

Privacy Policy

Thank you for your interest in our websites. Protection of your privacy is very important to us. Below you will find information about how we handle your data.

1. Activities related to our website

Access data and hosting

When you visit our website, the web server stores automatically only a so-called server log file which contains e.g. the name of the requested file, your IP address, the date and time of the request, the volume of data transferred and the requesting provider (access data), and documents the request. This access data is analyzed exclusively for the purpose of ensuring the smooth operation of the website and improving our offer. This serves our legitimate interests in presenting our offer, provided these do not interfere with your rights.

Data collection and use for opening a customer account and for processing the contract

We collect personal data that you voluntarily submit to us when you open a customer account with us on our website, when you place an order and when you contact us (e.g. via contact form or by email). Mandatory fields are marked as such because we absolutely need this data to open your customer account, to perform the contract or to process your contact request, and you would otherwise not be able to create your customer account and/or complete your order or send the contact request. It is evident in each input form what data is collected. We use the data that you disclose to us to perform the contract and process your enquiries. Upon completion of the contract or deletion of your customer account, any further processing of your data will be restricted, unless you expressly consent to the further use of your data or we reserve the right to further use your personal data in the scope and manner permitted by law, of which we inform you in this notice. Your customer account can be deleted at any time. For this purpose, you can send a message to the privacy contact option specified in the imprint.

For the purpose of contract performance, we disclose your data to the shipping company in the scope required for the delivery of the ordered goods. Depending on the payment service provider you have selected during the ordering process, we disclose the payment details collected for order processing purposes to the bank commissioned to handle the payment and, as the case may be, to the payment service provider commissioned by us or to the selected payment service. Some of this data is collected by the selected payment service providers themselves if you open an account with them. In such a case, during the ordering process, you must register with your payment service provider using your access data. In this respect, the privacy notice of the relevant payment service provider applies.

Cookies and web analysis

To improve the user experience on our website and enable you to use certain features in order to show suitable products or conduct market research, some pages of this website use cookies. This serves our legitimate interests in the optimized presentation of our offer, provided these do not interfere with your rights. A cookie is a small text file which is stored automatically on your end device. Some of the cookies we use are deleted after you close the browser session, i.e. when you close the browser (those are called session cookies). Other cookies are stored in your end-user device and enable us to recognize your browser when you visit us again (persistent cookies). To check the cookie storage period, you can use the Overview function in the cookie settings of your web browser. You can configure your browser for it to inform you whenever a page uses cookies and decide on a case-by-case basis whether to accept or reject the cookies on a given website or generally. Every browser has a different policy for managing the cookie settings. The browser's policy is described in the Help menu of every browser and explains how you can change your cookie settings. To find out how to change the settings in your browser, see the links below:

- Internet Explorer™: <http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>
- Safari™: <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>
- Chrome™: <http://support.google.com/chrome/bin/answer.py?hl=en&hlrm=en&answer=95647>
- Firefox™: <https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop>
- Opera™ : <https://help.opera.com/en/latest/web-preferences/#cookies>

Please note that disabling cookies may limit your access to some features of our website.

Use of DoubleClick cookies for Google Analytics

This website also uses the so-called DoubleClick cookie for the purpose of Google Analytics (see below). The DoubleClick cookie enables the recognition of your browser as you visit other websites. The information generated automatically by the cookie about your visit to this website will be transmitted to and stored on a Google server in the United States. By means of IP anonymization enabled on this website, the IP address will be shortened before being transmitted within the area of member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address will be sent to a Google server in the USA and shortened there. Google will not join the anonymized IP address, transmitted from your browser through Google Analytics, with any other data held by Google.

Google will use this information to compile reports about your website activities and to provide other services related to the use of the website. This serves the protection of our legitimate interests in the optimal marketing of our website that are overriding in the process of balancing of interests. In addition, Google may transfer this information to third parties from time to time if this is required by law or if third parties process such data on behalf of Google.

Google DoubleClick is offered by Google LLC (www.google.com)

You can disable the DoubleClick cookie via <https://support.google.com/ads/answer/7395996>. In addition, you can obtain information about the setting of cookies from the Digital Advertising Alliance (<http://www.aboutads.info/>) and accordingly adapt the settings of your browser. Finally, you can configure your browser for it to inform you about the setting of cookies and decide on a case-by-case basis whether to accept or reject the cookies on a given website or generally. Please note that disabling cookies may limit your access to some features of our website.

Use of Google (Universal) Analytics for web analytics

For the purpose of website analytics, this website uses Google (Universal) Analytics, a web analytics service provided by Google LLC (www.google.com). This serves our legitimate interests in the optimized presentation of our offer, provided these do not interfere with your rights. Google (Universal) Analytics uses methods, like cookies, that enable an analysis of your use of the website. The information collected automatically by cookies about your use of this website is as a rule transmitted to and stored on a Google server in the United States. At the same time, as IP anonymization is enabled on this website, the IP address will be shortened before being transmitted within the area of member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address will be sent to a Google server in the USA and shortened there. Generally, Google does not associate the anonymized IP address, transmitted from your browser through Google Analytics, with any other data held by Google.

The Google LLC is headquartered in the USA and is certified to the EU-US-Privacy Shield. You will see the up-to-date certificate here: <https://www.privacyshield.gov/list>. Based on this agreement between the USA and the European Commission, the latter has recognized entities certified to the Privacy Shield as those ensuring an adequate level of data protection.

You may prevent the data generated by cookies and related to your use of the website (incl. your IP address) from being recorded and processed by Google by downloading and installing the browser plugin available through the following link: <http://tools.google.com/dlpage/gaoptout?hl=de> Alternatively to the browser plugin, you may click this same link to prevent Google Analytics from recording your data on this website in the future. In this process, an opt-out cookie will be stored on your end-user device. If you clear your cookies, you will have to click the link again.

Use of Plezi for web analytics

This website uses PLEZI, a web analytics and marketing service by PLEZI (38 Rue du Temple, 75004 Paris, France). PLEZI uses cookies stored on your computer in order to analyze the use of the website. In order to be able to access the services of PLEZI, your IP address is also stored while processing forms. The transmitted personal data for access to the resources of PLEZI will be stored for 36 months from the last contact. Please see here for more information on PLEZI and data protection: <https://www.plezi.co/fr/politique-de-confidentialite/> (French only). You can now request the deletion of data by sending a message to the privacy contact option specified in the imprint, or by clicking on "unsubscribe" on the newsletter-type marketing tools that have been sent to you. Your request will automatically be taken into account.

Advertisement via marketing networks

Google AdWords remarketing

We use Google AdWords to advertise our website in Google search results and on third-party websites. For this purpose, when you visit our website, the so-called remarketing cookie of Google is set on your browser, which allows the automatic displaying of interest-based advertising using a pseudonymous cookie ID and information about your website visits. This serves our legitimate interests in the optimal marketing of our website, provided these do not interfere with your rights. Any data processing that goes beyond that scope takes place only if you have allowed Google to associate your web and app browsing history with your Google account and to use information from your Google account to personalize ads that you see across the web. If, in such a case, you visit our website while being signed in to Google, Google will use your data together with Google Analytics data to build and define audience lists for cross-device remarketing. For this purpose, Google will temporarily join your data with Google Analytics data to build audiences. Google AdWords remarketing is offered by Google LLC (www.google.com). Google LLC is headquartered in the USA and is certified to the EU-US-Privacy Shield. You will see the up-to-date certificate here: <https://www.privacyshield.gov/list>. Based on this agreement between the USA and the European Commission, the latter has recognized entities certified to the Privacy Shield as those ensuring an adequate level of data protection. You can disable the remarketing cookie via https://adssettings.google.com/anonymouse?hl=fr&sig=ACi0TCiaRoov-hTPgSxpfmaOt2wbrDXP9yVnocwfCiZq3xKE1HQ1xdvuv4EWu7qPn7bevl_9FmVuv9OV332jayX8JHdEyYqcGFWJKwOqfmnCp-3-fGL9D4w. In addition, you can obtain information about the setting of cookies from the Digital Advertising Alliance: <http://www.aboutads.info/> and accordingly adapt the settings of your browser.

Newsletter

E-mail advertising with newsletter subscription

If you subscribe to our newsletter, we will regularly send you our e-mail newsletter based on your consent, using the data required or disclosed by you separately for this purpose. You may unsubscribe from the newsletter service at any time. For this purpose, you can either send a message to the privacy contact option specified in the imprint or use the opt-out link in the newsletter. Upon unsubscription, we will disable the use of your email address unless you have expressly consented to the further use of your data or we reserve the right to further use your personal data in the scope and manner permitted by the law, of which we inform you in this notice.

Postal advertising and your right to opt out

Unless you have opted-out we reserve the right to use your first and last name and your postal address for our advertising purposes, e.g. for sending interesting offers and information about our products by post. This serves our legitimate interests in promoting and advertising our products to customers, provided these do not interfere with your rights.

2. Activities related to our business partners

We collect data about our business partners in order to perform our business and to fulfill our contracts with them. This often includes contact information and professional information about a contact person at our business partner. We use this data to manage our relationships with our business partners, and sometimes to perform audits when necessary. We may also use the data we collect to invite our business partners to events. This serves our legitimate interests in maintaining our relationships with our business partners, provided these do not interfere with their rights. We may disclose this data to external auditors to perform audits. This serves our legitimate interests in being able to perform the audits.

3. Sales activities

We perform several activities where we collect and use personal data about our customers and prospects in the context of our sales activities, such as:

- client prospecting (through collection of data at events, fairs, etc.)
- processing requests for offers
- issuing offers
- processing orders
- providing after sales support, and
- organizing events.

The data we collect is limited to personal identification data such as name and contact details, as well as professional data. We need this data to process customer requests and to provide after sales support, in performance of our sales contracts. We also need this data to perform sales activities and to manage our business relationships. This serves our legitimate interests in performing our business and maintaining our relationships with our customers. For the purpose of contract performance, we disclose the data to third party shipping companies in the scope required for the delivery of the ordered goods.

4. Email correspondence

In order to successfully perform our business, we may need to correspond with our different stakeholders (such as customers, prospects and business partners) via email. To do so, we process the email address obtained via one of the collection channels mentioned above. This serves our legitimate interests in performing our business and maintaining our relationships with our customers, prospects and business partners.

5. Marketing communications

We may send you various marketing communications if we have previously entered into a sales contract together using the data you provided us with for the purposes of providing information to our customers about our company, its products and events we organize. This serves our legitimate interests in maintaining our relationships with our customers.

6. Visits to our premises

Visitors may require to visit our premises for various reasons. To enable these visits, visitor registration is performed by our front desk. We collect standard personal identification data about our visitors such as their name and professional data such as the company the visitor works for. This serves our legitimate interests in ensuring that we are able to process visitor entries to our offices.

7. Cross-border transfers

For certain activities, your personal data may be transferred or disclosed to maxon entities or third-party service providers that may be located in another country, including in a country that doesn't provide the same standard of data protection for your personal data.

8. Contact possibilities and your rights

You are entitled to be obtain free-of-charge information concerning data stored about your person and, as the case may be, to correct, restrict the processing, enable the portability of, or delete those data.

If you have any questions about how we collect, process or use your personal data, want to enquire about, correct, block or delete your data, or withdraw any consents you have given, or opt-out of any particular data use, please contact us directly using the privacy contact option provided in the imprint.

You may also submit a complaint to the responsible data protection supervisory authority.

Right to object

If we process personal data as described above to protect our legitimate interests provided that they do not interfere with your rights, you may object to such data processing with future effect. If your data are processed for direct marketing purposes, you may exercise this right at any time as described above. If your data are processed for other purposes, you have the right to object only on grounds relating to your special situation.

After you have exercised your right to object, we will no longer process your personal data for such purposes unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defense of legal claims.

This does not apply to the processing of personal data for direct marketing purposes. In such a case we will no longer process your personal data for such purposes.