Data Privacy Statement (Privacy Policy) for registrations on landing pages operated by us

michael seefeldt DirektMarketing

As of Mai 31, 2021

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1 General Information

This data privacy statement is intended to inform about the nature, scope and purpose of the collection and the use of personal data by michael seefeldt. DirectMarketing GmbH regarding registrations on landing pages operated by us.

The michael seefeldt. DirektMarketing GmbH takes the protection of personal data very seriously and treats them confidentially and in accordance with the legal regulations. Since new technologies and the continuous development of data processing procedures and methods can lead to changes to this Privacy Policy, we recommend that you review the Privacy Policy on a regular basis.

Definitions of the terms used (e.g., "personal data" or "processing") can be found in Article 4 GDPR.

2 How to contact us

michael seefeldt. DirectMarketing GmbH is responsible for the collection and processing of your personal data and therefore also for the compliance with the data protection regulations. Our contact details are as follows:

Responsible for the purpose of the GDPR

Managing Director: Mr. Michael Seefeldt

michael seefeldt. DirektMarketing GmbH
Beim Erlenwäldchen 20
71522 Backnang

Fon +49 (0)71 91. 34 43-0
Fax +49 (0)71 91. 34 43-44
E-Mail: info@seefeldt-direktmarketing.de
Web: www.seefeldt-direktmarketing.de

External data protection officer of michael seefeldt. DirectMarketing GmbH:

Hopp + Flaig PartG mbB
Beratende Ingenieure
Neue Weinsteige 69/71
70180 Stuttgart

ASP: Herr Mustafa Vural
Telefon: +49 (0)711 320 657-0
E-Mail: vural@hopp-flaig.de

3 Type of data collected/purpose of the data collection

In general, we differentiate between two types of data collection. Personal data collection via telephone, e-mail, post or by registering on one of our landing pages and the automated data collection while visiting our landing pages.

Data while accessing the landing pages is stored as "server log files" on the server of the landing page. The following data is logged:

- visited landing page
- time of access
- amount of data sent in bytes
- Source/reference how you came to the landing page
- used browser (type and version)
- used operating system
- used IP address

The server log files are saved at the most for the duration of the couponing campaign and deleted afterwards. This data cannot be allocated to specific persons. This data is not merged with other data sources. The data is stored for security reasons to be able to investigate e.g., in case of abuse. We reserve the right to check this data retroactively if we become aware of concrete indications of illegal use. If data must be saved for reasons of proof, they are excluded from deletion until the incident is finally resolved.

Use of cookies

Our landing page uses so-called cookies. These are small text files that are stored on your device with the help of the browser. They do not cause any harm. The location of the cookies is determined by the user's browser settings. We use cookies to make our offer user-friendly. Some cookies remain stored on your device until you delete them. They allow us to recognize your browser the next time you visit us. The information is not provided to a third party, as cookies are only used for the above-mentioned purposes. Most browsers are set to automatically accept cookies. If you do not wish to do so, you can set up your browser to inform you about the setting of cookies and to allow you to do so only on a case-by-case basis. When disabling cookies, the functionality of our landing page may be limited.

The following cookies are used:

Session Cookies

Purpose: These cookies are necessary for the execution of specific functions of a landing page. For example, these cookies are used when a user registers and then continues to browse the site (or other sites) before uploading their data. In this case, even after closing the browser window, the user's information will not be deleted.

Performance/Analysis Cookies

Not used on the landing pages.

Functional cookies

Not used on the landing pages.

Advertising cookies

Not used on the landing pages.

Web analysis using Google Analytics

Diese Website nutzt Funktionen des Webanalysedienstes Google Analytics. Anbieter ist die Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.
Google Analytics verwendet so genannte "Cookies". Das sind Textdateien, die auf Ihrem Computer gespeichert werden und die eine Analyse der Benutzung der Website durch Sie ermöglichen. Die durch den Cookie erzeugten Informationen über Ihre Benutzung dieser Website werden in der Regel an einen Server von Google in den USA übertragen und dort gespei-chert.

IP anonymization

Wir haben auf dieser Website die Funktion IP-Anonymisierung aktiviert. Dadurch wird Ihre IP-Adresse von Google innerhalb von Mitgliedstaaten der Europäischen Union oder in anderen Vertragsstaaten des Abkommens über den Europäischen Wirtschaftsraum vor der Übermittlung in die USA gekürzt. Nur in Ausnahmefällen wird die volle IP-Adresse an einen Server von Google in den USA übertragen und dort gekürzt. Im Auftrag des Betreibers dieser Website wird Google diese Informationen benutzen, um Ihre Nutzung der Website auszuwerten, um Reports über die Websiteaktivitäten zusammenzustellen und um weitere mit der Websitenutzung und der Internetnutzung verbundene Dienstleistungen gegenüber dem Websitebetreiber zu erbringen. Die im Rahmen von Google Analytics von Ihrem Browser übermittelte IP- Adresse wird nicht mit anderen Daten von Google zusammengeführt.

Browser Plugin

Sie können die Speicherung der Cookies durch eine entsprechende Einstellung Ihrer Browser-Software verhindern; wir weisen Sie jedoch darauf hin, dass Sie in diesem Fall gegebenenfalls nicht sämtliche Funktionen dieser Website vollumfänglich werden nutzen können. Sie können darüber hinaus die Erfassung der durch den Cookie erzeugten und auf Ihre Nutzung der Website bezogenen Daten (inkl. Ihrer IP-Adresse) an Google sowie die Verarbeitung dieser Daten durch Google verhindern, indem Sie das unter dem folgenden Link verfügbare Browser-Plugin herunterladen und installieren: https://tools.google.com/dlpage/gaoptout?hl=de

Objection to data collection

Not needed on the landing page because Google Analytics does not analyze it.

Commissioned data processing

Not needed on the landing pages.

Demographics of Google Analytics

Are not collected on the landing pages.

4 Legal basis

We operate landing pages to host promotions of our business partners. To participate in a promotion, a registration with all necessary data is mandatory. We use the data only to execute the offered promotion for which you have registered. The required information requested during registration must be provided completely. Otherwise, we will decline your registration.

For important information, such as sending status information about your promotion participation, we will use the e-mail address provided at the time of registration.

The processing of the data entered during registration is based on your consent **(Art. 6 sec. 1 lit. a GDPR).** You can revoke your consent at any time. An informal message by e-mail to us is sufficient for this purpose. The legality of the data processing that has already taken place remains unaffected by the objection.

5 Legitimate interests of the controller

In the case of web analysis and the use of cookies, this is conducted based on a legitimate interest.
The web analysis serves us to optimize our landing page and to learn more about which topics and contents are interesting for the visitors. Anonymizing the IP address ensures that inference to individual visitors is not possible during the evaluations.
The visitor to the landing page may deactivate the web analysis following the steps mentioned in chapter 3.
By setting cookies, we can design our landing page more user-friendly and optimized. Cookies can be switched off following the steps in chapter 3, however this may lead to restrictions in the usage and display of the landing page content.

6 Internal and external disclosure of your personal data

An internal disclosure of your personal data takes place exclusively within the scope of the processing of the couponing promotion. An external disclosure of your personal data may take place under the following circumstances:

- Support from financial institutions for cashback settlements
- Support for forwarding by letter or parcel, e.g., DHL, Deutsche Post

7 Transfer of your data to a third country (outside of the EU) or an international organization

We do not transfer your personal data to an EU third country or to an international organization. If this is necessary, we would inform you in advance and ensure all necessary measures to comply with an adequate level of data protection.

8 Storage time and deletion of your personal data

The legislator has issued many retention periods, which we observe with the utmost care and seek advice to comply with these obligations. In principle, in this context, we only store your personal data for as long as this is permitted by the defined purpose, or that the legislator requires it for reasons of proof. If we wish to store your data for longer than previously described, we will have you to confirm this within the scope of a voluntary declaration of consent.

9 Your rights

You are entitled to the following rights regarding your personal data under certain conditions:

- Right to information (Art. 15 GDPR)
- Right to correction (Art. 16 GDPR)
- Right to erasure (Art. 17 GDPR)
- Right to restrict processing (Art. 18 GDPR)
- Right to data portability (Art. 20 GDPR)
- Right to object (Art. 21 GDPR)
- Right to withdraw consent (Art. 7 GDPR (3))

Right to lodge complaint with the supervisory authorities

If you believe that the processing of your data violates data protection law or your data protection claims have otherwise been violated in any way, you have the right to lodge a complaint to the supervisory authority.

The supervisory authority responsible for us:

- State Representative for Data Protection and Freedom of Information Baden-Württemberg
- https://www.baden-wuerttemberg.datenschutz.de/

10 Automated decision-making and profiling

There is no automated decision-making regarding your person. No "profiling" will be carried out with the help of the personal data collected from you.

11 Purpose Change

In case we intend to change the purpose for which your personal data was originally collected, we will inform you in detail and transparently in advance. In this case, we will of course provide you with all legally required information. If the change in purpose is a processing of personal data based on the legal basis of a voluntary declaration of consent, we will inform you and ask for your formal consent accordingly.

12 Questions, complaints, or suggestions

You are welcome to contact us with any questions, complaints, or suggestions regarding data protection. If necessary, you are welcome to contact our Data Protection Officer (see point 2 of this Data Protection Declaration).