

Data Protection Declaration

We take the protection of your personal data very seriously and strictly adhere to the rules of the Data Protection Act. Personal data on this website are only technical required amount. In no case, the collected data will be sold or transferred for other reasons to third parties.

The following statement gives you an overview of the nature, scope and purpose of the processing of personal data within our online offer. These include beside the website in particular also external services, such as our Social Media Profile. Basis for the processing and the terms used here constitute the basic data protection regulation (DSGVO).

Responsible:

Name / Company: anmed GmbH
Road No.: Gartenstraße 13
Postal Code, City: 09456 Annaberg-Buchholz
Commercial Register No.: Amtsgericht Chemnitz HRB 18717
Managing Director: Dr. Bertram Fritsch
Telephone: +49 3733 / 596300
E - Mail: info@anmed.de

Data Protection Officer:

Name: Felix Kubiak
E - Mail: fkubiak@anmed.de

Types of processed data:

- usage data (e.g., websites visited, interest in content, access times)
- meta and communication data (e.g., device information, IP addresses)
- no special categories of data are processed according to Art. 9 (1) DSGVO

Categories of data subjects:

- visitors and users of the online offer

Purpose of processing:

- provision of the online offer, its contents and functions
- marketing, advertising and market research.
- statistical purposes

Effective:

05/15/2018

1. Relevant legal bases

In accordance with Art. 13 DSGVO, we inform you about the legal basis of our data processing. Unless the legal basis is stated in the privacy policy, the following applies:

The legal basis for obtaining consent is Article 6 (1) lit. a and Art. 7 DSGVO, the legal basis for the processing for the performance of our services and the execution of contractual measures as well as the response to inquiries is Art. 6 (1) lit. b DSGVO, the legal basis for processing in order to fulfill our legal obligations is Art. 6 (1) lit. c DSGVO, and the legal basis for processing in order to safeguard our legitimate interests is Article 6 (1) lit. f DSGVO.

In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 lit. d DSGVO as legal basis.

2. Changes and updates to the privacy policy.

We ask you to inform yourself regularly about the content of our privacy policy. We fit the privacy policy, as soon as the changes in the data processing that we carry out make this necessary. We will notify you as soon as the changes require your participation (for example consent) or other individual notification.

3. Security measures

- 3.1. In accordance with Art. 32 DSGVO we take into account the state of the art, the cost of implementation and the nature, scope, circumstances and purposes of processing as well as the different probability of occurrence and severity of the risk for the rights and freedoms of natural persons, appropriate technical and organizational measures to ensure a level of protection commensurate with the risk. Measures include, in particular, ensuring the confidentiality, integrity and availability of data by controlling physical access to the data, as well as their access, input, disclosure, availability and separation. We have also set up procedures to ensure the enjoyment of data subject rights, data deletion and data vulnerability. Furthermore, we consider the protection of personal data already in the development, by the selection of hardware, software and procedures, according to the principle of data protection by technology design and privacy-friendly default settings according to Art. 25 DSGVO considered.
- 3.2. One of the security measures is the encrypted transfer of data between your browser and our server.

4. Collaboration with processors and third parties

- 4.1. Insofar as we process data in the course of our processing in relation to other persons and companies (contract processors or third parties) reveal, convey to them or otherwise grant them access to the data, this will only be done on the basis of a legal license (for example, if the data is transmitted to third parties, such as payment service providers, pursuant to Art. 1 lit. b DSGVO is required to fulfill the contract), you have consented to a legal obligation to do so or based on our legitimate interests (for example, in the use of agents, web hosts, etc.)
- 4.2. If we instruct third parties with data processing on a so-called "contract processing contract", this is done based on Art. 28 DSGVO.

5. Transfers to third countries

If we process data in a third country (i.e. outside the European Union (EU) or the European Economic Area (EEA)) or this happens in the context of the use of third party services or disclosure or transmission of data to third parties, this will only be done if it is to fulfill our (pre) contractual obligations, on the basis of your consent, on the basis of a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we process or have the data processed in a third country only in the presence of the special conditions of Art. 44 et seq. DSGVO. That means the processing is e.g. based on special guarantees, such as the officially recognized establishment of a data protection level corresponding to the EU (for example

for the USA by the "Privacy Shield ") or observance of officially recognized special contractual obligations (so-called "standard contractual clauses").

6. Rights of the persons concerned

- 6.1. You have the right to ask for confirmation if data in question are being processed and for information about this data as well as for further information and a copy of the data in accordance with Art. 15 DSGVO.
- 6.2. You have accordingly. Art. 16 DSGVO the right to demand the completion of the data concerning you or the correction of the incorrect data concerning you.
- 6.3. In accordance with Art. 17 DSGVO, you have the right to demand that the relevant data be deleted immediately or, alternatively, to require a restriction of the processing of data in accordance with Art. 18 DSGVO.
- 6.4. You have the right to demand that the data relating to you, which you have provided to us, be obtained in accordance with Art. 20 DSGVO and request their transmission to other persons responsible.
- 6.5. In accordance. Art. 77 DSGVO you have the right to file a complaint with the competent supervisory authority.

7. Right of withdrawal

You have the right to revoke any consent granted pursuant to Art. 7 (3) DSGVO with effect for the future.

8. Right of objection

You may consider the future processing of your data in accordance with Art 21 DSGVO contradict any time. The objection may in particular be made against processing for direct marketing purposes.

9. Cookies and right of objection for direct marketing

We set temporary and persistent cookies, i.e. small files that are stored on users' devices. Some of the cookies are used for security or are necessary for the operation of our online offer.

A general objection to the use of cookies, which are used for online marketing, can be found in a variety of services, especially in the case of tracking, via the US website <http://www.aboutads.info/choices/> or the EU website. Page <http://www.youronlinechoices.com/> can be explained. Furthermore, the storage of cookies by switching them off can be achieved in the settings of the browser. Please note that in this case not all features of this online offer can be used.

10. Deletion of data

- 10.1. The data processed by us are deleted or limited in their processing in accordance with Articles 17 and 18 DSGVO. Unless explicitly stated in this Data Protection Declaration, the data stored by us are deleted as soon as they are no longer required for their purpose and the deletion does not conflict with any statutory storage requirements. Unless the data is not deleted because it is required for other and legitimate purposes, its processing will be restricted. That means, the data will be locked and not processed for other purposes. This applies, for example for data that must be kept for commercial or tax reasons.
- 10.2. According to legal requirements, the storage takes place in particular for 6 years according to § 257 Abs. 1 HGB (trading books, inventories, opening balance sheets, annual accounts, trade letters, accounting documents, etc.) as well as for 10 years according to § 147 Abs. 1 AO (books, records, management reports, accounting documents, commercial and business letters, documents relevant for taxation, etc.).

11. Provision of contractual services

- 11.1. We process usage data (for example, the visited web pages of our online offer, interest in our products) solely for statistical purposes to improve our offer.
- 11.2. The deletion takes place after expiry of legal warranty and comparable obligations, the necessity of keeping the data is checked every three years; in the case of legal archiving obligations, the deletion takes place after its expiration (end of commercial law (6 years) and tax law (10 years) retention obligation).

12. Contact

- 12.1. When contacting us (via e-mail), the information provided by the user for processing the contact request and its processing according Art. 6 para. 1 lit. b) DSGVO, are processed.
- 12.2. We delete the requests, if they are no longer required. We check the necessity every two years. In the case of statutory archiving obligations, the deletion takes place after its expiration (end of commercial law (6 years) and tax law (10 years) retention obligation).

13. Collection of access data and log files

- 13.1. We charge based on our legitimate interests within the meaning of Art. 6 para. 1 lit. f. DSGVO data on every access to the server on which this service is located (so-called server log files). The access data includes name of the retrieved web page, file, date and time of the retrieval, amount of data transferred, message about successful retrieval, browser type and version, the operating system of the user, the previously visited page, IP address and the requesting provider.
- 13.2. Log file information are stored for security purposes (for example, to investigate abusive or fraudulent activities) for a maximum of seven days and thereafter deleted. Data whose further retention is required for evidential purposes shall be exempted from the cancellation until final clarification of the incident.

14. Cookies & reach measurement

- 14.1. Cookies are information transmitted from our web server or third-party web servers to users' web browsers and stored there for later retrieval. Cookies can be small files or other types of information storage.
- 14.2. We use "session cookies", which are only stored for the duration of the current visit on our online presence. In a session cookie, a randomly generated unique identification number is stored, a so-called session ID. In addition, a cookie contains information about its origin and the retention period. These cookies cannot save any other data. Session cookies are deleted when you have finished using our online offer.
- 14.3. If users do not want cookies stored on their computer, they are be asked to disable the option in their browser's system settings. Saved cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.
- 14.4. You may contradict the use of cookies for distance measurement and promotional purposes through the Network Advertising Initiative's opt-out page (<http://optout.networkadvertising.org/>) and the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

15. Google Analytics

- 15.1. Based on our legitimate interests (i.e., interest in the analysis, optimization, and economic operation of our online offer within the meaning of Art. 6 (1) lit. DSGVO), we use with Google Analytics a web analytics service provided by Google LLC ("Google"). Google uses cookies. The information generated by the cookie about the use of the online offer by the users are usually transmitted to a Google server in the USA and stored there.

- 15.2. Google is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).
- 15.3. Google will use this information on our behalf to evaluate the use of our online offer by users, to provide reports on the activities within it, to compile online offers and to further, with the use of this online offer and internet services related to us. In this case, pseudonymous usage profiles of the users can be created from the processed data.
- 15.4. We only use Google Analytics with activated IP anonymization. This means that Google will shorten the IP address of the users within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases, will the full IP address be sent to a Google server in the US and shortened there.
- 15.5. The IP address transmitted by the user's browser will not be matched with other data from Google. Users can prevent the storage of cookies by setting their browser software accordingly; users may also prevent the collection by Google of the data generated by the cookie and related to their use of the online offer as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.
- 15.6. For more information about Google's data usage, hiring and opt-out options, please visit Google's websites: <https://www.google.com/intl/en/policies/privacy/partners> ("Google's use of your data when you use websites or apps our partners"), <https://policies.google.com/technologies/ads> ("Advertising use of data"), <https://adssettings.google.com/authenticated> ("Managing information Google uses to show you advertising").
- 15.7. Incidentally, the personal data will be anonymized or deleted after a lapse of 26 months.

16. Integration of services and content of third parties

- 16.1. Based on our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) lit. DSGVO), we make use of content or services offered by third-party providers in order to provide their content and services, such as include videos or fonts (collectively referred to as "content"). This always presupposes that the third-party providers of this content perceive the IP address of the users, since they could not send the content to their browser without the IP address. The IP address is therefore required for the presentation of this content. We endeavor to use only content whose respective providers use the IP address solely for the delivery of the content. Third parties may also use so-called pixel tags (invisible graphics, also referred to as "web beacons") for statistical or marketing purposes. The "pixel tags" can be used to evaluate information such as visitor traffic on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may include, but is not limited to, technical information about the browser and operating system, referring websites, visit time, and other information regarding the use of our online offer.
- 16.2. The following presentation provides an overview of third-party providers as well as their contents, as well as links to their data protection statements, which contain further information on the processing of data and, for already mentioned here, contradictory possibilities (so-called opt-out) contain:
- External fonts from Google, LLC. <https://www.google.com/fonts> ("Google Fonts"). The Integration of the Google Fonts is done by a server call on Google (usually in the US). Privacy Policy: <https://policies.google.com/privacy>, opt-out: <https://adssettings.google.com/authenticated>.
 - Maps provided by the third-party Google Maps service, Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. Privacy Policy:

<https://www.google.com/policies/privacy>

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opt-out:

<https://www.google.com/settings/ads/>.

- Third-party platform "YouTube" videos Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. Privacy Policy: <https://policies.google.com/privacy>, opt-out: <https://adssettings.google.com/authenticated>.