

## **PRIVACY POLICY**

The protection of your personal data in connection with utilization of the services provided by Erbe Elektromedizin GmbH ("Erbe") is an important concern for Erbe. Erbe processes your personal data within the scope of your use of the Erbe website ("website"). Among other things, you will find information on the type, scope and purpose of the processing of personal data ("data") by Erbe in connection with the use of the website in the following policy.

### **Responsible Person**

Erbe Elektromedizin GmbH  
Waldhörnlestraße 17  
72072 Tübingen, Germany  
gdpr@erbe-med.com

## 1. Processing of data on the Erbe website

### a) Provision of the website as well as data transmission and logging for statistical purposes

Your Internet browser transmits data to Erbe's web server when accessing the website. This is technically necessary for accessibility of the website. The following data are collected: date and time of access, URL of the referring website, accessed file, amount of data sent, browser type and version, operating system as well as your IP address (collectively, "**access data**"). The access data are stored separately from other data that you enter when using Erbe's website. The access data are also evaluated for statistical purposes and subsequently deleted. This is based on Erbe's justified interest in the continuous optimization of the website. The access data will be deleted after evaluation, after 3 years at the latest.

### b) Making contact

In as far as you provide Erbe with personal data via e-mail, contact form, telephone or social media, the data you provide (e.g. your e-mail address, your name or your telephone number) will be stored by Erbe in order to answer your questions or to provide you with access to the services you have requested (e.g. to provide information via our newsletter).

You are not legally or contractually obliged to provide data when contacting us. However, please note that Erbe cannot process your request if you do not provide any of the required information marked as such.

Your data will be stored until your request is completely processed and then deleted by Erbe. This does not apply to data which are required for accounting and bookkeeping purposes or which are subject to the legal retention obligations.

When contacting us, your details will be processed for our legitimate interest in dealing with the contact request and its handling. If the aim of establishing contact is to conclude a contract, your details will be processed for the purpose of entering into a contract. In the case of your consent (e.g. to the mailing of our newsletter or other marketing material), processing will be based on such consent. You can revoke your consent to the mailing of our newsletter at any time, e.g. via the link contained in our newsletter. If you revoke your consent, we will take prompt action to remove you from our mailing list.

### c) Use of the Matomo web analysis service

Erbe uses the Matomo open source web analysis service (formerly Piwik) on the website to analyze and regularly improve the use of Erbe's website. These statistics can help Erbe to improve its services and make them more interesting for you as a user.

Cookies are stored on your computer for this evaluation. Cookies are small text files that are stored on your computer when you visit the website. Cookies help Erbe to determine the frequency of use and the number of users of the website and to make Erbe's offers as convenient and efficient as

possible for you. If individual pages of the website are called up, the following data is stored by Erbe: two bytes of the IP address of the system accessed by you; the accessed website; the website from which you accessed the called up website (so-called referrer); the sub-pages that you accessed from the called up website; the duration of your stay on the website; the frequency of accessing the website. Erbe stores the data collected in this way exclusively on Erbe's server in Germany. The data are not passed on to third parties. The data will be deleted as soon as Erbe no longer needs them for the purposes mentioned, which will occur within 3 years. Our site currently does not respond to "do not track" signals that may be sent by certain browsers.

This website uses Matomo with the "IP Anonymization" extension. This does not save IP addresses completely, but masks two bytes of the IP address (e.g.: 194.147.xxx.xxx). In this way it is not possible to assign the shortened IP address to the calling computer. The IP address transmitted by your browser using Matomo will not be merged with other data collected by Erbe.

You can prevent the evaluation of data by Erbe through the use of Matomo by deleting existing cookies and preventing the storage of cookies. You can do this by changing the settings in your Internet browser by deactivating or restricting the transfer of cookies. You can delete already stored cookies at any time. However, if cookies are deactivated for the website, not all functions of the website may possibly be able to be used in full.

Information on data protection from Matomo is available at <https://matomo.org/privacy-policy/>.

#### d) Google Fonts

Erbe uses so-called web fonts provided by Google to uniformly display fonts. When visiting the website, your browser loads the required web fonts into your browser cache to display texts and fonts correctly. These web fonts are integrated by calling up Google's servers. Google may possibly process your data in this instance. Erbe has no influence on the processing and use of the data by Google and can therefore assume no responsibility for this.

More information about Google Web Fonts can be found at <https://developers.google.com/fonts> and in Google's privacy policy: <https://policies.google.com/privacy>.

#### e) Use of the Vimeo-Plug-in

Erbe integrates videos on its website via Vimeo.com. This is a service provided by Vimeo Inc, 555 West 18th Street, New York, New York 10011, USA ("Vimeo").

When you access videos via Vimeo, a connection to Vimeo's servers is established. This may possibly allow a Vimeo server to know which Erbe website you have visited. If you are logged in as a member of Vimeo, Vimeo will assign this information to your personal user account. When using the plug-in, for example when clicking the start button of a video, this information is also assigned to your user account. You can prevent this assignment by logging out of your Vimeo account and deleting the corresponding Vimeo cookies before using our website.

Erbe does not receive information on the content of the data collected by Vimeo or third parties and has no influence on their use. By integrating videos, Vimeo can also receive information that your browser has called up the corresponding page of this website, even if you do not have a Vimeo user account or are not currently logged in to Vimeo.

More information on Vimeo's data processing and privacy policy is available at <https://vimeo.com/privacy>.

## **2. Your rights**

- a) Subject to statutory requirements, you have the following rights vis-à-vis Erbe with regard to your personal data:
- you can request information about your stored personal data;
  - you can demand the correction of incorrect personal data;
  - you can demand the deletion of your personal data;
  - you can demand the restriction of the processing of your personal data;
  - you can demand to receive your provided data in a structured, common and machine-readable format; insofar as the corresponding legal requirements for the claims are given.
- b) Furthermore, you have the right to complain to a data protection supervisory authority about the processing of your personal data by Erbe.
- c) If you have given Erbe your consent, you also have the right to revoke this consent to Erbe at any time with effect for the future.

## **3. Disclosure of personal data**

Your data transmitted to Erbe via the website will be disclosed by Erbe to the following recipients or categories of recipients:

- service providers who support Erbe in making the offer available on this website. These service providers process data exclusively on behalf of and under our control and only for the purposes described in this data protection information.
- Those public or non-public entities to which Erbe is required to disclose personal data in order to fulfil a legal obligation.

If you have given your consent or if Erbe is otherwise legally authorized to do so, Erbe may, if applicable, pass on your personal data to subsidiaries of Erbe for the purposes described in this data protection

information. If in this context your personal data is transferred to a so-called third country, Erbe will take measures to ensure an appropriate level of data protection by other means, in particular the use of standard data protection clauses.

#### **4. Applicable Law**

The processing of personal data by Erbe regarding your use of the website is subject to European data protection law, in particular Regulation (EU) 2916/679 (General Data Protection Regulation).

If you are located in the United States, this privacy policy is governed by the laws of the State of Georgia. Any action brought hereunder or relating to or arising out of this policy shall be brought and maintained in the United States District Court for the Northern District of Georgia, or in an appropriate state court in Cobb County, Georgia.

#### **5. Other provisions**

Our website may include hyperlinks to third party sites and services. If you visit or use such third party sites and services, please be mindful that the relevant third party (and not Erbe) controls how it collects, uses, and shares personal data. Please review the applicable third party privacy policy when visiting or using any third party sites or services.

Erbe's website is not directed toward children. If we become aware that we have personal data related to an individual under the age of 18, we will take reasonable steps to promptly remove such data from our systems.

Erbe reserves the right to revise this policy from time to time. If we make a material change to this policy, we will post the updated version of this policy on our website, so that you are aware of what data we collect, how we use it, and under what circumstances, if any, we disclose it.