

Privacy Policy

By means of this privacy policy we would like to inform you about the usage of personal data while visiting this website. MLINE Vertriebs- u. Produktions GmbH attaches great importance to the protection, accuracy and integrity of your personal data.

The usage of this website is voluntary. If you are against the usage of your data, you can exit this website.

The present privacy policy can be amended or updated at any time by MLINE Vertriebs- u. Produktions GmbH.

1. Legal Basis

The European General Data Protection Regulation GDPR (Datenschutz-Grundverordnung DSGVO), the Data Protection Act (Datenschutzgesetz DSG) and the Data Protection Amendment Act (Telekommunikationsgesetz TKG) contribute to the protection of personal data. The data processing is handled in accordance with the legal requirements (DSGVO, DSG 2018, TKG 2003) without exception.

The legal basis for processing of your personal data is on the one hand contract processing (e.g. online and offline purchases), legitimate interests resting upon exhibition contacts and the exchange of business cards and the fulfilling of legal and contractual obligations. On the other hand your consent for processing of your personal data (e.g. contact form, newsletter, cookies, making use of your withdrawal right, as well as inquiries regarding defects or job applications). Not providing your personal data might have different consequences.

2. Responsibilities

Below you can find the contact information regarding the controller of processing as well as the data protection manager:

Controller of Processing:

MLINE Vertriebs- u. Produktion GmbH
Laxenburgerstraße 238
A-1230 Wien
+43 1 616 26 27 0
datenschutz@mline.com

Data Protection Manager:

MLINE Vertriebs- u. Produktion GmbH
attn. Management board respectively Roman Faustin
Laxenburgerstraße 238
A-1230 Wien
+43 1 616 26 27 0
datenschutz@mline.com

3. Safety Precautions

We take organizational, contractual and technical safety precautions according to the state of the art to make sure to comply with formalities of the data protection laws as well as protection of the data used by us against incidental or deliberate manipulation,

loss, destruction or unauthorized access. Our safety measures are optimized regularly in line with technological developments.

The safety measures notably include the encrypted transmission of all data between your browser and our server.

One of the security measures used is the inclusion of so-called "CAPTCHA tests" on our website which determines whether an online user is really a human and not a bot. To ensure this, we use two basic techniques of captcha on our website:

1. **Honeypot:** In this solution, an invisible field is included in forms. For normal customers, the field is not visible and thus cannot be filled in. Bots and scripts fill this field and are rejected.
2. **Simple Captcha:** With this solution, the user is shown a graphic with a distorted number/letter combination that cannot be read by bots and scripts. The visitor must type this in without any errors.

Data processing by third parties does not take place here due to our self-hosting.

4. Purpose Limitation

We need the personal data compiled solely for contract processing, offsetting, contract entitlement, customer service as well as advertising purposes. For this personal data is collected, stored, processed and used.

We process your personal data such as salutation, first name, surname, telephone number, address, e-mail address and payment details where necessary and as provided by you for the duration of the whole business relationship (from initiation of business to business processing and contract termination) and further for safekeeping and documentation requirement which are based amongst others on the Austrian Commercial Code (Unternehmensgesetzbuch UGB) and the Federal Fiscal Code (Bundesabgabenordnung BAO) as well as for conclusion of possible litigation cases, guarantee and warranty periods, etc.

5. Recipients of Personal Data

Personal data will only be transferred to third parties if it is necessary – for instance if required for contractual purposes in accordance with GDPR Art. 6 para. 1 lit. b, or on the basis of legitimate interests of economic and efficient operations for our business in accordance with GDPR Art. 6 para. 1 lit. f.

In the course of running our website, we authorise e.g. software providers and agencies which in the course of their activities can gain access to your personal data which is necessary for the fulfilment of their respective responsibilities. They have committed themselves to complying with the valid data protection standards. Data processing agreements in accordance with GDPR Art. 28 were concluded. For detailed information regarding the commissioned data processors please contact datenschutz@mline.com.

While commissioning subcontractors to provide our services, we take legal precautions as well as technical and organizational measurements to ensure the safety of personal data in accordance with the data protection law.

6. Survey of Access Data and Log Files

We collect data on the basis of legitimate interests in accordance with GDPR Art. 6 para. 1 lit. f. about every access to the server in service (so-called server log files). The collected data is used solely for statistical analyses and website improvements. Nevertheless, we reserve the right to revise server log files retroactively if specific indications for unlawful use arise.

The access data include the name of the requested website, data file, date and time of access, transferred amount of data, message about successful call, browser type version, the users` operating system, referrer URL (previously visited page), IP-address as well as the requesting provider.

For safety reasons (e.g. for the purpose of clearing up misuse or fraud in connection with the access) log file information is stored for a maximum of seven days and deleted afterwards. Data, for which a storage for evidence is necessary, is excluded from erasure until clarification of the incident.

7. Cookies

Cookies consist of information, which are transferred from our own or a third parties` server to the users browser where they are stored for a later retrieval. Cookies can be small files or similar types of information storage. Basically, there are 4 types of cookies:

1. **Necessary or essential cookies:** These cookies are important for ensuring the basic functions of a website, such as adding a product to the shopping cart and continue shopping without losing the shopping cart content on the next pages. These are also referred to as essential cookies.
2. **Functional cookies:** Functional cookies store information such as user name and language selection as well as other information of the user on an anonymous basis. Based on this information, these cookies offer improved and personalized functions on a website.
3. **Performance cookies:** These cookies store information about user behavior and ensure better user-friendliness and performance. For example, data such as the duration and frequency of pages viewed, search terms used, country, region are stored. Based on these cookies, the website is tailored to individual user needs in terms of content and functionality.
4. **Marketing cookies:** These cookies store information about visited websites of the users and are also called targeting cookies. They are used to provide the user with individually tailored advertisements.

We use session-cookies, which are only active for the duration of the current visit on our website (e.g. to save log-in files or basket functions, hence making the use of our online services possible). In a session cookie a randomly generated and unique identification number is stored, a so-called session-ID. Furthermore the cookie contains information about its origins and storage period – they are not able to secure any other data. The deletion of the session-cookie will take place, when the usage of our online services is completed e.g. a logging-off is performed or the browser is closed.

We also use third-party-cookies. These are stored by third parties (partner companies which we are working together with for advertising, analysis and functionality of our online services) in your browser. They mostly consist of tracking or marketing tools which analyse user behaviour and enable the third party company to recognize the user on other visited websites as well. In general, Retarget Marketing is based on such operating cookies.

The data processing is handled in accordance with the legal requirements of TKG Art. 96 para. 3 and GDPR Art. 6 (in particular consent). As the privacy of our users is of highest importance to us, user data is pseudonymised.

To make it easier for you to set cookies on our website, we use a cookie consent management tool called EU Cookie Directive Pro from the company Acris. This is opened automatically the first time you visit our website and allows you to activate or deactivate the cookies used. Essential or partially functional cookies cannot be deactivated due to the proper functioning of our website. You can change your settings at any time on our website.

If the storage via cookie on your computer is not desired, you are asked to deactivate the corresponding option in their browser system settings. Secured cookies can be

deleted in your browser system settings. Some cookies stay stored on your device until deleted. The exclusion of cookies can lead to functional restrictions regarding our online services.

8. Contact

When contacting us, the users' information regarding the processing of your contact request will be used in accordance with TKG Art. 96 para. 3 and GDPR Art. 6 para. 1 lit. a (consent).

For processing your inquiry from our contact forms and e-mails, your information including personal data is forwarded via our own email server, processed and stored. Without your consent no data will be collected or transmitted. Without this data your inquiry cannot be processed.

9. Online Job Posting

We offer the possibility to apply for vacant jobs via our online services. We collect and process personal data so our application process can be carried out and we can ensure optimised filling of vacancies in our company. We do so on the basis of legitimate interests of an efficient application process in accordance with GDPR Art. 6 para. 1 lit. f and as well as on the basis of precontractual measures GDPR Art. 6 para. 1 lit. b. The data is acquired within the application process either provided by you (for example by sending us your CV via e-mail or contact form) or collected by ourselves (for example by making notes during a job interview). Your personal data is only transmitted to people which are directly involved in the filling of the vacant position.

You are not obligated to provide your personal data but if you do not, we will not be able to proceed with your application process.

Six months after completion of the application process your personal data will be deleted if it is not further required for employment or needed because of legal regulations (e.g. for burden of proof within Equal Treatment Act (Gleichbehandlungsgesetz (GIBG)) which require a longer storage of data.

If you explicitly give your consent for longer storage of your data (e.g. entering an applicant database) your data will be processed based on your consent. Legal basis then GDPR Art. 6 para. 1 lit. A. You can withdraw your consent at any time. Please contact us at datenschutz@mline.com for doing so.

If your application process results in an employment contract, we store the data collected during the application upon observance of statutory regulations in your personnel records for common organisational and administrative processes.

10. Online Shopping

We would like to point out that for a more convenient purchasing process and for following contract processing cookies with the pseudonymised IP-address as well as the name and address of the buyer are saved. Further the following personal data is saved: salutation, first name, surname, e-mail address, invoice address and address of delivery as well as payment details (in case of recurring payments). The data provided is necessary for the performance of a contract as well as for precontractual measures. Without this data the contract cannot be processed, because when using an e-commerce system, it is of course mandatory to process customer data.

Transmitting of data (salutation, first name, surname, invoice address and address of delivery as well as method of payment) to payment service providers for processing of the debiting of the purchase price, to transport companies for delivery of the goods as well as to our tax consultant for fulfilling tax obligations takes place. The webshop

system we use is Shopware from Shopware AG. Our website is hosted by the company almCode GmbH (alpenHosting) in Germany.

They all have committed themselves towards MLINE Vertriebs- u. Produktions GmbH to comply with the regulations concerning data privacy. A data processing agreement in accordance with GDPR Art. 28 was concluded. More information regarding the commissioned data processors can be requested under datenschutz@mline.com.

The data processing is handled in accordance with the legal requirements of TKG Art. 96 para. 3 and GDPR Art. 6 (in particular consent and/or orderly fulfilment of contracts).

To enable you as a business client to make tax-free deliveries within the European Union, we are obliged to check the VAT identification number of our customers. Based on the legitimate interest of the efficient processing of orders according to Art. 6 para. 1 lit. f GDPR, we use a third-party plugin called "Umsatzsteuer-(USTID)-Validierung PRO" which is provided by LENZ eBusiness GmbH. Data processing on the part of LENZ eBusiness GmbH does not take place due to our self-hosting.

Payments via credit card, PayPal or immediate bank transfer via Klarna are processed by the payment service provider "Unzer" of Unzer GmbH, Vangerowstraße 18, 69115 Heidelberg, Germany. We only transmit data from the purchasing process only for processing of the debiting of the purchase price.

In contrast to data processing, when transmitting data to third parties for delivery of ordered goods by logistics providers (such as DPD, Gebrüder Weiss, Schenker, Dachser, UPS, Österreichische Post, Packeta, DHL, etc.), we do so for autonomous use for contract processing. Contact data such as e-mail address and/or telephone number will be used by logistics partners solely for arrangements of delivery dates and for important notifications about those.

For the final processing of your payment the data can be transmitted to the actually selected payment provider. For "PayPal" this is PayPal (Europe), S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (Privacy Policy: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>), for "immediate bank transfer via Klarna" it is Klarna Bank AB, Sveavägen 46, 111 34 Stockholm, Sweden (Privacy Policy: <https://www.klarna.com/at/datenschutz>) and for payments via credit card it is your respective credit card provider.

In order to object processing of your personal data, please contact us at datenschutz@mline.com or contact "Unzer". Please take into consideration that "Unzer" might stay legitimated to process your personal data as far as it is necessary for contractual processing of your payment.

11. Newsletter

On our website you can subscribe to our newsletter via a double-opt-in-process. After your subscription, you receive an e-mail with the request to confirm your subscription. Without the disclosure of this data, it is not possible to send you our newsletter. You can always unsubscribe by clicking the unsubscription-link at the end of each newsletter and afterwards following the instructions given on the website. After an unsubscription no more data is collected and the e-mail address is deleted to prevent further newsletter sending.

We entrust CleverReach GmbH & Co. KG as our data processor with the sending of our newsletter, respectively send them directly from our systems. Data processors have committed themselves towards MLINE Vertriebs- u. Produktions GmbH to comply with the regulations concerning data privacy. A data processing agreement in accordance with GDPR Art. 28 was concluded. More information regarding the commissioned data processors can be requested under datenschutz@mline.com.

The data processing is handled in accordance with the legal requirements of TKG Art. 96 para. 3 and GDPR Art. 6 para. 1 lit. a.

Our newsletters include so-called tracking pixels. A tracking pixel is a thumbnail which is embedded in e-mail in HTML format to allow the recording and analysis of log files. This permits the statistical analysis of success and failure of online marketing campaigns. With the help of the embedded tracking pixel we can see if and when an e-mail was opened by a person concerned. Additionally, it is tracked which links within the e-mail were opened by a person concerned.

The personal data obtained through tracking pixels and newsletter tracking are stored and analysed for optimising the newsletters and adapting the content of future newsletter to the interests of the person concerned.

For the selection of suitable content for the newsletter offered, automated decision-making and profiling can be applied. This serves the optimal selection of relevant newsletter content.

12. Third Party Services and Content

Based on our legitimate interest (efficient operations for our online services in accordance with GDPR Art. 6 para. 1 lit. f.) we use third party content offerings and services, for instance fonts (throughout consistently used as content). This assumes that third parties of this content use the user's IP-address because the content can't be sent to the browser without an IP-address. Therefore an IP-address is needed for displaying content. We endeavour to only use content, where the provider merely uses an IP-address for delivering content. Third parties can use so called Pixel-Tags (invisible graphics or code, also known as „Web Beacons“) as well for statistic or marketing purposes. With the help of „Pixel-Tags“ information like traffic of visitors can be analysed on subsites of the website. The pseudonymous data can be stored in cookies on the user's device and include technical information about the browser and operating system, referring websites, time of access, as well as further information about usage of our online services. This information is used to be connected with other information from different sources.

13. Social Media

On our website, we advertise online presences on the social networks referred to in the following. These presences are embedded into our website through a linked symbol of the relevant network. Using such linked symbols has the purpose of preventing that a connection to the servers of the relevant network is automatically established when accessing a website which includes social media advertisements to individually display a symbol of the relevant network. Only by clicking on the relevant graphic users will be forwarded to the services of the relevant social network.

We operate online presences on social networks and platforms to be able to communicate with all customers, potential clients and users active thereon and to inform them about our services. When accessing the respective networks and platforms, their general terms and conditions and data processing regulations apply.

Our legitimate economic interest consists in enhancing the quality of our internet presence, in analysing, presenting, distributing and advertising our products and/or in efficiently operating our company in compliance with GDPR Art. 6 para. 1 lit. f. However, the legal basis may also be the user's consent towards the platform operator in accordance with GDPR Art. 6 para. 1 lit. a. Pursuant to GDPR Art. 7 para. 3, users have the right to withdraw their consent at any time with effect for the future by submitting a notification to the platform operator.

After the user was forwarded, the respective network collects information on the user. This data particularly includes the IP-address, the date, the time and visited websites. Should users at the same time be logged on to their user accounts with the respective network, the network operators may be able to allocate information they collected from

the user's relevant access to such user's personal account. In the case where users interact by using the "Share" button of the respective network, this information may be stored at and, possibly, published on such user's personal account. Users intending to prevent any collected information from being directly allocated to their user accounts must log off of the account prior to clicking on the icon. However, it is also possible to accordingly change the settings of the user account.

Unless otherwise indicated in our Privacy Policy, we process our user's data to the extent they communicate with us within the framework of social networks and platforms, e.g. by publishing postings on our online presences or sending messages to us. In the case where users contact us, we use any personal data provided on this occasion for processing the query. We subsequently delete such data provided when the query was finally processed and it is not contrary to statutory data storage obligations, e.g. with contracts being processed after that.

We point out the fact that there is a possibility of the user's data being processed outside the European Union, especially in the USA. This may entail increased risks for users in the way that, for example, access to the user data at later times may be more difficult. In addition, we have no access to such user data. The operators of the respective social networks are the only ones able to access such data. However, social network operators undertake to comply with the European Standard Contract Clauses concerning the transmission of personal data to data processors: <https://eur-lex.europa.eu/eli/dec/2010/87>

On the social networks referred to below, we currently operate a company presence and/or we embed such social networks by placing links on our website:

1. **LinkedIn** is a service provided by LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland, a subsidiary of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA. For the LinkedIn privacy policy, please refer to <https://www.linkedin.com/legal/privacy-policy>

This website uses LinkedIn conversion tracking, a re-targeting and analysis tool which is supported by the LinkedIn Insight tag.

This tag places a cookie on your web browser whenever you access the website. This Insight tag is integrated into our website which means that a connection is established with the LinkedIn servers on the condition that you access this website and, at the same time, remain logged on to your LinkedIn account. It makes it possible to collect data, such as your IP-address, your device and browser settings, the time of accessing our website or the registration of defined events (e.g. downloads or pages call-offs). If you are registered to LinkedIn, demographic data, e.g. data concerning your approximate whereabouts, may also be collected. This data will be encrypted, anonymised within a seven-day period and deleted after encryption within a period of 90 days. LinkedIn does not share personal data with us, but instead offers anonymised reports. The cookie which the Insight tag placed on your browser remains there until you manually delete it or until it is automatically deleted after the Insight tag was loaded for the last time. You can generally prevent the storage of cookies by adjusting your web browser. If you are logged on to LinkedIn, you may de-activate data collection at any time under the below link: <https://www.linkedin.com/psettings/enhanced-advertising>. As an alternative, you can particularly object to LinkedIn conversion tracking by setting an opt-out cookie which remains on your device until you delete the cookies. For this purpose, you can de-activate the LinkedIn cookie available at the below link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>. If you are a member of LinkedIn, please click on the "Opt-out on LinkedIn" button; non-members must click on "Opt-out".

By using this technology, it is possible that personalised advertisements are displayed on LinkedIn to users of our website, with the advertisement contents depending on the services, information and offers you obtained information about

on our website. In addition, they also have the possibility of creating anonymous advertisement performance reports and information on website interaction.

2. **YouTube** is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. For the YouTube privacy policy, please refer to <https://policies.google.com/privacy>

Some web pages of our presence include links and/or connections to the YouTube offer. As a general rule, we are not responsible for the contents on websites of which our website contains a link. In the case where you follow a link to YouTube, we point out to the fact that YouTube stores and uses the data of their users (e.g. personal information; IP-address) for commercial purposes in compliance with their own data protection and use policy.

On some of our web pages, we also directly embed videos stored with YouTube. In connection with this embedding, some parts of a browser window display contents of the YouTube website. However, the YouTube videos will be called off only after separately clicking on them; this technology is also referred to as "framing". In cases where you access our website or any pages thereof, a connection will be established with the YouTube servers and, at the same time, the contents will be displayed on the website based on a notification delivered to your browser. This connection is required for being able to display the respective video on our website via your internet browser.

YouTube contents will be exclusively embedded by using the "extended data protection mode". YouTube themselves provides this mode and guarantees that YouTube initially places no cookies on your device. However, the IP-address, the date, the time and the websites you previously accessed will be transmitted and communicated when accessing the relevant website. This information cannot be allocated to you, unless you are individually logged on to and/or remain permanently logged on to YouTube or any other Google service prior to accessing the website. Should you be logged on to YouTube at the same time, YouTube will allocate such connection information to your YouTube account. In addition, a connection to the "DoubleClick" advertising network operated by Google will also be established. Those users who intend to prevent this, must either log off of YouTube prior to accessing our internet presence or accordingly change the relevant settings in their YouTube user accounts.

Once you start the replay of any embedded videos by clicking on them, based on the extended data protection mode, YouTube stores on your device only those cookies which contain no personally identifiable data, unless you are logged on to any Google service at the same time. Storage of such cookies can be prevented through the relevant browser settings and extensions.

3. **Pinterest** is a service by Pinterest Inc., 651 Brannan Street, San Francisco, CA, 94107, USA. Privacy Policy of Pinterest <https://policy.pinterest.com/de/privacy-policy>
4. **Instagram and Facebook** represent services provided by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, a subsidiary of Facebook Inc., 1601 Willow Road, Menlo Park, California 94025, USA. On these platforms, we and Facebook Ireland Ltd. are jointly responsible. It is impossible to exclude that Facebook Inc. processes your data. Our joint responsibility is regulated under an agreement concerning the respective obligations in compliance with the GDPR. This agreement, which provides for the mutual obligations in this regard, is available at the below link:

https://www.facebook.com/legal/terms/page_controller_addendum

Privacy Policy: <https://www.facebook.com/privacy/explanation>

Contact to Data Protection Manager of Facebook:

<https://www.facebook.com/help/contact/540977946302970>

When accessing our online presence on the Facebook platform, Facebook Ireland Ltd., the platform operator located in the European Union, processes personal data of the user (e.g. person-related information; IP-address etc.). This personal data of users serves statistical purposes in the form of information about the extent of our company presence on Facebook being used. Facebook Ireland Ltd. uses such data for market research and advertising purposes and for creating user profiles. Based on these profiles, Facebook Ireland Ltd. is able, for example, to display to users interest-based advertisements both inside and outside Facebook. If the user is logged on to his/her Facebook account at the time of website access, Facebook Ireland Ltd. may also connect such data with the relevant user account.

For the purpose of processing such data, Facebook Ireland Ltd. possibly uses cookies, too. Should users not agree to their data being processed, they have the possibility of preventing such cookies from being installed by accordingly changing their browser settings. Cookies already existing on the computer may also be deleted at any time. The settings in this regard depend on the user's browser. In the case where the user prevents or restricts installation of cookies, this may have the effect that not all Facebook functions will be usable to the full extent.

With our online services, we use "Facebook pixels". Due to the use of a Facebook pixel, Facebook Ireland Ltd. is enabled to determine the visitors of our online services as a target group for the display of advertisements ("Facebook ads"). We make use of such Facebook pixels to display Facebook ads to Facebook users who showed interest in our on-line services or who present certain characteristics (e.g. interest in certain topics or products dealt with on the website they visited). We transmit them to Facebook Ireland Ltd. (so-called "custom audiences"). For us, using Facebook pixels has the purpose of guaranteeing that our Facebook ads correspond to the users' interests. In addition, Facebook pixels make it possible for us to use the effectiveness of our Facebook ads for statistical evaluations and market research purposes. This makes it possible for us to see whether or not a user was forwarded to our website after clicking on a Facebook ad (so-called "conversion").

When visiting our websites Facebook pixel will immediately be incorporated and a cookie will be secured on your device. If you are subsequently logging in on Facebook or visiting already logged-in, the visit of our online service will be secured in your profile. The collected personal data is anonymous for us hence the user can not be identified by us. However Facebook Ireland Ltd. secures and processes the data, so a connection can be made to a certain user profile which is used by Facebook Ireland Ltd. and us for market research and advertising purposes. If data is sent to Facebook Ireland Ltd. for comparison, it will be encrypted locally on your browser and afterwards an encrypted transfer to Facebook Ireland Ltd., using a secured HTTPS connection, will take place.

Based on our legitimate interest we use a service called „Custom Audiences from File“ from Facebook Ireland Ltd.. Here e-mail addresses of newsletter recipients are uploaded on Facebook. The upload process is encrypted. The purpose of the upload is to determine recipients of our Facebook ads. This way we like to ensure, that ads are only displayed to users, which have shown interest in our information.

Specific information and details about Facebook pixel and their operating principle can be found in the help section of Facebook:

<https://www.facebook.com/business/help/651294705016616>

You can object to the collection of data via Facebook pixel and the processing of your data to display Facebook ads. To adjust the settings concerning which advertisements are shown on Facebook, you can visit Facebooks dedicated page and follow the instructions to change the settings for usage based advertisements: <https://www.facebook.com/settings?tab=ads> These settings take place platform-

independent – that means, that changes apply to all kinds of devices (PC, mobile devices, etc.)

5. **Vimeo** represent services provided by Vimeo.com, Inc., 330 West 34 Street, 5th Floor, New York NY 10001, USA. For the Vimeo privacy policy, please refer to <https://vimeo.com/privacy>

Some web pages of our presence include links and/or connections to the Vimeo offer. As a general rule, we are not responsible for the contents on websites of which our website contains a link. In the case where you follow a link to Vimeo, we point out to the fact that Vimeo stores and uses the data of their users (e.g. personal information; IP-address) for commercial purposes in compliance with their own data protection and use policy.

On some of our web pages, we also directly embed videos stored with Vimeo. In connection with this embedding, some parts of a browser window display contents of the Vimeo website. However, the Vimeo videos will be called off only after separately clicking on them; this technology is also referred to as “framing”. In cases where you access our website or any pages thereof, a connection will be established with the Vimeo servers and, at the same time, the contents will be displayed on the website based on a notification delivered to your browser. This connection is required for being able to display the respective video on our website via your internet browser.

If the user is logged on to his/her Vimeo account at the time of website access, Vimeo.com, Inc. may also connect such data with the relevant user account.

For the purpose of processing data, Vimeo.com, Inc. possibly uses cookies, too. Should users not agree to their data being processed, they have the possibility of preventing such cookies from being installed by accordingly changing their browser settings. Cookies already existing on the computer may also be deleted at any time. The settings in this regard depend on the user’s browser. In the case where the user prevents or restricts installation of cookies, this may have the effect that not all Vimeo functions will be usable to the full extent.

14. Web Analytics

1. **Google Analytics:** Based on our legitimate interests (interest in analysis, optimisation and economic operation of our online offering within the meaning of GDPR Art. 6 para. 1 lit. f.) we use Google Analytics, a web analysis service of Google LLC. In the course of contract data processing, Google LLC generates analyses regarding the website usage and activities and performs services regarding internet usage. They have committed themselves to complying with the valid data protection standards. For detailed information regarding the commissioned data processors please contact datenschutz@mline.com. Google LLC guarantees to abide the European standard contractual clauses for the transfer of personal data to processors: <https://eur-lex.europa.eu/eli/dec/2010/87>

Google LLC uses cookies which means that the user information regarding the usage of the online offer will be transmitted and stored on a server in the USA.

On our account Google LLC will use the collected information to evaluate the usage of our online services by users, to compile reports about activities within our online services and to perform further services associated with usage of our online services and internet use. Thereby processed data can be used to create user profiles by using pseudonyms.

We use Google Analytics to display advertisements within the ad services of Google LLC and their partners only to users, which have shown interest in our online services or show certain characteristics (for instance interest in certain

topics or products, which are determined by the visited website). By using Remarketing Audiences we like to ensure that our ads correspond with the users' potential interest.

We only use Google Analytics with activated IP anonymization. This means, that your IP address will be shortened within the Member States of the European Union or in different Contracting States, which are parties to the Agreement on the European Economic Area. Only in exceptional cases the full IP address will be transmitted and shortened on a Google server in the USA.

The user's transmitted IP address will not be merged with other data from Google LLC. You can prevent the storage of the cookie through deactivating the corresponding option in your browser system settings or installing plugins.

2. **Google Marketing:** Based on our legitimate interest (interest of analysis, economic and efficient operations for our online services in accordance with GDPR Art. 6 para. 1 lit. f.) we use marketing and remarketing services („Google-Marketing-Services“) provided by Google LLC.

The usage of Google-Marketing-Services allows us to show more targeted ads for and on our website, to only show ads to a user, who posed a potential interest. If a user is shown a product, for which he has shown interest on another website, it is called „Remarketing“.

For those purposes, when visiting our and other websites, on which Google-Marketing-Services are activated, a code will be immediately performed by Google LLC and so called (re)marketing-tags (invisible graphics or code, also known as „web beacons“) are incorporated in the website. With help of those tags and code, an individual cookie will be secured on your device (instead of cookies a similar technology can be used). Cookies can be set by different domains, for example: google.com, doubleclick.net, invitemediam.com, admeld.com, googlesyndication.com or googleadservices.com. In those files the user data (which website was requested, which content the user is interested in and which offers he clicked on, technical information about the browser and operating system, referring websites, time of access, as well as further information about usage of our online services) is stored.

The user's IP address will also be collected, but will be shortened only within the Member States of the European Union or in different Contracting States, which are parties to the Agreement on the European Economic Area. Only in exceptional cases the full IP address will be transmitted and shortened on a Google server in the USA.

The transmitted IP address will not be merged with other data from other Google services. The above mentioned information can be connected with information from other sources by Google LLC. When subsequently visiting another website, you can be shown ads according to your interests.

The user data is processed pseudonymously by Google-Marketing-Services. This means that Google LLC does not save the user's name or mail address, it only processes the relevant cookie data per pseudonymous user profiles. Therefore Google ads are not shown to a specific identified person but to a cookie-holder, regardless of who the cookie holder is. This will not apply if a user has given Google LLC his consent to process his data without pseudonymisation. The user data collected by Google-Marketing-Services will be transmitted to and secured by Google LLC on their servers in the USA.

One of the Google-Marketing-Services we use is the online-ad programme „Google AdWords“. In case of Google AdWords every AdWords-customer gets a different „Conversion-Cookie“. The information collected by cookies is used to create Conversion-statistics for AdWords-customers, who chose Conversion tracking. AdWords-customers learn the total number of users, who clicked on their ad and

where forwarded to a website containing a Conversion-Tracking-Tag. They will not get information, by which a user can be identified.

3. **Google Optimizer:** Google Optimizer allows us to comprehend „A/B-Testing“, how changes effect the website (for instance changes concerning buttons, designs, etc.) In those test purposes cookies are filed on a user’s device. But only pseudonymous data of the user will be processed.
4. **Google Tag Manager:** We also can use „Google Tag Manager“ to incorporate and manage Google’s Analysis and Marketing Services on our websites.

Privacy Policy: <https://www.google.com/policies/privacy/> Opt-Out: <https://www.google.com/settings/ads/>

15. User Rights

If your consent for processing of your personal data is necessary, we only do so after your explicit consent.

We do not process personal data of minors and are not authorised to do so. With your approval (e.g. entering data or submitting an order) you confirm having reached the age of 14 or having consent of your legal representative.

Upon request users have the right to receive information about your stored personal data by our privacy department free of charge.

Further, as far as no legal archiving requirements have to be complied with, users have the right on rectification of incorrect data, limitations of processing and deletion of personalised data if they assert their rights to data portability and lodge a complaint with the competent regulatory authority (Österreichische Datenschutzbehörde (Wickenburggasse 8-10, 1080 Vienna, Austria, E-Mail: dsb@dsb.gv.at) in the event of unlawful processing.

Likewise, users can revoke consent generally with implications for the future.

Please write us regarding your rights:

MLINE Vertriebs- u. Produktion GmbH
attn. privacy department
Laxenburgerstraße 238
A-1230 Wien
datenschutz@mline.com

16. Right of Objection

Users have the right to object future processing of their personalised data at any time according to legal guidelines. Especially an objection to processing data for direct advertising can be made.

In order to withdraw your consent, please contact us at datenschutz@mline.com. In this case, your personal data stored so far will be anonymised and are solely used for statistical purpose without any personal references. The withdrawal of said consent shall not affect the previous processing of data, which shall not lose its legality due to the fact that the consent has been revoked.

17. Deletion of Data

The deletion of data secured by us takes place, when it is no longer required for its intended purpose and provided that there are no statutory storage obligations objecting to the erasure. If a user’s data is not deleted, because it is needed for other legal

purposes, the processing will be limited. This means that the data will be locked and not be used for other purposes than commercial or fiscal reasons.

In principle, the storage of the data takes place for up to 10 years.

18. Changes in the Privacy Policy

We reserve the right to change the privacy policy, to adapt them to changed legal situations, or to changes in the service and data processing. If consent of the user is required, changes are made only with this consent. Users are requested to inform themselves regularly about possible changes of the privacy policy.

As of 2023-06-21