

We at [Assmy & Böttger Electronic GmbH](#) (A+B Electronic / we) are delighted you have visited our website and are interested in A+B Electronic. In the following provisions, we inform you about the type, scope and purpose of the collection and use of your personal data on this website. Personal data is any information relating to an identified or identifiable natural person. This includes in particular your name, address and e-mail address.

1. Data processing to enable website use

Every time you access content on our website, connection data is transmitted to our web server. This connection data includes:

- the IP address (Internet Protocol address) of the respective users,
- the date and time of the request,
- the referrer URL,
- device numbers such as UDID (Unique Device Identifier) and comparable device numbers, device information (e.g. device type) and
- the browser type / version.

This connection data is not used to draw conclusions about the person of the user or merged with data from other data sources, but is used to provide the website. The legal basis for the processing of your data is Art. 6 (1) (1) (f) GDPR. After 7 days at the latest, the connection data is anonymised by shortening the IP address at domain level.

2. Data processing on instigation – Request for quotation/upload

The use of our website is generally possible without providing personal data. You are neither obliged to access this website nor to provide any personal data. The provision of personal data is also not required for the conclusion of a contract. If you do not provide us with personal data, you may not be able to use certain functionalities or services of this website. Otherwise there are no consequences for you.

If you contact us within the scope of an offer enquiry, your details will be stored so that they can be used to process your enquiry. The legal basis for the processing of your data is generally based on Art. 6 (1) (1) (f) GDPR. Our legitimate interest is then to respond to your request. In the case of the implementation of (pre)contractual measures, the legal basis is Art. 6 (1) (1) (b) GDPR.

3. Data processing for the needs-based design of the website

In order to make your use of our website as pleasant as possible, we do not use so-called web tracking systems (persistent cookies). Only transient cookies are used, which are automatically deleted when the browser is closed.

3.1 Cookie consent

Consents to cookies are managed exclusively on the server of our website and can be revoked by the user at any time. The website is hosted by PLUTEX GmbH, 28197 Bremen.

3.2. Google Analytics

Our website uses the tracking tool “Google Analytics”. This is a service provided by Google Ireland Limited, a company incorporated and operated under the laws of Ireland with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland (“Google”). This tracking tool helps us to make the

website more interesting for you and to improve the user experience. Here, data about the use of our website is stored in pseudonymous user profiles. Cookies may also be used for this purpose. In addition, data from different devices, sessions and interactions can be linked to a so-called "User ID". The information generated is usually transferred to a Google server in the USA and stored there. We would like to inform you that the "anonymizelp" function has been added to Google Analytics on our website. This means that your IP address is first shortened by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area and only then transmitted to a Google server in the USA. The shortening of the IP address is an additional measure pursuant to Art. 25 (1) GDPR for the protection of users, but it does not result in the complete data processing being anonymised. Thus, when Google Analytics is used, in addition to the IP address, other usage data is also collected that is to be assessed as personal data, such as identification features of the individual users, which also allow a link to an existing Google account, for example. On our behalf, Google will use the information obtained via Google Analytics to evaluate your use of our website, compile reports on website activity and provide us with other services relating to website activity and internet usage. The pseudonymised usage profiles are not merged with personal data about the bearer of the pseudonym without a separately granted consent.

You can find more information about Google Analytics at:

<https://support.google.com/analytics/answer/2790010?hl=de>

Please note that Google also has independent access to your data collected via Google Analytics and may also use this data for its own purposes. For example, Google may link this data to other data about you, such as search history, personal account, usage data from other devices and any other data Google may have about you.

The legal basis for our processing of your data is your consent in accordance with Art. 6 (1) (1) (a) GDPR. You give your corresponding consent via our cookie banner. Please note that Google is a company from the USA. According to a recent ruling by the European Court of Justice (ECJ), there is no adequate level of data protection in the USA and therefore a risk to the protection of your data.

For example, under certain conditions, your data may be processed by US authorities for control and monitoring purposes. If you still wish to consent to the use of this tool, you can select this via the cookie banner.

3.3. Google Ads (Conversion-Tracking)

Furthermore, we work with the online marketing method Google Ads. Google Ads is a service provided by Google Ireland Limited, a company incorporated and operated under the laws of Ireland with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The legal basis for our processing of your data is your consent in accordance with Art. 6 (1) (1) (a) GDPR. You give your corresponding consent via our cookie banner.

In the context of Google Ads, we also use conversion tracking. When a user visits our site via an advertisement, a "conversion cookie" is set which allows us to track how many users have performed an action resulting from the advertising campaign. Only anonymised data is collected, so that no user can be personally identified by A+B Electronic. Rather, the process is used for internal online marketing in order to be able to compile statistics that assess the effectiveness of the advertising measures.

The data stored via Google Ads is valid for 90 days and is then automatically deleted. In Google's privacy policy, you will find further information on the use of data by Google, as well as on your setting and objection options.

Please note that Google is a company from the USA. According to a recent ruling by the European Court of Justice (ECJ), there is no adequate level of data protection in the USA and therefore a risk to the protection of your data.

For example, under certain conditions, your data may be processed by US authorities for control and monitoring purposes. If you would like to object to your data being processed in this way by Google Ads, please select the category "Website use" in our cookie banner. In this way, you revoke your consent with effect for the future.

3.4. Google Tag Manager

Because transparency is an important concern for us, we would also like to point out the use of the Google Tag Manager at this point. No personal data is collected or processed via this tool itself. As part of conversion tracking via Google Ads and the use of Google Analytics, only website tags are created and managed here, which can be used to better analyse and optimise website usage.

3.5. Leadinfo

We use the lead generation service provided by Leadinfo B.V., Rotterdam, The Netherlands, which recognizes visits of companies to our website based on IP addresses and shows us related publicly available information, such as company names or addresses. In addition, Leadinfo places two first-party cookies for providing transparency on how our visitors use our website and the tool processes domains from provided form inputs (e.g. "leadinfo.com") to correlate IP addresses with companies and to enhance its services. For additional information, please visit www.leadinfo.com. On this page: www.leadinfo.com/en/opt-out you have an opt-out option. In the event of an opt-out, your data will no longer be used by Leadinfo

4. Newsletter

In our newsletter, we inform you regularly by e-mail about new articles, topics related to the EMS industry and services of Assmy & Böttger Electronic GmbH. Your personal data is processed on the basis of Art. 6 (1) (a) GDPR. Here we use the so-called double opt-in procedure. You will receive a confirmation email at the email address you provided, in which we ask you to confirm your subscription. Your registration will only become effective when you click on the activation link. We use your data transmitted to us exclusively for sending the newsletter, which may contain information or an offer.

The rapidmail tool is used to send the newsletter. Your data will therefore be transferred to rapidmail GmbH. In doing so, rapidmail GmbH is prohibited from using your data for purposes other than sending the newsletter. rapidmail GmbH is not permitted to pass on or sell your data. rapidmail is a German, certified newsletter software provider, which has been carefully selected in accordance with the requirements of the GDPR and BDSG [Federal Data Protection Act]. The data is not forwarded to other third parties or to third countries.

You have the option to cancel the subscription at any time. To do this, you can, for example, click on the unsubscribe link included in every newsletter. Should you revoke your consent, the corresponding data will be deleted unless it is required for the fulfilment of the contract or for the protection of legitimate interests.

5. Data transmission

We only pass on your personal data to third parties or other recipients if this is necessary for the provision of services, you have given your consent, there is a legal obligation or the passing on of data is permitted on the basis of another legal basis. Data is passed on, for example, to technical

service providers or – in the case of a company transaction – to interested parties/buyers, etc. Where necessary, we have concluded agreements with the recipients of your data on commissioned processing in accordance with Art. 28 GDPR.

6. Data transfer to countries outside the EU

To the extent necessary for our purposes, we also transfer your data to recipients outside the EU if you have given your consent, if there is a legal obligation or if the transfer of data is permitted on the basis of another legal basis. For example, your data will also be transferred to recipients based in the USA as part of the data processing. An adequate level of data protection is generally ensured by the conclusion of the so-called EU standard contractual clauses. Please note, however, that according to a recent ruling by the European Court of Justice (ECJ), there is no adequate level of data protection in the USA and therefore a risk to the protection of your data. For example, under certain conditions, your data may be processed by US authorities for control and monitoring purposes. For the rest, we refer to Art. 49 GDPR regarding the legal basis for the data transfer.

7. Links to other (external) websites

If our website contains links to other (external) websites, please note that we are not responsible for the data protection provisions on the external websites. The information on data protection can be found on the respective external websites.

8. Duration for which personal data are stored / criteria for determining the duration

Your personal data will be stored by us for as long as it is necessary for the aforementioned purposes of processing, in the event of an objection, no compelling reasons worthy of protection exist on the part of A+B Electronic, or in the event of a revocation, no other legal basis exists for the data processing. However, in certain cases, e.g. if there is a legal obligation to retain data, your personal data will not be deleted immediately but will first be blocked. For example, the retention period for messages about the upload area with a business content can be ten years.

9. Security measures to protect your personal data

We protect your data against unauthorised access, loss or destruction through technical and organisational measures. Our security measures are continuously improved in line with technological developments. Our employees and all persons involved in data processing are obliged to comply with data protection laws and to handle personal data confidentially. Our employees are trained accordingly.

To protect your personal data on this website, we use a secure online transmission procedure known as "Secure Socket Layer" (SSL) transmission. You can recognise this by the fact that a closed lock symbol is displayed at the address component <https://>. By clicking on the icon, you will receive information about the SSL certificate used. The display of the symbol depends on the browser version you are using. SSL encryption ensures the encrypted and complete transmission of your data.

10. Your rights

Within the framework of the legal requirements, you are generally entitled to the following from A+B Electronic

- confirmation as to whether personal data relating to you is being processed by A+B Electronic,
- information about this data and the circumstances of the processing,
- correction, insofar as this data is incorrect,
- deletion, insofar as there is no justification for the processing and no (longer) obligation to retain,
- restriction of processing in specific cases determined by law,
- objection in the event of data processing on the basis of Art. 6 (1) (1) (f) GDPR and
- Transfer of your personal data – insofar as you have provided it – to you or a third party in a structured, common and machine-readable format.

Insofar as the processing of your personal data is based on your consent, you have the right to revoke your consent at any time, with the consequence that the processing of your personal data becomes inadmissible for the future. However, this shall not affect the lawfulness of the processing carried out on the basis of the consent until revocation.

Questions, suggestions or complaints about data protection can be sent to us at datenschutz@tiptop.de.

Finally, we would like to inform you of your right to complain to the supervisory authority.

11. No automated individual decision

We do not use your personal data for automated individual decisions.

12. Amendment of the privacy policy

New legal requirements, business decisions or technical developments may require changes to our privacy policy. The privacy policy will then be adapted accordingly. You will always find the latest version on our website.