

## PRIVACY POLICY

### 1. Information about the review of personal data

1. Below, we provide information on the collection of personal data when using this website. Personal data are all data that are personally referable to you, such as name, address, email addresses and user behaviour.
2. Data controller acc. Art. 4 para. 7 of EU General Data Protection Regulation (GDPR) is

#### **HERMANN SCHWERTER**

Langer Brauck 11  
58640 Iserlohn.

You can contact our Data Protection Officer at [datenschutz@schwerter.de](mailto:datenschutz@schwerter.de) or our postal address "To the attention of Data Protection Officer".

3. When you contact us by email or via a contact form, the data you provide (your email address, if applicable your name and your telephone number) will be stored by us in order to answer your questions. Providing further information is voluntary and only makes it easier for us to contact you in order to answer your enquiry. We will erase the data collected in this context after its storage is no longer required, or otherwise limit its further processing if we are required by the law to continue retaining it.
4. If we use contracted service providers for individual functions of our offer or would like to use your data for advertising purposes, we will inform you in detail about the respective processes. We also specify the defined criteria for the storage period.

### 2. Your Rights

1. You have the following rights regarding your personal data:

- The right to be informed,
- The right to correction or deletion,
- The right to limitation of processing,
- The right to objection to processing,
- The right to data portability.

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

### 3. Collection of personal data when visiting our website

1. If you use the website for information purposes only, 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 are technically necessary for us to display our website to you and to guarantee stability and security (legal basis is Art. 6 para. 1 p. 1 (f) GDPR):

- IP-Adresse
- Date and time of request
- Time zone difference from Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Request status/HTTP status code
- The amount of data transmitted
- The website making the request
- Browser
- Operating system and device
- Language and version of your browser software.

2. In addition to the aforementioned data, cookies are stored on your computer when you use our website. Cookies are small text files that are stored on your hard disk in association with the browser you're using and

by which the body which sets the cookie (in this case, me), transmits certain information. Cookies cannot run programs or deliver viruses to your computer. They serve to make our site more user-friendly and effective.

### 3. Use of cookies:

1. This website and our services use the following types of cookies, the scope and functionality of which are explained below:

- Transiente Cookies (see b)
- Persistente Cookies (see c).

2. Transiente Cookies are automatically deleted when you close the browser. These include, especially, session cookies. These store a session ID which assigns the various requests made by your browser during the joint session. This allows your computer to be recognised when you return to the site.

Session cookies are deleted when you log out or close the browser.

3. Persistent cookies are automatically deleted after a specified period, which may differ depending on the cookie in question. You can delete cookies at any time in the security settings of your browser.

4. You can configure your browser settings as desired and refuse to accept third-party or any cookies.

However, please note that if you do so, you may not be able to experience full functionality of this website.

### 4. Further functions and offers on our website

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

2. In some cases, 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 regularly checked.

### 5. Revocation or objection of processing of your data

1. If you have given your consent to the processing of your data, you can revoke this at any time. If you exercise this right, this will affect our ability to process your personal data after you have already given it to us.

2. If we base the processing of your personal data on the weighing of interests, you may object to the processing. This is the case if processing is not necessary in particular to fulfil a contract with you, which is described by us in the description of the functions. When exercising such 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 situation and either stop or adjust data processing or point out to you our compelling reasons worthy of protection, on the basis of which we will continue processing.

3. Of course, you can object to the processing of your personal data for advertising and data analysis purposes at any time. You can inform us about your advertising contradiction under the following contact data:

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or by mail to: [datenschutz@schwerter.de](mailto:datenschutz@schwerter.de).

### 6. Newsletter

1. With your consent you can subscribe to our newsletter, with which we inform you about our current interesting offers. The goods and services to be advertised will be named in the consent form.

2. To register for our newsletter, we use what is called the double opt-in method. This means that after your registration we will send you an e-mail to the specified email address in which we ask you to confirm that you would like the newsletter to be sent. If you do not confirm your registration within 24 hours, your information will be blocked and automatically deleted after one month. In addition, we store your IP addresses and the time of registration and confirmation. The purpose of the procedure is to be able to prove your registration and, if necessary, to clarify a possible misuse of your personal data.

3. The only required information for sending the newsletter is your email address. The indication of further, separately marked data is voluntary and is used to be able to address you personally. After your confirmation

we will save your e-mail address for the purpose of sending you the newsletter. The legal basis is art. 6 para. 1 p. 1 (a) GDPR.

4. You can revoke your consent to receive the newsletter at any time and unsubscribe from the newsletter. You can declare your revocation by clicking on the link provided in every newsletter email, by email to [verkauf@schwerter.de](mailto:verkauf@schwerter.de) or by sending a message to the contact details given in the imprint.

#### 7. Matomo analyse tool

1. This website uses the web analytics service Matomo to analyse and regularly improve the use of our website. We can improve our offer and make it more interesting for you as a user. The legal basis for the use of Matomo is Art. 6 Para. (1) s. 1 (f) of the GDPR..
2. For this evaluation, cookies (more details in § 3) are stored on your computer. The information collected in this way is stored exclusively on a server in Germany. You can set the evaluation by deleting existing cookies and preventing the storage of cookies. If you prevent the storage of cookies, we point out that you may not be able to use this website in its entirety. The prevention of the storage of cookies is possible through the setting in your browser. To prevent Matomo from being used, uncheck the following box to activate the opt-out plug-in:
3. This website uses Matomo with the extension "AnonymizeIP". This shortens the processing of IP addresses and prevents direct personal contact. The IP address transmitted by your browser using Matomo will not be merged with other data collected by us.
4. The Matomo program is an open source project. Information of the third party data protection providers can be found at <https://matomo.org/privacy-policy/>.

#### 8. Inclusion of Google Maps

1. We use Google Maps functions on this website. This allows us to display interactive maps directly on the website and enables your convenient use of the map function.
2. When you visit this website, Google receives the information that you have accessed the corresponding sub-page of our website. In addition, the data mentioned under section § 3 of this declaration will be transmitted. This takes place regardless of whether Google makes available a user account via which you are logged in or no user account exists. If you are logged in to Google, your information will be directly associated with your account. If you do not wish to be associated to your Google profile, you must first log out before activating the button. Google stores your data as usage profiles and uses them for the purposes of advertising, market research and/or requirements-oriented design of its website. Such evaluation also takes place (even for users who are not logged in) for the purposes of providing customized advertising and to inform other social network users about activities on our website. You have the right to object to the creation of these user profiles, whereby you must contact Google to exercise this right.
3. For more information about the purpose and scope of data collection and its processing by the plug-in provider, please refer to the provider's privacy policy. There you will also find further information on your corresponding rights and settings options for protecting your privacy: <https://policies.google.com/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>.