

# Data Privacy Policy

## Scope of application

This data privacy policy is intended to inform the users of this website about the type, scope and purpose of the collection and use of personal data by the website operator SF-Filter Group in accordance with the Federal Data Protection Act and the Telemedia Act.

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The website operator takes your data protection very seriously and treats your personal data confidentially and in accordance with statutory regulations. Please keep in mind that data transmission over the Internet can be subject to security vulnerabilities. Total protection against access by third parties is therefore impossible.

# Data Privacy Policy

## *Access data*

The website operator or page provider collects data about access to the page and saves it as "server log files". The following data is logged in this way:

- Visited website
- Exact time the site was accessed
- Amount of data sent in bytes
- Source/reference from which you accessed the page
- Browser used
- Operating system used
- IP address used
- Identification data (name, e-mail address, postal address)

The data collected is used solely for statistical evaluations, to improve the website, direct marketing purposes and customer relationship management, to improve our knowledge of customers and potential customers and to offer you our products and services. However, the website operator reserves the right to subsequently check the server log files if there are concrete indications of illegal use.

Through direct marketing (e.g. newsletters, e-mails, brochures, magazines and similar) we would like to inform you about our activities, products, offers, competitions etc. and provide you with other useful information.

## *Handling of personal data*

For the above-mentioned purposes, your personal data may be disclosed to third parties and possibly processed by them, such as:

- IT service providers, marketing agencies, shared service providers etc.

Employees, managers and/or representatives of the above-mentioned service providers or institutes and the specialist service providers commissioned by them must respect the confidentiality of this data and may only use this information in accordance with the company's instructions.

Personal data is any information that is used to identify you and which can be traced back to you, such as your name, e-mail address and telephone number.

# Data Privacy Policy

## *Cookies*

This website uses cookies. These are small text files that are stored on your terminal device. Your browser accesses these files. The use of cookies increases the user-friendliness and security of this website.

Common browsers offer the setting option to reject cookies. Note: There is no guarantee that you will be able to access all the functions of this website unrestrictedly if you choose to reject cookies.

## *Handling of comments and contributions*

If you leave a contribution or comment on this website, your IP address will be saved. This is for the security of the website operator: If your text violates the law, the operator wants to be able to trace your identity.

## *Google Analytics*

This website uses the "Google Analytics" service, which is offered by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) to analyse the use of the website by users. The service uses "cookies", i.e. text files which are downloaded onto your terminal. The information collected by these cookies is usually sent to a Google server in the USA and stored there.

You can prevent cookies from being downloaded onto your device by selecting the appropriate settings in your browser. If your browser does not allow cookies, there is no guarantee that you will be able to access all the functions of this website unrestrictedly.

Furthermore, you can use a browser plug-in to prevent the information collected by cookies (including your IP address) from being sent to Google Inc. and used by Google Inc. The following link leads to the corresponding plug-in: <https://tools.google.com/dlpage/gaoptout?hl=en>

Here you can find more information on the use of data by Google Inc.: <https://support.google.com/analytics/answer/6004245?hl=en>

## Data Privacy Policy

### *Use of SalesViewer® technology:*

This website uses SalesViewer® technology from SalesViewer® GmbH on the basis of the website operator's legitimate interests (Section 6 paragraph 1 lit.f GDPR) in order to collect and save data on marketing, market research and optimisation purposes.

In order to do this, a javascript based code, which serves to capture company-related data and according website usage. The data captured using this technology are encrypted in a non-retrievable one-way function (so-called hashing). The data is immediately pseudonymised and is not used to identify website visitors personally.

The data stored by Salesviewer will be deleted as soon as they are no longer required for their intended purpose and there are no legal obligations to retain them.

The data recording and storage can be repealed at any time with immediate effect for the future, by clicking on <https://www.salesviewer.com/opt-out> in order to prevent SalesViewer® from recording your data. In this case, an opt-out cookie for this website is saved on your device. If you delete the cookies in the browser, you will need to click on this link again.

### *Rights of the user: Information, correction and deletion*

On request, you as a user can receive free-of-charge information on the personal data that has been stored about you. Unless your request conflicts with a statutory obligation to store data (e.g. data retention), you have a right to have incorrect data corrected and your personal data blocked or deleted.