

Data protection information for visitors to the website

We, WIKUS-Sägenfabrik Wilhelm H. Kullmann GmbH & Co. KG, Melsunger Str. 30, 34286 Spangenberg/Germany, +49 (5663) 5000, E-Mail: info@wikus.de, set out below how we process your data when you visit our website. Should you have any question relating to data protection, our data protection officer shall be pleased to respond at wikus@dsb-moers.de. Further contact details available at <https://dsb-moers.de>.

Purpose, legal basis, categories of recipients, storage period for the data processing

Purpose: Presentation of the company and provision of services and/or sale of products, as well as communication through the Internet

Purpose of the processing and usage of the personal data on this web site is to provide information about products and services of our company, combined with the opportunity for users to be able to make contact with the appropriate contact person in house.

In providing our website, we comply with the requirements of the EU General Data Protection Regulation (GDPR), the German Federal Data Protection Act (BDSG), the German Digital Services Act (DDG) and the Telecommunications Digital Services Data Protection Act (TDDDG). We process personal data in particular in accordance with the following legal bases:

- Art. 6 (1)(a) GDPR for the processing of personal data with the consent of the data subject.
- Art. 6 (1)(b) GDPR for the processing of personal data necessary for the performance of a contract with the data subject, as well as for taking appropriate steps prior to entering into a contract.
- Art. 6 (1)(c) GDPR for the processing necessary for compliance with a legal obligation to which we are subject in accordance with applicable EU law or in accordance with the applicable law of a country in which the GDPR is applicable in whole or in part.
- Art. 6 (1)(f) GDPR for the processing of personal data necessary to protect the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject. Legitimate interests are, in particular, our commercial interest to be able to provide our website, the security of information, the enforcement of our own legal claims and the compliance with further legislation.

To this end, in the context of service provision, we use service providers that have been separately bound to maintain confidentiality and to protect data. Categories of recipients are IT service providers, software providers, website maintenance agencies, hosting companies and consulting firms. Data shall only be disclosed to a third party in the existence of overriding statutory provisions. If data is transferred to third countries, we observe the requirements of Art. 44 et seq. GDPR.

When you visit the website, a connection is established with your browser. The information collected, which is listed below, is stored in temporary system files and recorded automatically: IP address of your device, data and time of access, name and URL of files accessed, website from which access is initiated or from which you are directed to our site (referrer URL), browser used and, where applicable, the operating system of your device, as well as the name of your provider.

The data specified is processed by us for the purpose of seamlessly establishing a connection and for system security. The connection data created is automatically deleted and is not retained for more than

seven days. If the website is used improperly, log files, which need to be retained for evidence purposes, are saved until the incident is clarified.

Use of storage technologies on your device

This website uses storage technologies ("cookies" and/or your browser's memory) to enable a record of your use of the website. The information generated by cookies about your usage patterns on this website is used to analyse visitor behaviour on the website and to improve our information offering.

If the use of storage technologies on your terminal device is necessary for the functionality of the website, we use this technology on the basis of our legitimate interests to improve our information offering and to ensure the functionality of the website and information security on the website. The legal basis for data processing is then Art. 6 para. 1 lit. f GDPR (legitimate interest) in conjunction with § 25 para. 2 no. 2 TDDDG.

If a use of cookies takes place, which are not necessary for the operation of the website, we ask for your consent in advance; the legal basis for data processing is Art. 6 para. 1 lit. a GDPR, § 25 para. 1 TDDDG (consent).

The cookies will be deleted after two years at the latest. You may 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. The data collection is anonymized; the collected data cannot be related to your person.

Cloudflare

To optimise the security and speed of our website, based on Art. 6 (1) (c) together with Art. 32 GDPR, we use Cloudflare, a service of Cloudflare, Inc., 101 Townsend St., San Francisco, CA 94107, USA. In addition, increasing the security of our website is in our legitimate interest (Art. 6 (1) (f) GDPR).

Cloudflare is a Content Delivery Network (CDN), a network of connected servers that determine the fastest way to transmit our content to you when you visit our website. In this regard, Cloudflare processes your data; the data processing may also take place in so-called unsafe third countries. We have concluded a data processing agreement with Cloudflare in accordance with Art. 28 GDPR, which you can access here: <https://www.cloudflare.com/cloudflare-customer-dpa/>. Data is only transferred to third countries if the requirements of Art. 44 et seq. GDPR are fulfilled. More information on data protection at Cloudflare can be found at: <https://www.cloudflare.com/privacypolicy/>.

Usercentrics

To manage your consent on our website, we use the consent management tool Usercentrics, a service provided by Usercentrics GmbH, Sendlinger Straße 7, 80331 Munich, Germany (hereinafter "Usercentrics"). The legal basis for this is Art. 6 (1) (c) GDPR together with Art. 5 GDPR. Usercentrics is integrated on the basis of a concluded data processing agreement in accordance with Art. 28 GDPR and acts in accordance with instructions in this context.

Further information can be found on the Usercentrics website: <https://usercentrics.com/de/>.

Google Tag Manager

This website uses Google Tag Manager. This is a service provided by Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). It is used to manage the Google services on our website. The legal basis for this processing is consent in accordance with Art. 6 (1) (a) GDPR.

The service is integrated via a server-side tagging server. Your data is collected in a server container and only sent to Google after all personally identifiable information has been removed, so that Google only receives anonymized information. Server-side tagging also prevents providers from accessing third-party cookies.

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The legal basis for this processing is your consent in accordance with Art. 6 para. 1 lit. a GDPR.

With your consent, Google Analytics cookies will be set, which are text files placed on your computer, to help the website analyze how users use the site. The information collected is collected by server-side tagging in our server container and only sent to Google after all personally identifiable information has been removed, whereby a transfer of this anonymized data to the USA is not excluded.

Google will use this information on behalf of the operator of this website for the purpose of evaluating the use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

The user data will be deleted after 24 months at the latest.

You can revoke your consent at any time with effect for the future and prevent the use of data by Google by downloading and activating the available browser plugin://tools.google.com/dlpage/gaoptout?hl=de.

You can also prevent the storage of cookies by adjusting your browser software accordingly; however, we would like to point out that in this case you may not be able to use all the functions of this website to their full extent.

Further information on data protection at Google can be found at <https://policies.google.com/privacy>.

Google Marketing Platform (formerly DoubleClick Ad)

We use Google Marketing Platform products (formerly DoubleClick Ad), a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, to display and manage ads on our website. DoubleClick uses cookies to analyze your preferences and surfing behavior in order to provide personalized advertising.

The legal basis for this data processing is your consent in accordance with Art. 6 para. 1 lit. a GDPR. As part of this processing, it cannot be ruled out that your information will be transferred to a Google server in the USA. Data will only be transferred to the USA if the requirements of Art. 44 et seq. GDPR are fulfilled.

You can deactivate the use of cookies by DoubleClick at any time in your browser settings. If you have a Google account, you can manage the settings for Google services and thus also object to data processing: <https://policies.google.com/technologies/ads>.

Further information on data protection at Google can be found at <https://policies.google.com/privacy>.

Google Ads

For the optimization of our advertising we use Google Adwords Remarketing tags from Google (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland). The legal basis for the use of your data for analysis of our website and economic optimization of our service is your consent based on Art. 6 (1) (a) GDPR.

The data processing with Google Ads serves to ensure that advertising is only shown to interested persons. In the context of remarketing, code, small graphics and cookies from Google are integrated in our website. This makes it possible to trace which websites you visit outside our site and what content you are interested in. This enables us to track which Google advertising has led to actions/orders from users on our site. We only receive the number of users who have clicked on an advertisement and cannot use this information to identify you.

Within the scope of data processing, it is possible that data may be transferred to a Google server in the USA. A data transfer to the USA shall only be carried out if the requirements of Art. 44 et seq. GDPR are fulfilled. The content is processed pseudonymously and is not combined with other data such as your name or e-mail address, unless you allow Google to do so via your user account settings. Further information can be obtained from Google's privacy policy: <https://www.google.com/policies/privacy>.

If you have a Google account, you can manage the settings for the Google services and thus also object to the data processing: <https://policies.google.com/technologies/ads>. Otherwise, click here to deactivate Google Ads Remarketing in the [<privacy-settings>](#).

Piwik Pro

We use Piwik Pro, a service provided by Piwik PRO GmbH, Lina-Bommer-Weg 6, 51149 Cologne, Germany, to analyze and optimize our website. The legal basis for data processing is your consent in accordance with Art. 6 para. 1 lit. a GDPR.

Data processing by Piwik Pro is carried out on the basis of a concluded data processing agreement in accordance with Art. 28 GDPR. On the basis of this contractual agreement, Piwik Pro is obliged to guarantee an appropriate level of data protection when processing your data on our behalf.

Further information on data processing by Piwik Pro can be found in Piwik Pro's privacy policy at: <https://piwikpro.de/datenschutz/>.

You can revoke your consent at any time with effect for the future via our privacy settings. You can also deactivate the setting of cookies by Piwik Pro at any time in your browser settings.

Salesforce

To optimise our advertising, we use Salesforce, a service provided by salesforce.com, inc, Salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, CA 94105, United States. Cookies are set by Salesforce that register your device ID. This information is used for targeted advertising. The legal basis for data processing is your consent in accordance with Art. 6 para. 1 lit. a GDPR. Data is transferred to the USA in compliance with the requirements of Art. 44 et seq. GDPR take place.

Further information on data protection at Salesforce can be found at:

<https://www.salesforce.com/company/privacy/>.

You can revoke your consent at any time with effect for the future via our privacy settings. You can also deactivate the setting of cookies by Salesforce at any time in your browser settings.

Integration of YouTube videos

We use YouTube, a service for embedding videos provided by Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The legal basis for this processing is your consent according to Art. 6 (1) (a) GDPR. The YouTube content is only loaded after your approval. The YouTube videos are embedded with deactivated tracking functions in its code. Further information on this can be found in Google's detailed privacy policy at: <https://policies.google.com/privacy?hl=en-GB>. Opt-Out: <https://adssettings.google.com/authenticated>. The possibility that data might be transmitted to a Google server in the USA cannot be excluded. Data transfer to the USA only occurs if the requirements of Art. 44 et seq. GDPR are fulfilled.

When using this service, YouTube's terms of use apply. They can be found at:

<https://www.youtube.com/static?template=terms>. Information on data protection when using this service can be found in Google's detailed privacy policy (<https://www.google.com/policies/privacy>).

Consent can be revoked via the settings in consent management (cookie banner). Opt-out:

<https://adssettings.google.com/authenticated>.

Google Maps

This website uses Google Maps, a service provided by Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The legal basis for this processing is your consent according to Art. 6 (1) (a) GDPR.

At least the IP address, URL (internet address) of our website and date/time of use are transmitted to Google. The possibility that this data might be transmitted to a Google server in the USA cannot be excluded. Data transfer to the USA only occurs if the requirements of Art. 44 et seq. GDPR are fulfilled. According to the European Commission, personal data transferred from the EU to US companies participating in the EU-U.S. Data Privacy Framework (DPF), including Google Inc., has been deemed reasonably secure.

As a visitor, you enter a direct user relationship with Google when using Google Maps. You can find more information on this in Google's detailed privacy policy at: <https://policies.google.com/privacy?hl=en-GB>.

Newsletter and information about products and services by e-mail, evaluation of newsletter usage via Salesforce Pardot

The purpose of sending the newsletter is to provide information about new products and services of our company. We send newsletters to existing customers on the basis of our legitimate interests in accordance with Art. 6 para. 1 lit. f GDPR in conjunction with Recital 47 sentence 7 GDPR or on the basis of consent in accordance with Art. 6 para. 1 lit. a GDPR.

When registering for the newsletter, the so-called double opt-in procedure is used, the request for the newsletter must be actively confirmed by you again by clicking on the link in the e-mail sent to you.

The newsletter is sent using the Salesforce Pardot application. The data is stored in EU data centers; access by Salesforce from third countries is possible under certain circumstances. We have concluded a data protection agreement with salesforce.com Germany GmbH, which adequately secures access from third countries. Further information on data protection at Pardot and salesforce.com, inc. salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, CA 94105, United States can be found at: <https://www.salesforce.com/company/privacy/>.

You can unsubscribe from the newsletter at any time by clicking on the "Unsubscribe" link. You can also send us an unsubscribe request by e-mail to info@wikus.de.

We also use Pardot to analyze user behavior in order to optimize the way we address our recipients and to design target groups. For example, we can see which links were clicked on and when. The legal basis for this is your consent in accordance with Art. 6 para. 1 lit. a GDPR. If you consent to user analysis on the website with Pardot, we can see which follow-up actions you have taken on our website.

You can revoke your consent at any time with effect for the future via our privacy settings. You can also deactivate the setting of cookies by Pardot at any time in your browser settings.

Booking appointments via Microsoft Bookings

To enable you to book appointments via our website, we use the Microsoft Bookings service, a service of Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA, with which we have concluded an order processing contract within the meaning of Art. 28 GDPR. Information on the processing of your data by Microsoft can be found at <https://privacy.microsoft.com/de-de/privacystatement#maincookieessimilartechnologiesmodule>. Microsoft sets cookies when you use the scheduling function. If these are not absolutely necessary for functionality, consent within the meaning of Art. 6 para. 1 lit. a GDPR is obtained. A description from Microsoft of why the "Clientid" and "OIDC" cookies are required can be found here: <https://learn.microsoft.com/de-de/entra/identity-platform/v2-oauth2-auth-code-flow>.

In connection with the initial contact and your appointment booking via Microsoft Bookings, we process your data from the form to process your request and for the purpose of coordinating appointments. The legal basis for the transmission to us is your consent in accordance with Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time with effect for the future. The data will then be deleted.

If you already have a business relationship with us and make an appointment via our website, the data agreement for the purpose of executing the contract is based on Art. 6 para. 1 lit. b GDPR.

Your data will be stored for the duration of the appointment planning and execution; after the appointment has taken place, the data will remain in the digital calendars of the conversation partners and will be deleted in accordance with the regular deletion periods for e-mail archiving, provided that your request does not result in an obligation to retain data (e.g. in the case of an order).

Contact form

Should you wish to write to us using our contact form, your data from the form is processed to deal with your concern. The legal basis for the transmission of data to us is Art. 6 (1)(a) GDPR. You may withdraw your consent at any time with effect for the future. The data is then removed. If there is no legal obligation to retain data arising from your enquiry (e.g. an order), the data is removed after three years.

Your data shall be transmitted internally to the competent contact person to process your enquiry. Data shall not be transmitted to a third party without your approval.

Partner portal/ orders

Insofar as you order products and/or services using the website, we process your data (name, address data, contact data, payment data, if applicable) for the purpose of fulfilling the contract. Legal basis is Art. 6 (1)(b) GDPR. The data will be passed on to third parties only if necessary for the purpose of the contract. The data will be deleted upon expiry of the fiscal periods of 10 years after the end of the fiscal year as well as the calendar year. Data in the user account are stored as long as the customer account exists.

Your right to information, rectification, deletion, object and data portability

You may avail yourself of your right to information, rectification and deletion of data at any time. Simply contact us using one of the methods described above. Should you require data to be deleted, which we are still legally obligated to retain, access to your data will be restricted (blocked). The same applies to an appeal. You may avail yourself of your right to data portability if the recipient and ourselves have the technical means.

Right of appeal

You have the option at any time to lodge an appeal with a data protection supervisory authority.

Data security/ encryption

This website uses "Hypertext Transfer Protocol Secure" (https). The data exchange between your browser and our server is encrypted.

Currency and changing of this privacy policy

We reserve the right to modify the content of this privacy policy at any time. This is the usual case if the used services are further developed or adjusted. You may read the current privacy policy on our website.

Status of this privacy policy: 13.06.2024