identifiable natural person (in this case: website visitors). The data is automatically transmitted by your browser when you visit our website. The following data is collected:

- your IP address
- browser type
- domain names
- internet service provider (ISP)
- files viewed on our site (e.g., HTML pages, graphics, etc.)
- operating system
- clickstream data
- access times and referring website addresses.

We process this data to ensure that our website is accessible from your device, and that it displays correctly on your device or in your browser. In addition, the data is used to optimise the website and to ensure the security of our systems. An evaluation of this data for the purpose of marketing does not take place.

The legal basis for this processing is Article 6 (1) point (f) of the GDPR. We have a legitimate interest in presenting you with a website that is optimised for your browser, and to facilitate communication between our server and your device. The latter, in particular, requires your IP address to be processed.

The information processed shall be stored only for as long as is necessary for the purpose for which it was processed.

The recipient of the data is our server host and our customer relationship management provider ("HubSpot"), who works for us within the framework of a data processing agreement. Further information on "HubSpot" can be found in section 8 of this privacy policy.

#### **Right of objection**

You have the right to object. You can send or inform us of your objection at any time (e.g. by e-mail to [contact@gknpm.com](mailto:contact@gknpm.com)).

The provision of personal data is not a statutory or contractual requirement, nor a requirement necessary to enter into a contract. While you are not under any obligation to provide us with your personal data, if you do not do so, you may not be able to use all the features of the website fully.

## 5) Cookies

Our website uses cookies. Cookies are text files that are stored on your device in order, for example, to make the use of a website more convenient or to recognise the user's device and save settings or similar. In cookies, entries and settings can be saved on a website so that you do not have to re-enter them each time you visit a website. Cookies contain a so-called cookie ID, which makes it possible to identify the device in which the cookie was stored. In detail, we use the following cookies:

- Cookies which contain a randomly generated, concrete identification number which makes you or your device identifiable during your visit to our website. These cookies are automatically deleted at the end of your visit.
- Cookies that contain a randomly generated, concrete identification number that makes you or your device identifiable on our website. You can either see the storage time in the overview below or determine it via your browser by displaying the cookies (usually by clicking on the "i" next to the address bar, e.g. with Firefox or Google Chrome).

In particular, the following cookies are set by us and by the services we use:

Cookie	Provider / Service	Expiration period	Description
_hs_opt_out	HubSpot	2 Years.	This cookie is used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again. This cookie is set when you give visitors the choice to opt out of cookies.
_hs_do_not_track	HubSpot	2 Years.	This cookie can be set to prevent the tracking code from sending any information to HubSpot. Setting this cookie is different from opting out of cookies, as it still allows anonymized information to be sent to HubSpot.
_hs_testcookie	HubSpot	End of session.	This cookie is used to test whether the visitor has support for cookies enabled.
hs_ab_test	HubSpot	End of session.	This cookie is used to consistently serve visitors the same version of an A/B test page they've seen before.
<id>_key	HubSpot		When visiting a password-protected page, this cookie is set so future visits to the page from the same browser do not require login

			again. The cookie name is unique for each password-protected page.
hs-messages-is-open	HubSpot	30 minutes	This cookie is used to determine and save whether the chat widget is open for future visits. It resets to re-close the widget after 30 minutes of inactivity.
hs-messages-hide-welcome-messages	HubSpot	1 day.	This cookie is used to prevent the welcome message from appearing again for one day after it is dismissed.
_hsmem	HubSpot		This cookie is set when visitors log in to a HubSpot-hosted site.
_hstc	HubSpot	2 Years.	The main cookie for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).
Hubspotutk	HubSpot	10 Years.	This cookie is used to keep track of a visitor's identity. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.
_hssc	HubSpot	30 minutes.	This cookie keeps track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.
_hssrc	HubSpot	End of Session.	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session.

All cookies set by us on the respective website and further information on these can also be displayed at any time via your browser.

The purpose of processing the cookies set directly by us is to make your use of our website convenient and to provide you with the opportunity to save settings.

The legal basis for the processing is Article 6 (1) point f) of the GDPR. We have a legitimate interest in presenting you with a website that stores your personal settings and makes it easier for you to visit our website.

### **Right of objection**

#### **You have the right to object.**

In your browser settings you can restrict or completely prevent the setting of cookies. You can also arrange for cookies to be deleted automatically when the browser window is closed.

You can find out how to delete cookies in the most common browsers and how to change the cookie settings here:

Google Chrome: [Website](#)

Mozilla Firefox: [Website](#)

Apple Safari: [Website](#)

Microsoft Internet Explorer: [Website](#)

The provision of personal data is not a statutory or contractual requirement, nor a requirement necessary to enter into a contract. While you are not under any obligation to provide us with your personal data, if you do not do so, you may not be able to use all the features of the website fully.

Other services used by us also use cookies. We point out to you separately with the individual services the use of the Cookies.

### **6) Information about Google services**

We use various services on our website from Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

You can find more information about each of the specific Google services that we use on this website in another privacy policy.

In some circumstances, embedding Google services means that Google collects and processes information (including personal data). In such cases, we cannot rule out the fact that Google may also transmit the information to a server in a third country.

As outlined in Google's Privacy Shield certification (available at <https://www.privacyshield.gov/list> by searching for 'Google'), Google is obligated to comply with the EU-US Privacy Shield Framework and the Swiss-US Privacy Shield Framework with respect to the collection, use and storage of personal data from EU member states, or Switzerland. Through certification, Google, including Google LLC and its wholly owned subsidiaries in the USA declares that it complies with Privacy Shield principles. You can find more information about this at <https://www.google.de/policies/privacy/frameworks/>.

We have no influence over the information that Google actually collects and processes. However, Google states that it can generally only process the following information (including personal data):

- Protocol data (in particular the IP address)
- Location-related information
- Unique application numbers
- Cookies and similar technologies.

Information about the types of cookies used by Google can be found at <https://policies.google.com/technologies/types>.

If you're signed in to your Google Account, Google may add the processed information to your account and treat it as personal information, depending on your account preferences. Google does the following, among other things:

"When you create a Google Account, you provide us with [personal information](#) that includes your name and a password. You can also choose to add a [phone number](#) or [payment information](#) to your account. Even if you aren't signed in to a Google Account, you might choose to provide us with information — like an email address to receive updates about our services.

We also collect the content you create, upload, or receive from others when using our services. This includes things like email you write and receive, photos and videos you save, docs and spreadsheets you create, and comments you make on YouTube videos." (<https://policies.google.com/privacy?hl=en>)

You can prevent this information from being added directly by logging out of your Google Account or by making the appropriate account settings in your Google Account. You may also refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

You can find out how to delete cookies in the most common browsers here:

- Google Chrome: [Website](#)
- Mozilla Firefox: [Website](#)
- Apple Safari: [Website](#)
- Microsoft Internet Explorer: [Website](#)

For more information, please refer to Google's privacy policy, which can be found here:

- <https://www.google.com/policies/privacy/>

You can find information about Google's privacy settings at <https://privacy.google.com/take-control.html>

## 7) Google Analytics

We use Google Analytics, a web analytics service provided by Google Ireland Limited LLC, on our website. ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Analytics uses "cookies", which are text files placed on your device, to help the website analyze how users use the site. Google Analytics may also use so-called web beacons (invisible graphics). These web beacons can be used to evaluate information such as visitor traffic to websites. The information generated by cookies and web beacons about the use of our website (including the user's IP address) will be transmitted to and stored by Google on

servers in the United States or other third countries. This information can be passed on by Google to Google's contractual partners.

**Information** on Google's existing Privacy Shield certification and other relevant data relating to data processing by Google in connection with the use of Google services can be found in this privacy statement under the section "**6) Information on Google services**".

The following types of data are processed by Google:

- Online identifiers (including cookie identifiers)
- IP address
- device identifiers

In addition, you can find more detailed information about the information processed at <https://www.google.com/intl/en/policies/privacy/#infocollect> under "Data we receive as a result of your use of our services" and at <https://privacy.google.com/businesses/adsservices/>.

We use Google Analytics only with IP anonymization enabled ("anonymize IP"). This means that your IP address will be shortened by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases the full IP address is transmitted to a Google server in the USA and shortened there.

Furthermore, we have concluded a data processing agreement with Google for the use of Google Analytics (Article 28 of the GDPR). Google processes the data on our behalf in order to evaluate your use of the website, to compile reports on website activity for us and to provide us with other services associated with website and Internet use. Google may transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

The integration of Google Analytics enables us to analyse user behaviour on our website and to respond to it. This enables us to continuously improve our services.

The legal basis for the processing of personal data described here is Article 6 (1) point f) of the GDPR. Our justified interest in this is the great benefit that the functions described above have for our offer. The statistical evaluation of user behaviour enables us, in particular, to react and optimise our offer in line with the interests of our customers.

Google has the right to use subcontractors in the context of the data processing agreement. A list of these subcontractors can be found at <https://privacy.google.com/businesses/subprocessors/>

#### **Right of objection**

**You have the right to object.** To do this, you can prevent Google from processing your data by downloading and installing the browser plug-in available at the following link:

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

You can also prevent Google Analytics from collecting data by clicking on the following link. An Opt-Out-Cookie is set, which prevents the future collection of your data when visiting this website: [<a href="javascript:gaOptout\(\)">Deactivate Google Analytics</a>](javascript:gaOptout()).



In addition, you can prevent the collection of data by web beacons by downloading and installing the add-on available under the following link for the respective browser:

<https://adblockplus.org/>

You may also refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

You can find out how to delete cookies in the most common browsers and how to change the cookie settings here:

Google Chrome: [Website](#)

Mozilla Firefox: [Website](#)

Apple Safari: [Website](#)

Microsoft Internet Explorer: [Website](#)

The processed information is stored for 14 months and automatically deleted at the end of this storage period.

For more information on data handling in connection with Google Analytics, please refer to Google's privacy policy:

<https://support.google.com/analytics/answer/6004245?hl=en>

You can find information about Google's privacy settings at [https://privacy.google.com/take-control.html?categories\\_activeEI=sign-in](https://privacy.google.com/take-control.html?categories_activeEI=sign-in)

The provision of personal data is neither required by law nor by contract and is also not necessary for the conclusion of a contract. You are also not obliged to provide the personal data. Failure to do so may, however, result in you not being able to use our website or not being able to use it to its full extent.

## **8) Using YouTube**

We use videos from YouTube and YouTube plug-ins on our website. YouTube is a service of YouTube Ireland Limited ('YouTube'), Gordon House, Barrow Street, Dublin 4 Ireland and is provided by this company.

The integration of YouTube is done by embedding the service into our website using 'iFrames'. In some circumstances, YouTube/Google collects and processes information (including personal data) when these iFrames are loaded. In this process, we cannot rule out that YouTube/Google may also transmit this information to a server in a third country.

Information about Google's current Privacy Shield certification and other relevant data concerning data processing by Google as part of using Google services can be found in this privacy policy under the section "**6) Information about Google services**".

We use YouTube in the so-called "extended data protection mode". According to the information provided by Google, a video can be played without the user behaviour being

recorded by cookies. We do not collect any data ourselves when you watch a YouTube video with us.

By integrating YouTube, we are pursuing the purpose of being able to show you various videos on our website so that you can view these directly on the website.

The legal basis for processing personal data as described above is Article 6 (1) point f) of the GDPR. Our justified legitimate interest lies in the great benefits that YouTube offers. The integration of external videos takes some burden off our servers and enables us to use the freed resources elsewhere. This can, among other things, increase the stability of our servers. YouTube/Google also has a legitimate interest in the collected (personal) data to improve its own services.

#### **Right of objection**

**You have the right to object.** You can send or inform us of your objection at any time (e.g. by e-mail to [contact@gknpm.com](mailto:contact@gknpm.com)).

You can also change your cookie settings (e.g. delete cookies, block them, etc.). Further information on this can be found under "**5) Cookies**".

The provision of personal data is not a statutory or contractual requirement, nor a requirement necessary to enter into a contract. While you are not under any obligation to provide us with your personal data, if you do not do so, you may not be able to use all the features of the website fully.

#### **9) HubSpot**

On our website we use services from HubSpot, Inc. ("HubSpot"), 25 First Street, 2nd Floor Cambridge, MA 02141, USA. HubSpot is a provider of hosting services and customer relationship management systems. HubSpot provides the necessary product infrastructure.

HubSpot uses services of the Google Cloud Platform (GCP) in Germany (Frankfurt a. M.), and the Amazon Web Services, Inc. ("AWS") 410 Terry Avenue North, Seattle WA 98109, USA. HubSpot has concluded a contract with AWS and Google (GPC) for data processing agreement. The data processed by GPC are processed and stored on servers in Germany. Furthermore, this data is transferred to AWS in the USA. AWS and Google may transfer this information to third parties where required to do so by law, or where such third parties process the information on AWS's or Google's behalf.

HubSpot enables us to integrate various codes and services into our website in an orderly and simplified manner. We link the following services to HubSpot:

- Server logs (section 4):

HubSpot uses the infrastructure of the Google Cloud Platform (GCP) in the EU (Frankfurt a. M., Germany) to support the processing of local customer data.

The personal data processed by the GCP (see Section 4) is secured on Google's servers within the EU and transmitted to and stored by the Amazon Web Service ("AWS") in the United States. By hosting these services with AWS and GCP, HubSpot can increase the performance and reliability of the services.

The purpose is to ensure that data can be retrieved and to guarantee data security.

The legal basis for the transfer of data to AWS is HubSpot's legitimate interest pursuant to Article 6 (1) point f) GDPR. HubSpot's legitimate interest lies in IT security. Transmission to AWS ensures additional data security.

#### **Right of objection**

**You have the right to object.** You can send or inform us of your objection at any time (e.g. by e-mail to [contact@gknpm.com](mailto:contact@gknpm.com)).

- User accounts
- newsletter provider
- contact form
- Google Analytics (section 7)

The data collected by HubSpot is transmitted to Google for analysis. The legal basis for the transfer is Article 6 (1) point f) of the GDPR. The purpose of the transfer is the analysis for marketing purposes. HubSpot has a legitimate interest in the transmission for the improvement and optimization of the services.

#### **Right of objection**

**You have the right to object.** You can send or inform us of your objection at any time (e.g. by e-mail to [contact@gknpm.com](mailto:contact@gknpm.com)).

As can be seen from HubSpot's Privacy Shield certification (to be found at <https://www.privacyshield.gov/list> under the search term "HubSpot"), HubSpot has obligated to comply with the EU-US Privacy Shield Framework published by the US Department of Commerce and the Swiss-US Privacy Shield Framework on the collection, use and storage of personal data from the member states of the EU and Switzerland respectively. HubSpot has declared by certification that it complies with the Privacy Shield principles.

**Information** on the existing privacy shield certification of HubSpot and other relevant data on data processing by HubSpot within the scope of using HubSpot can be found at:

- <https://www.privacyshield.gov/participant?id=a2zt0000000TN8pAAG&status=Active>
- <https://legal.hubspot.com/legal-stuff?hsLang=fr>

You can also find more detailed information about HubSpot on their websites <https://www.hubspot.com/> and at [https://legal.hubspot.com/privacy-policy?\\_ga=2.3730290.37890199.1552980835-511272210.1549970169&\\_gac=1.216713890.1552561725.EAlaIQobChMI37mbjb-B4QIVC853Ch3C5Qp5EAAYASAAEgIJzVD\\_BwE](https://legal.hubspot.com/privacy-policy?_ga=2.3730290.37890199.1552980835-511272210.1549970169&_gac=1.216713890.1552561725.EAlaIQobChMI37mbjb-B4QIVC853Ch3C5Qp5EAAYASAAEgIJzVD_BwE).

Furthermore, we have concluded a data processing agreement for the use of Hubspot with HubSpot (Article 28 of the GDPR). HubSpot processes the data on our behalf in order to trigger the stored tags and display the services on our website. HubSpot may transfer this information to third parties if required to do so by law or if third parties process this data on behalf of HubSpot.

If you have deactivated individual tracking services (e.g. by setting an opt-out cookie), the deactivation will continue for all affected tracking tags that are integrated by HubSpot.

Through the integration of HubSpot, we pursue the purpose of being able to carry out a simplified and clear integration of various services. In addition, the integration of HubSpot optimizes the loading times of the various services.

The legal basis for the processing of personal data described here is Article 6 (1) point f) of the GDPR. Our justified interest in this is the great benefit that the integration of various services via the HubSpot brings. By integrating HubSpot, we reduce our maintenance effort as well as the loading effort of the website and the server and traffic load. In addition, HubSpot has a justified interest in the collected (personal) data in order to improve its own services.

### **Right of objection**

#### **You have the right to object.**

You have the option of preventing all HubSpot tags from being sent. All you have to do is click on this opt-out link to save the HubSpot\_hs\_opt\_out cookie in your browser.

However, we would like to point out that deactivation may result in you not being able to use our website or not being able to use it to its full extent.

The processed information will only be stored as long as it is necessary or legally required for the intended purpose.

The provision of personal data is neither required by law nor by contract and is also not necessary for the conclusion of a contract. They are also not obliged to provide the personal data. Failure to do so may, however, result in you not being able to use our website or not being able to use it to its full extent.

### **10) Newsletter**

You have the possibility to subscribe to our newsletter on our website.

To send the newsletter we use the HubSpot newsletter service. Provider is HubSpot, Inc. ("HubSpot"), 25 First Street, 2nd Floor Cambridge, MA 02141, USA. HubSpot is a service with which, among other things, the dispatch of newsletters can be organized and analyzed.

If you enter data for the purpose of subscribing to the newsletter (e-mail address), this data is processed on the servers of the Google Cloud Platform (Frankfurt a. M.) and stored by AWS in the USA.

HubSpot is Privacy-Shield certified, more information about HubSpot can be found in section 8 of this privacy policy.

In addition, we have concluded a "Data Processing Agreement" with HubSpot. This is a contract in which HubSpot undertakes to protect the data of our users, to process the data exclusively in accordance with the data protection regulations on our behalf and in accordance with our instructions. Further information can be found at: <https://legal.hubspot.com/dpa>

If you register for our newsletter, we process the following information (also personal data) from you:

- E-mail address
- First name and surname

In order to be able to display the proof of consent and the proof of subscription in a legally compliant manner, we keep the following data on the events entry, change, confirmation and subscription of the newsletter for each user profile which is generated with an e-mail address confirmed by the double opt-in procedure:

- Date and time
- IP address
- opt-in status
- lead status
- lifecycle status

In addition, we process the following information (also personal data) from you within the scope of your use of our newsletter:

- Object and profile reference
- email address
- Date and time
- IP address
- Action type (entry, update)
- permission change
- Metadata of the action

The data is processed by HubSpot and - if available - subcontractors of HubSpot within the scope of data processing. Subcontractors process the data according to instructions and on our behalf in the same way as HubSpot itself.

With the help of the HubSpot service, we analyze the success and reach of our newsletters (campaigns) by click, source and identity tracking. With click tracking, we track how many times each link in our email is clicked. With source tracking, we identify the origin of traffic to our website by adding tags to our email links to ensure proper source attribution. With identity tracking we recognize contacts that have visited our site before and we can track their page views and site activity.

For this purpose, HubSpot uses and stores cookies, for example, to enable statistical surveys and to build up interest profiles. It is possible for us to understand how you react to individual newsletters from us (e.g. whether you have opened the newsletter).

When registering for the newsletter, you consent to the processing of your personal data (Article 6 (1) point a) of the GDPR), whereby we secure the registration by means of a double opt-in procedure:

In a first step, you enter the mandatory information (e.g. e-mail address) and consent to the processing of your personal data by activating the appropriate box. In a second step, you will then automatically receive an e-mail with a confirmation or activation link, which you should also confirm or activate. This will ensure that the email address you enter on our website is yours.

The collection and processing of the user's e-mail address serves the purpose of delivering the newsletter. The collection and processing of further personal data as part of the registration process has the purpose of preventing misuse of our newsletter or the e-mail address used.

In addition, the processing described above serves to enable us to prove that we have received your consent.

The purpose of processing cookie and measurement data is to track the success and reach of our newsletters.

Legal basis for the processing of personal data, which is necessary for the technical provision of the newsletter to you, as well as for the processing of cookie and measurement data is your consent according to Article 6 (1) point a) of the GDPR.

The legal basis for the processing of further personal data is our legitimate interest pursuant to Article 6 (1) point f) of the GDPR. We have a legitimate interest in being able to prove that you have given us your consent. In addition, we have a legitimate interest in being able to prevent or prove misuse of our newsletter.

### **Your rights:**

#### **1. Right of withdrawal**

##### **Right of withdrawal**

**You have the right to revoke your consent at any time without affecting the legality of the processing carried out on the basis of your consent until revocation.** You can send or inform us of your revocation of consent at any time (e.g. by e-mail to [contact@gknpm.com](mailto:contact@gknpm.com)).

You can also exercise your consent simply by clicking on the appropriate link in our newsletter.

#### **2. right of objection**

If the processing of your data is not covered by the consent (especially protocol files), **you have the right to object.**

##### **Right of objection**

You can send or inform us of your objection at any time (e.g. by e-mail to [contact@gknpm.com](mailto:contact@gknpm.com)).

The data will be deleted as soon as they are no longer required for the purpose of their collection. Your registration data will therefore only be stored as long as the newsletter subscription is active. Tracking and cookie data are deleted after 13 months.

The data will be deleted if you so wish. You can send an e-mail to [contact@gknpm.com](mailto:contact@gknpm.com) to do this.

If you do not confirm the e-mail as part of the double opt-in procedure, your registration will be automatically deleted after 72 hours.

The provision of personal data is neither required by law nor by contract and is also not necessary for the conclusion of a contract. You are also not obliged to provide the personal data. Failure to do so, however, would mean that we would not be able to provide you with a newsletter.

#### **11) Contact form**

On our website you will find a contact form which you can use to contact us electronically. If you contact us via this contact form, the data entered in the input fields will be processed by us.

This includes the following data as mandatory data:

- E-mail address
- The information that is derived from the message text

In addition, you can add further data as voluntary information. This may simplify and speed up the processing of your request. The following data are potentially affected:

- Salutation
- First name
- Surname
- Telephone number
- Company and
- Street and house number
- Postcode and city
- The information that is derived from the message text

Mandatory and voluntary information are treated equally by us. The mandatory information is necessary in order to contact you and process your request.

The following data will also be processed when the message is sent:

- Your IP address
- Date and time of sending

Please note that the extent of the personal data collected in the contact form also depends on which data you yourself disclose in the contact form in the message text.

The purpose of processing personal data within the scope of mandatory and voluntary information is to process the contact request and to be able to contact the requesting party in order to answer the request. The other personal data processed during sending (IP address, date and time of sending) serve to prevent misuse of our contact form.

The legal basis for the processing of the personal data provided by you is your express consent pursuant to Article 6 (1) point a) of the GDPR.

The legal basis for the processing of further personal data is our legitimate interest pursuant to Article 6 (1) point f) of the GDPR. We have a legitimate interest in being able to prove that you have given us your consent. In addition, we have a legitimate interest in being able to prevent or prove misuse of our contact form.

The data will only be processed as long as this is necessary for the provision of the function.

The recipient of the data is our custom relation management provider HubSpot, who works for us within the framework of a data processing agreement.

## **Your rights:**

### **1. Right of revocation**

#### **Right of withdrawal**

You have the right to revoke your consent at any time without affecting the legality of the processing carried out on the basis of your consent until revocation.

You can send or inform us of your revocation of consent at any time (e.g. by e-mail to [contact@gknpm.com](mailto:contact@gknpm.com)). You can also revoke your consent simply by clicking on the appropriate link in our confirmation e-mail or reply e-mail.

## 2. Right of objection

If the processing of your data is not covered by the consent (especially log files), **you have the right to object.**

### Right of objection

You can send us your objection at any time (e.g. by e-mail to [contact@gknpm.com](mailto:contact@gknpm.com)).

The provision of personal data is neither required by law nor by contract and is not necessary for the conclusion of a contract. You are also not obliged to provide personal data. Failure to do so may, however, result in you not being able to use our contact form.

### 12) Social Networks & External Links

In addition to this website, we also maintain presences in various social media, which you can reach via the corresponding buttons on our website. If you visit such a presence, personal data may be transmitted to the provider of the social network.

We would like to point out that user data is also transferred to a server in a third country and can therefore be processed outside the European Union. US providers who are certified under the Privacy Shield have undertaken to comply with the data protection standards of the EU. Further information can be found at <https://www.privacyshield.gov/Program-Overview>.

It is possible that, in addition to the storage of the data you have specifically entered in this social medium, further information may also be processed by the provider of the social network.

In addition, the social network provider may process the most important data of the computer system from which you visit it, such as your IP address, processor type and browser version used, including plug-ins.

If you are logged in with your personal user account of the respective network while visiting such a website, this network can assign the visit to this account.

The purpose and scope of the data collection by the respective medium and the further processing of your data there as well as your rights in this regard can be found in the respective provisions of the respective responsible party, e.g. below:

- **Facebook** (Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA):
  - At Fanpages: Agreement on joint processing of personal data (Art. 26 (1) GDPR) [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)
  - Privacy Policy Facebook: <https://www.facebook.com/about/privacy/>
  - Opt-out possibility: <https://www.facebook.com/settings?tab=ads> and <https://www.facebook.com/settings?tab=ads>
  - Privacy Shield Certification : <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>



- **Twitter** (Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA):
  - Privacy Policy: <https://twitter.com/de/privacy>
  - Opt-out option: <https://twitter.com/personalization>
  - Privacy policy and opt-out option: <https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active> Certification: <https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>
  
- **Instagram** (Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA):
  - Privacy policy and opt-out option: <https://help.instagram.com/155833707900388>
  
- **LinkedIn** (Ireland Unlimited Company, Wilton Place Dublin 2, Ireland):
  - Privacy policy: [https://www.linkedin.com/legal/privacy-policy?\\_l=en\\_DE](https://www.linkedin.com/legal/privacy-policy?_l=en_DE)
  - Opt-out possibility: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>
  - Privacy policy and opt-out option: <https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0&status=Active> Certification: <https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0&status=Active>

We would also like to point out that our website contains further links to external websites, whereby we have no influence on the processing of data on these external websites.

### 13) Data security

We secure our website and other systems through technical and organizational measures against loss, destruction, access, alteration or distribution of your data by unauthorized persons. Despite regular checks, however, complete protection against all dangers is not possible.

### 14) Modification of the privacy policy

Changes in the law or in our internal processes may make it necessary to adapt this privacy policy.

In the event of such a change, we will notify you at the beginning of this Privacy Policy about the title "preamble".

### 15) Revocation

You have the right to revoke your consent at any time with effect for the future, without affecting the lawfulness of the processing carried out on the basis of your consent until revocation.

### 16) Rights of data subjects

You have the following rights:

- Right of access by the data subject (Art. 15 GDPR)
- Right to rectification (Art. 16 GDPR)
- Right to object (Art. 21 GDPR)
- Right to erasure ('right to be forgotten') (Art. 17 GDPR)
- Right to restriction of processing (Art. 18f. GDPR)
- Right to data portability (Art. 20 GDPR)

For inquiries of this kind, please contact [contact@gknpm.com](mailto:contact@gknpm.com). Please note that we must ensure that such requests are actually about the person concerned.

You have the right to complain to a data protection supervisory authority, without prejudice to any other administrative or judicial remedy.

Automated decision making does not take place on our website.

Status: 20.03.2018