

**Privacy policy of Maschinenbau KRAFT GmbH & Co. KG**  
Ehemannstr. 9 • 90478 • Nürnberg  
Werk 1 / Production 1: Strauchstr. 10 • 90478 • Nürnberg  
Werk 2 / Production 2: Fischbachstr. 6 A • 90552 • Röthenbach a.d. Pegnitz

## **1. Privacy at a glance**

### **General information**

The following notes give a simple overview of what happens to your personal information when you visit our website. Personal data is all data that personally identifies you. Detailed information on the subject of data protection can be found in our privacy policy listed under this text.

### **Data collection on our website**

Who is responsible for the data collection on this website?

The data processing on this website is carried out by the website operator. Its contact details can be found in the imprint of this website.

### **How do we collect your data?**

Your data will be collected on the one hand, that you tell us. This may be e.g. to trade data that you enter in a contact form.

Other data is collected automatically when visiting the website through our IT systems. These are above all technical data (for example Internet browser, operating system or time of the page request). The collection of this data is automatic as soon as you enter our website.

### **What do we use your data for?**

Part of the data is collected to ensure a flawless provision of the website. Other data can be used to analyze your user behavior.

### **What rights do you have regarding your data?**

At any time you have the right to obtain free information about the origin, recipient and purpose of your stored personal data. You also have a right to request the correction, blocking or deletion of this data. For this purpose and for further questions about data protection, you can contact us at any time at the address given in the imprint. Furthermore, you have a right of appeal to the competent supervisory authority.

In addition, you have the right to request the restriction of the processing of your personal data in certain circumstances. Details can be found in the privacy policy under "Right to restriction of processing".

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## **2. General information and mandatory information**

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this privacy policy.

If you use this website, various personal data will be collected. Personal information is information that personally identifies you. This Privacy Policy explains what information we collect and what we use it for. It also explains how and for what purpose this happens.

Please note that data transmission over the Internet (for example, when communicating via e-mail) may have security vulnerabilities. A complete protection of the data from access by third parties is not possible.

### **Note to the responsible body**

The responsible data processing unit on this website is:

Maschinenbau Kraft GmbH & Co. KG  
Ehemannstr. 9  
90478 Nuremberg

Telephone: +49 (0) 911 466263

E-Mail: [info@maschinenbau-kraft.de](mailto:info@maschinenbau-kraft.de)

Responsible entity is the natural or legal person who, alone or in concert with others, decides on the purposes and means of processing personal data (such as names, e-mail addresses, etc.).

### **Revocation of your consent to data processing**

Many data processing operations are only possible with your express consent. You can revoke an existing consent at any time. An informal message by e-mail to us is sufficient. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

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### **Right to object to data collection in special cases and direct mail (Article 21 DSGVO)**

If the data processing on the basis of Art. 6 para. 1 lit. e or f DSGVO, you have the right at any time to object to the processing of your personal data for reasons that arise from your particular situation; this also applies to profiling based on these provisions. The respective legal basis on which a processing is based can be found in this privacy policy. If you object, we will no longer process your personal data unless we can identify compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or processing for the purpose of enforcing, pursuing or defending legal claims ( Objection according to Art. 21 Abs. 1 DSGVO).

If your personal data is processed to operate direct mail, you have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising; this also applies to profiling insofar as it is associated with such direct mail. If you object, your personal data will then no longer be used for the purpose of direct advertising (objection under Art. 21 (2) DSGVO).

### **Right of appeal to the competent supervisory authority**

In the case of violations of the DSGVO, the persons concerned have a right of appeal to a supervisory authority, in particular in the Member State of their habitual residence, their place of work or the place of the alleged infringement. The right of appeal is without prejudice to any other administrative or judicial remedies.

### **Right to data portability**

You have the right to have data that we process on the basis of your consent or in fulfillment of a contract, in itself or to a third party in a standard, machine-readable format. If you require the direct transfer of data to another person in charge, this will only be done to the extent technically feasible.

### **SSL or TLS encryption**

This site uses, for security reasons and to protect the transmission of confidential content, such as orders or requests that you send to us as a site operator, an SSL or TLS encryption. You can recognize an encrypted connection by changing the address line of the browser from "http: //" to "https: //" and the lock symbol in your browser line.

If SSL or TLS encryption is enabled, the data you submit to us can not be read by third parties.

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### **Information, blocking, deletion and correction**

You have the right to free information on your stored personal data, their origin and recipient and the purpose of the data processing and, if necessary, a right to rectification, blocking or deletion of this data. For further information on personal data you can contact us at any time at the address given in the imprint.

### **Right to restriction of processing**

You have the right to request the restriction of the processing of your personal data. You can contact us at any time at the address given in the imprint. The right to restrict processing exists in the following cases:

- If you deny the accuracy of your personal information stored with us, we usually need time to verify this. For the duration of the audit you have the right to request the restriction of the processing of your personal data.
- If the processing of your personal data is unlawful, you may request the restriction of data processing instead of deletion.
- If we no longer need your personal information, but you need it to exercise, defend or enforce legal claims, you have the right to demand that your personal information be restricted instead of being deleted.
- If you have filed an objection pursuant to Art. 21 (1) DSGVO, a balance must be made between your interests and ours. As long as it is not clear whose interests prevail, you have the right to demand the restriction of the processing of your personal data.

If you have restricted the processing of your personal data, these data may be - except for their storage - only with your consent or for the assertion, exercise or defense of legal claims or to protect the rights of another natural or legal person or for reasons of important public interest the European Union or a Member State.

### **Opposition to advertising emails**

The use of published in the context of the imprint obligation contact information for sending unsolicited advertising and information materials is hereby rejected. The operators of the pages expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, for example through spam e-mails.

### **3. Data collection on our website**

#### **cookies**

The internet pages partly use so-called cookies. Cookies do not harm your computer and do not contain viruses. Cookies serve to make our offer more user-friendly, effective and secure. Cookies are small text files that are stored on your computer and stored by your browser.

Most of the cookies we use are so-called "session cookies". They are automatically deleted after your visit. Other cookies remain stored on your device until you delete them. These cookies allow us to recognize your browser the next time you visit.

You can set your browser so that you are informed about the setting of cookies and allow cookies only in individual cases, the acceptance of cookies for certain cases or generally exclude and enable the automatic deletion of cookies when closing the browser. Disabling cookies may limit the functionality of this website.

Cookies that are required to carry out the electronic communication process or to provide certain functions that you wish to use (eg shopping cart function) are processed on the basis of Art. 6 para. 1 lit. f DSGVO saved. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimized provision of its services. Insofar as other cookies (such as cookies for analyzing your surfing behavior) are stored, they will be treated separately in this privacy policy.

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## Server log files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- used operating system
- Referrer URL
- Host name of the accessing computer
- Time of the server request
- IP address

A merge of this data with other data sources will not be done.

The collection of this data is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in the technically error-free presentation and the optimization of his website - for this purpose, the server log files must be recorded.

## contact form

If you send us inquiries via the contact form, your details from the inquiry form, including the contact details you provided there, will be stored in order to process the request and in case of follow-up questions. We will not share this information without your consent.

The processing of the data entered into the contact form is therefore exclusively based on your consent (Art. 6 (1) lit. DSGVO). You can revoke this consent at any time. An informal message by e-mail to us is sufficient. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.

The information you provide in the contact form will remain with us until you ask us to delete it, revoke your consent to storage or delete the purpose for data storage (for example, after your request has been processed). Mandatory statutory provisions - especially retention periods - remain unaffected.

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### **Processing data (customer and contract data)**

We collect, process and use personal data only insofar as they are necessary for the establishment, content or modification of the legal relationship (inventory data). This is done on the basis of Art. 6 para. 1 lit. b DSGVO, which allows the processing of data to fulfill a contract or pre-contractual measures. We collect, process and use personal data on the use of our website (usage data) only insofar as this is necessary in order to enable or charge the user for the use of the service.

The collected customer data will be deleted after completion of the order or termination of the business relationship. Legal retention periods remain unaffected.

### **4. Plugins and Tools Google Maps**

This site uses the mapping service Google Maps via an API. Provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

To use the features of Google Maps, it is necessary to save your IP address. This information is usually transmitted to and stored on a Google server in the United States. The provider of this site has no influence on this data transfer.

The use of Google Maps is in the interest of an attractive presentation of our online offers and an easy findability of the places we have indicated on the website. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO.

For more information on how to handle user data, please refer to Google's Privacy Policy:  
<https://policies.google.com/privacy?hl=en>.

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## **5. Change of privacy policy**

In the course of the continuous development of the Internet, it is necessary to constantly adapt this privacy policy to the changing circumstances. Such changes will be announced in good time on this website.

The collected customer data will be deleted after completion of the order or termination of the business relationship. Legal retention periods remain unaffected.

27.07. 2018