

## Privacy policy

### **§ 1 Information concerning the gathering of personal data and the purpose of the processing**

(1) Below, we will provide you with information regarding the gathering of personal data when using our website. Personal data is all data which relates to you personally, such as name, address, email address, and user behaviour. The purpose of the processing is website operation in order to sell caps, containers, dosage systems and application assistants.

(2) The responsible body in accordance with Article 4 Paragraph 7 GDPR is:

Heinlein Plastik - Technik GmbH  
Industriestraße 7  
91522 Ansbach  
Tel.: +49 (0) 981 9502-0  
E-Mail: [info@heinlein-plastik.de](mailto:info@heinlein-plastik.de)  
Board of directors: Saskia Wellhöfer-Meyer

Contact information for our data protection officer:

Christian Hammerbacher  
SPH IT + Consulting GmbH & Co. KG  
Tel.: 0911-2177480  
E-Mail: [datenschutz@sph-consulting.de](mailto:datenschutz@sph-consulting.de)

You can also contact him by post at our address with the added attention line to “FAO data protection officer”.

(3) Should you get in touch with us by email or via a contact form through our website, the data provided by you (your email address, and your name and telephone number if applicable) will be saved by us in order to respond to your queries. We will delete the data which is gathered during this process, once it is no longer necessary to store it or we will restrict its processing should statutory retention obligations exist.

(4) Should we use outside service providers for individual elements of our service or should we wish to use your data for advertising purposes, we will comprehensively inform you in detail of the respective processes below. As a result, we also specify the defined criteria for the storage period.

### **§ 2 Your rights**

(1) You have the following rights in relation to us concerning the personal data which relates to you:

- Right of information (Art. 15 GDPR),
- Right to correction or deletion (Art. 16 and 17 GDPR),
- Right to have the processing restricted (Art. 18 GDPR),
- Right to raise an objection to the processing (Art. 21 GDPR),
- Right of data portability (Art. 20 GDPR),
- Right to revoke previously issued consent (Art. 7 Paragraph 3 GDPR).

(2) You also have the right to complain to a data protection supervisory authority about our processing of your personal data.

### **§ 3 Gathering of personal data when visiting our website**

(1) Should you use the website merely for information purposes, that is, if should you not register or transfer information to us in another way, we only gather the personal data which your browser transfers to our server. Should you wish to view our website, we gather the following data which is necessary in order to display our website to you and to ensure stability and security (the legal basis is Article 6 Paragraph 1 Sentence 1 Letter f) GDPR):

- Date and time of the access
- Names of websites accessed
- Names of downloaded files
- Transferred data quantity
- Status code of the access (successful/unsuccessful)
- Type and version of browser used
- Operating system of the user
- URL of the website from which our service was accessed
- IP address of the accessing computer
- Provider via which the access takes place

(2) In addition to the data named above, cookies are saved on your computer when you use our website. Cookies are small text files which are saved on your computer in an assigned manner and by means of which the location which sets the cookie (in this case, us) receives certain information. Cookies cannot start any programs or transfer viruses onto your computer. Their purpose is to make the internet service more user friendly and effective as a whole.

#### **(3) Use of cookies**

a) This website uses the following types of cookie, the scope and function of which will be explained below:

- Permanent cookies (see b)
- Permanent cookies (see c)

b) Temporary cookies are automatically deleted when you close the browser. These include the session cookies in particular. These save a so-called session ID, with which various requests of your browser can be assigned to the overall session. Through this process, your computer can be recognised next time you visit our website. The session cookies are deleted when you log out or close the browser.

c) Permanent cookies are automatically deleted after a defined period of time, which can differ depending on the cookie. You can delete the cookies in the security settings of your browser at any time.

d) You can configure your browser setting in accordance with your wishes and, for example, reject the acceptance of third party cookies or all cookies. We wish to point out that you may not be able to use all functions of this website if you reject cookies.

e) [We use cookies in order to be able to recognise you during subsequent visits, should you hold an account with us. Otherwise, you would need to log in each time you visit].

f) [The Flash cookies which are used are not recorded by your browser, but rather by your flash plugin. We also use HTML 5 storage objects, which are stored on your end device. These objects save the necessary data regardless of the browser which you use and do not have an automatic

expiry date. Should you not wish the Flash cookies to be placed, you need to install a corresponding add on, such as “Better Privacy” for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>) or the Adobe Flash Killer Cookie for Google Chrome. You can prevent the use of HTML 5 storage objects by setting your browser to private mode. We would also recommend your regularly delete your cookies and browser history manually.

#### **§ 4 Additional functions and services of our website**

(1) Alongside use of our website merely for information purposes, we also offer various services which you can use if of interest to you. In order to do so, you generally need to provide additional personal data which we use to provide the respective service and to which the aforementioned principles of data processing apply.

(2) In part, we use external service providers in order to process your data. These were carefully selected and commissioned by us, are subject to our instructions within the framework of order processing agreements in accordance with Article 28 GDPR, and are regularly inspected.

(3) We can also pass your personal data on to third parties, should we offer campaign participation, competitions, contracts or similar services of ourselves together with partners. You can find more detailed information regarding these offers when entering your personal data or in the description of the service below.

(4) Should our service providers or partners maintain their place of business in a country outside the European Economic Area (EEA), we will inform you of the consequences of this status in the description of the service.

#### **§ 5 Social media**

##### **Facebook as a standard plugin**

On our website, so-called social plugins (“plugins”) of the Facebook social network are used, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA (“Facebook”). The plugins can be identified by the Facebook logo or the additional text “Facebook social plugin”. You can find an overview of the Facebook plugins and their appearance here: <https://developers.facebook.com/docs/plugins>

Should you access a page of our website which contains such a plugin, your browser will establish a direct connection to the servers of Facebook. The content of the plugin will be transferred directly to your browser by Facebook and incorporated into the page. By means of this connection, Facebook is informed that your browser has accessed the corresponding page of our website, even if you do not have a Facebook profile or are not currently logged into Facebook. This information (including your IP address) is transferred directly from your browser to a Facebook server in the USA and saved there. Should you be logged into Facebook, Facebook can assign the visit to our website to your Facebook profile directly. Should you interact with the plugins, for example by clicking the “like” button or posting a comment, this information is also transferred directly to a Facebook server and saved there. The information is also published in your Facebook profile and displayed to your Facebook friends.

The data processing actions which have been described take place in accordance with Article 6 Paragraph 1 Letter f GDPR on the basis of the legitimate interests of Facebook in the inclusion of personalised advertising, in order to inform other users of the social network of your activities on our website, and to tailor the service to customer requirements.

Should you not wish for Facebook to directly assign the data gathered via our website to your Facebook profile, you need to log out of Facebook before visiting our website. You also can object to the loading of the Facebook plugins and thus to the data processing actions described above also with browser add-ons with effect for the future, for example with the “NoScript” script blocker (<http://noscript.net/>).

Facebook Inc., headquartered in the USA is certified for the European-American Privacy Shield, which guarantees compliance with the data protection level which applies in the EU.

The purpose and scope of the data gathering and the further processing and use of the data by Facebook, as well as your rights and settings options in this respect in order to protect your personal data can be found in the data protection notices of Facebook:

<http://www.facebook.com/policy.php>

### **LinkedIn as a default plugin**

On our website we also use plugins of the social network LinkedIn, which is operated by the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA ("LinkedIn"). The plugins are indicated by a LinkedIn logo or the words "Plugin of LinkedIn" or "LinkedIn plugin". An overview of LinkedIn plugins and their appearance is available here: <https://developer.linkedin.com/plugins>

When you access a page on our website which includes such a plugin, your browser will create a direct connection with LinkedIn's servers. The content of the plugin will be transferred directly to your browser by LinkedIn and embedded in the page. By embedding the plugin, LinkedIn receives the information that your browser has accessed the relevant page on our website, even if you have no LinkedIn profile or are not logged into LinkedIn at that time. This information (including your IP address) will be transferred by your browser directly to a LinkedIn server in the USA and stored there.

If you are logged into LinkedIn, LinkedIn can directly associate the visit to our website with your LinkedIn profile. If you interact with the plugin, for example if you press the "Like" button or post a comment, the relevant information will also be directly transferred to a LinkedIn server and stored there. The information will also be published on your LinkedIn profile and displayed to your LinkedIn friends.

The data processing processes described above occur in accordance with Article 6(1) point f) GDPR on the basis of the legitimate interests of LinkedIn in displaying personalised advertising to inform other users of the social network about your activities on our website and for the purpose of the needs-based configuration of the service.

If you do not want LinkedIn to associate the data collected through our website directly with your LinkedIn profile, you must log out of LinkedIn before you visit our website. You may also object to the loading of LinkedIn plugins and therefore the data processing processes described above with future effect, by using add-ons for your browser, for example the "NoScript" script blocker (<http://noscript.net/>).

LinkedIn with its registered office in the USA is certified for "Privacy Shield", the US-European data protection convention, which guarantees compliance with the level of data protection applicable in the EU.

The purpose and scope of the collection of data and the further processing and use of the data by LinkedIn as well as your rights in this respect and setting options with regard to the protection of your privacy are described in LinkedIn's Privacy Policy:

<https://www.linkedin.com/legal/privacy-policy>

## Vimeo videos

Videos are integrated into our websites which we have published on Vimeo, a service of Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA. If you access one of our websites that contains such a plug-in, your browser will create a direct connection with Vimeo's servers. The content of the plug-in is transmitted by Vimeo directly to your browser and integrated into the site. Through this integration Vimeo is notified that your browser has accessed the relevant page of our website, even if you do not have a Vimeo account or are not logged into Vimeo at that time. That information (including your IP address) is transmitted by your browser directly to a server of Vimeo in the USA and stored there. We have no influence on the type and scope of the data processed by the provider, the type of the processing and use or the disclosure of that data to third parties, particularly in countries outside the European Union. You may prevent this ascription by logging out of your respective user account before using our website and erasing the relevant cookies.

If you are logged into Vimeo as a member, Vimeo can directly ascribe the visit to our website to your Vimeo account. If you interact with the plug-in (e.g. press the start button of a video), that information will also be directly transmitted to a server of Vimeo and stored there.

In the case of Vimeo videos which are integrated into our website, the tracking tool Google Analytics is automatically integrated. For more information on this see § 6 on Google Analytics. However, that data is always pseudonymised and we are unable to make inferences concerning individual users based on that data alone. That data is used by us exclusively for the purpose of optimising the content offered by us and its marketing and adjusting it in line with the respective user interests. This is a legitimate interest in accordance with Article 6(1) sentence 1 f) GDPR.

This tool is used exclusively on the basis of your explicit consent to the use all cookies in accordance with Article 6(1) sentence 1 a) GDPR. The issued consent may be withdrawn at any time with effect for the future by sending us a message. If you do not want Vimeo to ascribe the data collected via our website directly to your Vimeo account, you must log out of Vimeo before you visit our website.

That data will be used by us exclusively for the purpose of optimising the content offered by us and its marketing and adjusting it in line with the respective user interests. This is a legitimate interest in accordance with Article 6(1) sentence 1 f) GDPR. Our legitimate interest arises from the above-mentioned grounds, i.e. the optimisation of the content made available by us in our profile. Furthermore, the collected data is information which is made available only following an interaction by you with our profile. As a result, a relevant and appropriate relationship is established between you and our profile.

We only receive personal data via Vimeo if you actively provide it to us by interacting with our account.

You can find further data protection information at

[vimeo.com/de/features/video-privacy](https://vimeo.com/de/features/video-privacy)

## **§ 6 Web analysis services and tracking tools**

### **Google Analytics**

We use Google Analytics to analyse and statistically evaluate website usage. The data obtained from this is used to optimise our website and advertising activities. Google Analytics is a web analytics service operated and provided by Google (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; for Europe: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland).

Your data is processed on the basis of your consent pursuant to Article 6 (1) a GDPR. During your visit to the website, the following data is recorded, among others:

- Visitor-related data:

IP address (truncated, so that no clear assignment is possible)

Origin (country and city), language, operating system, device (PC, tablet PC or smartphone)

Browser and all add-ons used

- Traffic sources:

Source of your visit (i.e. via which website or advertisements you came to us)

- User behaviour:

Google processes website usage data on our behalf and is contractually required to take measures to ensure the confidentiality of the processed data. Google also processes this data for its own purposes (e.g. for profiling or linking to existing Google accounts). The data about your website usage collected by means of the "cookie" is usually transferred to a Google server in the USA for analysis and stored there.

Google Analytics stores cookies in your web browser for a period of two years from your last visit. These cookies contain a randomly generated user ID that can be used to recognise you on future visits to the website.

The recorded data is stored together with a randomly generated user ID, which enables the evaluation of pseudonymous user profiles. We automatically delete this user-related data after 26 months.

This website uses IP anonymisation ("anonymizeIP" masking). The user's IP address is truncated within the member states of the EU and the European Economic Area and only transferred in anonymised form. Only in exceptional circumstances will the full IP address be transferred to a Google server in the USA and be truncated there. Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing them other services relating to website activity and internet usage.

### **Google Signals**

Google Signals is an extension of Google Analytics that enables cross-device reports to be created, so-called "cross-device tracking". Cross-device tracking is a mechanism that works with your log-in in the Google network and is therefore able to ascribe multiple website visits by a single visitor exclusively to that user.

If you have activated personalised advertisements in the settings of your Google account and connected your devices to your Google account, Google Signals can carry out a cross-device analysis of your usage behaviour and create database models, among other things relating to cross-device conversions. A precondition for this is your explicit consent to the activation of cookies in our cookie consent tool. Where only necessary cookies are selected, this function is not activated.

We do not receive any personal data from Google, only statistics. If you would like to prevent cross-device analysis, you can deactivate the "personalised advertising" function in the settings of your Google account. To do so, follow the instructions on this page:

[support.google.com/My-Ad-Center-Help/answer/12155656](https://support.google.com/My-Ad-Center-Help/answer/12155656)

You can find further information on Google Signals at

[support.google.com/analytics/answer/7532985](https://support.google.com/analytics/answer/7532985)



#### User IDs:

The function "UserIDs" can be used on this website as an extension of Google Analytics4. If you have agreed to the use of Google Analytics4 in accordance with Article 6 I point a) GDPR and set up an account on this website and log into that account on various devices, your activities, including conversions, can be subjected to cross-device analysis.

#### Google Forms

To create and conduct surveys to improve our services, we use Google Forms, a form service provided by Google (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; for Europe: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland) in the privacy-compliant professional version of "G Suite".

The personal data collected with a Google Forms form (name, email address and company, if applicable) is stored on a server provided for us by Google, which is located in Europe. The legal basis for the transmission of this data to Google is your consent pursuant to Art. 6 (1) a) DSGVO, which you give by clicking on the "Send" button. Your consent is voluntary and can be revoked at any time without stating a reason and with effect for the future by submitting a corresponding declaration in text form. An e-mail to [info@heinlein-plastik.de](mailto:info@heinlein-plastik.de) is sufficient for this purpose. The legality of the storage of personal data based on the consent until the revocation is not affected by the revocation.

As an American company, Google is subject to the so-called CLOUD Act. This allows US authorities to access the data stored by Google, regardless of where the server in question is located. We have no influence on this.

For more information about data processing in connection with Google Forms and Google Drive, please refer to Google's privacy policy: <https://www.google.com/intl/de/policies/privacy/>.

#### Google Tag Manager (GTM)

This website uses Google Tag Manager (GTM), which is an organisational tool and service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereafter referred to as "Google").

Google Tag Manager allows us to integrate tracking and analysis tools (e.g. Google Analytics) and other technologies into our website. Google Tag Manager does not create any user profiles, does not store any cookies and does not perform any analyses itself. It is simply a tool for managing and running the tools that have been integrated in our website with its help. Due to the fact that we always anonymise (using the masking function "anonymizeIP") your IP address before transmitting it to Google, Google Tag Manager only records and transfers anonymised IP addresses to Google Analytics.

Your data will only be processed on the basis of your prior express consent pursuant to article 6 (1) a of the GDPR, which you can grant when selecting cookies in the Cookie Consent Tool.

For more information, please refer to Google's [privacy policy](#).

As an American company, Google is subject to the CLOUD Act. This act allows American government agencies to access the data stored by Google irrespective of the physical location of the server on which Google stores this data. This is something over which we have no control.

#### Withdrawal/objection

You can prevent this processing by taking the following measures:

It is possible to set your browser so that no "cookies" are stored. However, this may result in our website not being fully functional. You can also prevent the data related to your use of the website (including your IP address) generated by the cookies from being recorded by Google and Google's processing of this data by downloading and installing the browser add-on from the following link: <https://tools.google.com/dlpage/gaoptout>.

As an American company, Google is subject to the CLOUD Act, which allows American government agencies to gain access to the data stored by Google. We have no influence over this.

Further information on data protection at Google is available at <https://policies.google.com/privacy?hl=en> and specifically on the handling of user data by Google Analytics at: [support.google.com/analytics/answer](https://support.google.com/analytics/answer).

#### **§ 7 Objection to the processing of your data or revocation of consent**

- (1) Should you have issued your consent to the processing of your data, you can revoke this at any time. Such a revocation affects the lawfulness of the processing of your data after you have issued it to us.
- (2) Should we base the processing of your personal data on a consideration of our interests, you can object to the processing. This is the case if the processing is not necessary to fulfil a contract with us in particular, which we set out in the description of the functions below. When exercising such a right of objection, we would kindly request that you set out the reasons why we should not carry out the processing of your personal data. In the event of your justified objection, we will examine the situation and either stop or adjust data processing or point out to you our compelling reasons worthy of protection, on the basis of which we will continue processing.
- (3) It goes without saying that you can object to the processing of your personal data for advertising and data analysis purposes at any time. In order to do so, please inform us using the address below:

Heinlein Plastik - Technik GmbH  
Industriestraße 7  
91522 Ansbach  
Tel.: +49 (0) 981 9502-0  
E-Mail: [info@heinlein-plastik.de](mailto:info@heinlein-plastik.de)

#### **§ 8 Closing statement**

Our commercial operations require data to be recorded and processed. Data protection and data security need to be guaranteed wherever data is recorded and processed. This is not only a statutory requirement for us, but is also one of our own major concerns.

Should you have any queries or concerns concerning data protection and our services, please feel free to get in touch with us (see § 1).

Ansbach, June 27<sup>th</sup>, 2023