

## Privacy policy

We are very pleased about your interest in our company. Data protection is a particularly high priority for the management of KIEFEL GmbH.

### *Responsible for this site*

KIEFEL GmbH

Sudetenstraße 3

83395 Freilassing Germany

### *Data protection supervisor*

Franz Obermayer

complimant AG Edt 4

84558 Kirchweidach

E-Mail: datenschutz[at]complimant.de

### *Collection, purpose and legal basis*

#### **Elevation**

Each time the website is accessed, the following information is collected from the respective user:

- Browser type and version,
- Referrer URL Hostname of the accessing computer
- operating system used,
- Address of the computer ("IP address") you use to access the Website
- Time of access to the website

The transmission of this information is carried out automatically by your browser, unless your browser is configured to suppress the transmission of this information.

#### **Inquire**

If you send us an enquiry via e-mail, the following personal data will be stored, for example:

- a) Name
- b) E-mail-Address

#### **Kiefel Portal**

When you log in to our Kiefel portal, the following information must be provided:

- Company name
- Land
- Forename
- Surname
- E-mail-Address

Please note that the following information can be provided voluntarily:

- Address
- Postal code
- City
- Telephone number
- Department
- Function
- Remarks

### *Use*

The personal data you voluntarily provide will be used to answer inquiries and, if necessary, in the event of follow-up questions and processing of your orders via the Kiefel Portal.

Your data will be used exclusively for the purpose of answering and processing your question or orders.

The analysis and optimisation information of Google Analytics is processed for legitimate interest and serves to improve our online offer.

### *Legal basis*

Data processing is carried out on the basis of legitimate interest, in accordance with Art. 6 GDPR.

### *Recipients/Third Parties/Third Country Transfers*

#### **The recipient of your request is the operator of this page**

KIEFEL GmbH

Sudetenstraße 3

83395 Freilassing Germany

#### **The recipient of your enquiry is**

SAP SE

Hasso-Plattner-Ring 7

69190 Walldorf

Germany

#### **Cookiebot**

Copenhagen,

Havnegade 39,

Denmark

### **Transfer to third countries**

Data will be transmitted to:

- Microsoft Corporation, 1 Microsoft Way, Redmond, WA 98052, US
- Google LLC 1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States
- Monotype 600 Unicorn Park Drive, Woburn, Massachusetts 01801 USA
- Amazon 440 Terry Avenue North, Seattle, WA / USA

### *Retention periods*

**Your personal data will be deleted if it can be inferred from the circumstances in which your personal data was provided that your enquiry or the relevant matter has been concluded.**

### *Deletion deadlines*

- Browser: After closing your browser, the information provided by the browser will be deleted.
- Server log files: Server log files are deleted in technically cyclical deletion processes 30 days after the end of the visit.

### *Your rights in relation to your personal data*

- Right to information: You have the right to request information about your personal data processed by the operator of this site within the framework of Art. 15 GDPR.
- Right to rectification: If the personal data you have provided is not / no longer accurate, you can request this correction in accordance with Art. 16 GDPR. If your data is incomplete, you can request that it be completed.
- Right to erasure: You can have your personal data provided deleted in accordance with Art. 17 GDPR.
- Right to restriction of processing: Within the framework of Art. 18 GDPR, you have the right to request restriction of processing of your personal data provided.
- Right to revoke your declaration of consent under data protection law: You have the right to revoke your declaration of consent under data protection law at any time in accordance with Art. 7 (3) GDPR. This does not affect the lawfulness of the processing carried out on the basis of voluntary consent until its withdrawal.
- Right to lodge a complaint with a supervisory authority: You have the right to contact a supervisory authority, Art.77 GDPR, to lodge a complaint against the processing of your personal data provided.
- Right to object to processing at any time: You can object to the processing at any time, Art. 21 GDPR.

## *Cookie Privacy Policy*

The website of Kiefel GmbH uses cookies. These are small text files that make it possible to store specific information related to the user on the user's device while using the website.

Cookies make it possible, in particular, to determine the frequency of use and number of users of the pages, to analyse the behaviour of site use, but also to make the offer of Kiefel GmbH more customer-friendly.

Cookies remain stored at the end of a browser session and can be called up again when you visit the site again. You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general, and activate the automatic deletion of cookies when you close the browser.

If you disable cookies, the functionality of this website may be limited.

### **Cookies used**

Third-party cookies

a) Necessary:

#### **Azure**

- `tdvp_https://#_#_#_#_#_#.png?v=#`  
Purpose:  
Used in connection with the 3D view feature on the website  
Constant
- Test  
Purpose:  
Used to determine whether the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for the website to comply with the GDPR.  
Maximum Storage Period: Resistant

#### **Google**

- `test_cookie`  
Purpose:  
Used to check if the user's browser supports cookies.  
Maximum storage period: 1 day
- `rc::a`  
Purpose:  
This cookie is used to distinguish between humans and bots. This is beneficial for the website to generate valid reports on the usage of your website.  
Maximum Storage Period: Resistant
- `rc::c`  
Purpose:  
This cookie is used to distinguish between humans and bots  
Maximum Storage Duration: Session

**Cookieboot**

- 1.gif  
Purpose:  
Used to count the number of sessions on the website, which is necessary to optimize the delivery of CMP products.  
Maximum Storage Duration: Session
- CookieConsen  
Purpose:  
Stores the user's consent status for cookies on the current domain.  
Maximum storage period: 1 year

**Monotype:**

- \_\_cf\_bm  
Purpose  
This cookie is used to distinguish between humans and bots. This is beneficial for the website to generate valid reports on the use of its website.  
Maximum storage period: 1 day

**Kiefel.com:**

- PHPSESSID  
Purpose:  
Maintains the user's states on all page requests.  
Maximum Storage Duration: Session

b) Marketing:

**Google**

- IDE  
Purpose:  
Used by Google DoubleClick to register and report the User's actions on the Website after viewing or clicking on one of the Provider's advertisements, with the purpose of measuring the effectiveness of an advertisement and displaying targeted advertising to the User.  
Maximum storage period: 400 days
- \_\_pagead/1p-user-list/ #  
Purpose:  
Used to track whether the visitor has shown interest in certain products or events on multiple websites and how the visitor navigates between websites – This is used to measure advertising effort and makes it easier to pay referral fees between websites.  
Maximum Storage Duration: Session
- \_gcl\_au  
Purpose:  
Used by Google AdSense to experiment with advertising efficiency on websites that use its services.  
Maximum storage period: 3 months

c) Statistics

**Amazon**

- \_utm.gif

Purpose:

This cookie is used to determine what type of device or browser software the visitor is using – this allows the website to be formatted accordingly.

Maximum Storage Duration: Session

**Google**

- Collect

Purpose:

Used to send data to Google Analytics about the visitor's device and behavior. Captures the visitor across devices and marketing channels.

Maximum Storage Duration: Session

- \_Ga

Purpose:

Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

Maximum storage period: 2 years

- \_Ga\_#

Purpose:

Collects data on how many times a user has visited a website, as well as data for the first and last visit. Used by Google Analytics.

Maximum storage period: 2 years

- \_Gat

Purpose:

Used by Google Analytics to limit the request rate.

Maximum storage period: 1 day

- \_Gid

Purpose:

Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

Maximum storage period: 1 day