

Privacy Policy

1) Information on the Collection of Personal Data and Contact Details of the Controller

1.1

We are pleased that you are visiting our website and thank you for your interest. Below, we inform you about how we handle your personal data when you use our website. Personal data means any data that can be used to identify you personally.

1.2

The controller responsible for data processing on this website within the meaning of the General Data Protection Regulation (GDPR) is RAM Mounts Germany GmbH, Alexander-Meissner-Str. 42, 12526 Berlin, Germany, telephone: 030 / 917471-70, fax: 030 / 917471-69, email: info@rammounts.de.

The controller responsible for processing personal data is the natural or legal person who, alone or jointly with others, determines the purposes and means of processing personal data.

1.3

For security reasons and to protect the transmission of personal data and other confidential content (e.g. orders or enquiries sent to the controller), this website uses SSL or TLS encryption. You can recognise an encrypted connection by the string "https://" and the padlock symbol in your browser's address bar.

2) Data Collection When You Visit Our Website

If you use our website solely for information purposes, i.e. if you do not register or otherwise provide us with information, we collect only the data that your browser transmits to our server (known as "server log files"). When you access our website, we collect the following data, which is technically necessary for us to display the website to you:

- The page of our website visited
- Date and time of access
- Amount of data sent in bytes
- Source/referrer from which you reached the page
- Browser used
- Operating system used
- IP address used (where applicable, in anonymised form)

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Processing is carried out under Article 6(1)(f) GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data is not disclosed or used for any other purpose. However, we reserve the right to review the server log files retrospectively if there are specific indications of unlawful use.

3) Cookies

To make visiting our website attractive and enable the use of certain functions, we use cookies on various pages. These are small text files stored on your device. Some of the cookies we use are deleted at the end of the browser session, i.e. when you close your browser (session cookies). Other cookies remain on your device and allow us or our partner companies (third-party cookies) to recognise your browser on your next visit (persistent cookies). Where cookies are set, they collect and process certain user information, such as browser and location data and IP address values, to varying extents. Persistent cookies are automatically deleted after a specified period, which may vary from cookie to cookie.

Some cookies simplify the ordering process by storing settings (e.g. remembering the contents of a virtual shopping basket for a later visit to the website). Where individual cookies implemented by us also process personal data, processing takes place either under Article 6(1)(b) GDPR for the performance of the contract or under Article 6(1)(f) GDPR to safeguard our legitimate interests in the best possible functionality of the website and a customer-friendly and effective website experience.

We may work with advertising partners who help us make our online offering more interesting for you. In this case, cookies from partner companies (third-party cookies) are also stored on your hard drive when you visit our website. If we work with such advertising partners, you will be informed individually and separately in the following paragraphs about the use of these cookies and the scope of the information collected in each case.

Please note that you can configure your browser to notify you when cookies are set and decide individually whether to accept them, or to reject cookies in specific cases or generally. Each browser manages its cookie settings differently.

This is described in each browser's help menu, which explains how to change your cookie settings. Information for the respective browsers is available at the following links:

- Internet Explorer: <http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>
- Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

- Chrome: <http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>
- Safari: https://support.apple.com/kb/ph21411?locale=de_DE
- Opera: <http://help.opera.com/Windows/10.20/de/cookies.html>

Please note that rejecting cookies may restrict the functionality of our website.

4) Contacting Us

Personal data is collected when you contact us (e.g. using a contact form or by email). The data collected when a contact form is used is apparent from the respective contact form. This data is stored and used exclusively to respond to your enquiry or to contact you and for the associated technical administration. The legal basis for processing the data is our legitimate interest in responding to your enquiry under Article 6(1)(f) GDPR. If your contact is aimed at concluding a contract, Article 6(1)(b) GDPR provides an additional legal basis for processing. Your data will be deleted once your enquiry has been fully dealt with, namely when the circumstances indicate that the matter concerned has been conclusively resolved, provided that no statutory retention obligations prevent deletion.

5) Data Processing When Opening a Customer Account and for Contract Performance

Under Article 6(1)(b) GDPR, personal data is also collected and processed when you provide it to us for the performance of a contract or when opening a customer account. The data collected is apparent from the respective input forms. You may delete your customer account at any time by sending a message to the controller at the address stated above. We store and use the data you provide for contract performance.

Once the contract has been fully performed or your customer account has been deleted, your data will be blocked from further use in accordance with retention periods under tax and commercial law and deleted after those periods expire, unless you have expressly consented to further use of your data or we have reserved the right to further use permitted by law, about which we inform you below.

6) Use of Your Data for Direct Marketing

6.1 Subscribing to Our Email Newsletters

If you subscribe to our email newsletter, we will regularly send you information about our offers. The only mandatory information required to send the newsletter is your email address. Any additional information is provided voluntarily and is used to address you personally. We use the double opt-in procedure for sending newsletters. This means that we will send you an email newsletter only once you have expressly confirmed that you consent to receiving newsletters. We will send you a confirmation email asking you to confirm, by clicking the relevant link, that you wish to receive newsletters in future.

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By activating the confirmation link, you give us your consent to use your personal data under Article 6(1)(a) GDPR. When you subscribe to the newsletter, we store the IP address assigned to you by your Internet Service Provider (ISP), together with the date and time of subscription, so that any misuse of your email address can be traced at a later stage. The data we collect when you subscribe to the newsletter is used exclusively for promotional communications through the newsletter. You may unsubscribe at any time using the link provided in the newsletter or by sending a corresponding message to the controller identified at the beginning of this policy. Once you have unsubscribed, your email address will be deleted from our newsletter distribution list without undue delay, unless you have expressly consented to further use of your data or we reserve the right to further use permitted by law, about which we inform you in this policy.

6.2 Newsletter Distribution via MailChimp

Our email newsletters are sent through the technical service provider The Rocket Science Group, LLC d/b/a MailChimp, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA (<http://www.mailchimp.com/>), to whom we disclose the data you provide when subscribing to the newsletter. This disclosure takes place under Article 6(1)(f) GDPR and serves our legitimate interest in using an effective, secure and user-friendly newsletter system.

Please note that your data is generally transferred to a MailChimp server in the USA and stored there.

MailChimp uses this information to send newsletters and evaluate them statistically on our behalf. For evaluation purposes, the emails sent contain web beacons or tracking pixels, which are single-pixel image files stored on our website. These enable us to determine whether a newsletter message has been opened and which links, if any, have been clicked. Technical information is also recorded (e.g. time of access, IP address, browser type and operating system). The data is collected exclusively in pseudonymised form and is not linked to your other personal data; direct identification of individuals is excluded. This data is used exclusively for statistical analysis of newsletter campaigns. The results of these analyses may be used to tailor future newsletters more closely to recipients' interests.

If you wish to object to data analysis for statistical evaluation purposes, you must unsubscribe from the newsletter.

MailChimp may also use this data itself under Article 6(1)(f) GDPR on the basis of its own legitimate interest in tailoring and optimising its service and for market research purposes, for example to determine the countries from which recipients originate. However, MailChimp does not use our newsletter recipients' data to contact them itself or disclose it to third parties.

To protect your data in the USA, we have concluded a Data Processing Agreement with MailChimp based on the European Commission's standard contractual clauses, enabling the transfer of your personal data to MailChimp.

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If you are interested, you can view this Data Processing Agreement at:
<http://mailchimp.com/legal/forms/data-processing-agreement/>.

MailChimp is also certified under the EU-US "Privacy Shield" data protection agreement and thereby undertakes to comply with EU data protection requirements.

You can view MailChimp's privacy policy here: <https://mailchimp.com/legal/privacy/>

6.3 Newsletter Distribution via CleverReach

Our email newsletters are sent through the technical service provider CleverReach GmbH & Co. KG, Mühlenstr. 43, 26180 Rastede ("CleverReach"), to whom we disclose the data you provide when subscribing to the newsletter.

This disclosure takes place under Article 6(1)(f) GDPR and serves our legitimate interest in using an effective, secure and user-friendly newsletter system. The data you enter to receive the newsletter (e.g. your email address) is stored on CleverReach servers in Germany or Ireland.

CleverReach uses this information to send newsletters and evaluate them statistically on our behalf. For evaluation purposes, the emails sent contain web beacons or tracking pixels, which are single-pixel image files stored on our website. These enable us to determine whether a newsletter message has been opened and which links, if any, have been clicked. Conversion tracking also allows us to analyse whether a predefined action (e.g. purchasing a product on our website) takes place after a link in the newsletter is clicked. Technical information is also recorded (e.g. time of access, IP address, browser type and operating system). The data is collected exclusively in pseudonymised form and is not linked to your other personal data; direct identification of individuals is excluded. This data is used exclusively for statistical analysis of newsletter campaigns. The results of these analyses may be used to tailor future newsletters more closely to recipients' interests.

If you wish to object to data analysis for statistical evaluation purposes, you must unsubscribe from the newsletter.

We have concluded a data processing agreement with CleverReach in which we require CleverReach to protect our customers' data and not disclose it to third parties.

Further information about CleverReach's data analysis is available here:

- <https://www.cleverreach.com/de/funktionen/reporting-und-tracking/>

You can view CleverReach's privacy policy here:

- <https://www.cleverreach.com/de/datenschutz/>

6.4 Advertising by Post

On the basis of our legitimate interest in personalised direct marketing, we reserve the right to store your first and last names, postal address and, insofar as we have received these additional details from you in the course of our contractual relationship, your title, academic degree, year of birth and professional, industry or business designation under Article 6(1)(f) GDPR, and to use them to send you interesting offers and information about our products by post.

You may object to the storage and use of your data for this purpose at any time by sending a corresponding message to the controller.

7) Data Processing for Order Processing

7.1

To process your order, we work with the service provider(s) listed below, who assist us wholly or partly in performing the contracts concluded. Certain personal data is transferred to these service providers in accordance with the following information.

The personal data we collect is disclosed, in the course of contract performance, to the transport company commissioned with delivery insofar as this is necessary to deliver the goods. We disclose your payment data to the bank commissioned to process payment insofar as this is necessary for payment processing. Where payment service providers are used, we expressly inform you below. The legal basis for disclosing the data is Article 6(1)(b) GDPR.

7.2 Use of Specialist Service Providers for Order Handling and Fulfilment

Amazon - Orders are processed through the service provider "Amazon" (Amazon EU S.à r.l., 5, Rue Plaetis 2338, Luxembourg) as part of "Fulfilment by Amazon". Your personal data is disclosed to Amazon exclusively for the purpose of processing the online order. Disclosure takes place under Article 6(1)(b) GDPR and only insofar as necessary for order processing. Details of data protection at Amazon and Amazon's privacy policy are available at: http://www.amazon.de/gp/help/customer/display.html/ref=footer_privacy?ie=UTF8&nodeId=3312401

7.3 Use of Payment Service Providers

Adyen - If you choose a payment method offered by the payment service provider Adyen, payment is processed through Adyen, Simon Carmiggeltstraat 6 - 50, 1011 DJ Amsterdam, Netherlands. We disclose to Adyen the information you provide during the ordering process, together with information about your order (name, address, IBAN, BIC, invoice amount, currency and transaction number), under Article 6(1)(b) GDPR. Your data is disclosed exclusively for payment processing with Adyen and only insofar as necessary for that purpose.

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PayPal - We offer the option of processing payment through the payment service provider PayPal (PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg). This serves our legitimate interest in offering an efficient and secure payment method (Article 6(1)(f) GDPR). In this context, we disclose the following data to PayPal insofar as necessary to perform the contract (Article 6(1)(b) GDPR):

- First name
- Last name
- Address
- Email address
- Telephone number

Processing the data specified in this section is neither legally nor contractually required. Without transferring your personal data, we cannot process a payment through PayPal. [You have the option of choosing another payment method.]

For various services, such as payment by direct debit, PayPal carries out a credit check to establish your willingness and ability to pay. This serves PayPal's legitimate interest (under Article 6(1)(f) GDPR) and the performance of the contract (under Article 6(1)(b) GDPR). For this purpose, your data (name, address, date of birth and bank account details) is disclosed to credit reference agencies. We have no influence over this process and receive only the outcome indicating whether payment has been made, declined or is awaiting review.

Further information on options for objection and erasure in relation to PayPal is available at: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

Your data is stored until payment processing is complete. This also includes the period required to process refunds, manage receivables and prevent fraud. [Under [section 147 of the German Fiscal Code (AO) / section 257 of the German Commercial Code (HGB)], we are subject to a statutory retention period of [X] years for the following documents: []]

8) Use of Social Media: Videos (Use of YouTube Videos)

This website uses the YouTube embedding function to display and play videos from "YouTube", which belongs to Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Further information about data protection at YouTube is available in the provider's privacy policy at: <https://www.google.de/intl/de/policies/privacy>

We recommend that our clients use the YouTube embedding function exclusively in "privacy-enhanced mode".

When embedding YouTube videos, you must therefore ensure that you use only embedding links in "privacy-enhanced mode".

Using an embedding link in privacy-enhanced mode generates a framing code for the embedded YouTube video which, according to YouTube itself, links cookie activity and the data collection initiated by it to use of the video's playback function. This can significantly improve the use of YouTube videos in terms of their permissibility under data protection law.

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Creating an embedding link in privacy-enhanced mode:

- 1.) To generate the embedding link using privacy-enhanced mode, first click "Share" below the desired video on YouTube and then click "Embed".
- 2.) Instead of copying the displayed link immediately, select the field labelled "Show more" below the code.
- 3.) A window with further options will then open. At the bottom, select the checkbox labelled "Enable privacy-enhanced mode". The website www.youtube.com shown in the original HTML code then changes to the URL www.youtube-nocookie.com.

Using this link ensures that cookies are set only when the user plays the embedded video.

Regardless of whether embedded videos are played, a connection to Google's "DoubleClick" network is established whenever this website is accessed, which may trigger further data processing operations outside our control. Google LLC, based in the USA, is certified under the EU-US "Privacy Shield" data protection agreement, which ensures compliance with the level of data protection applicable in the EU.

9) Online Marketing - Use of Google AdWords Conversion Tracking

This website uses the online advertising programme "Google AdWords" and, within Google AdWords, conversion tracking provided by Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). We use Google AdWords to draw attention to our attractive offers through advertising material (Google AdWords) on external websites. By relating this to advertising campaign data, we can determine how successful individual advertising measures are. Our aim is to show you advertising that is of interest to you, make our website more interesting for you and achieve a fair calculation of advertising costs.

The conversion tracking cookie is set when a user clicks an AdWords advertisement placed by Google. Cookies are small text files stored on your computer system. These cookies generally expire after 30 days and are not used to identify you personally. If the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognise that the user clicked the advertisement and was redirected to this page. Each Google AdWords customer receives a different cookie. Cookies therefore cannot be tracked across the websites of AdWords customers. Information collected using the conversion cookie is used to compile conversion statistics for AdWords customers who have opted for conversion tracking. Customers are informed of the total number of users who clicked their advertisement and were redirected to a page bearing a conversion tracking tag. However, they do not receive information that could identify users personally. If you do not wish to participate in tracking, you can block this use by disabling the Google conversion tracking cookie in your internet browser's user settings. You will then not be included in conversion tracking statistics. We use Google AdWords on the basis of our legitimate interest in targeted advertising under Article 6(1)(f) GDPR.

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Google LLC, based in the USA, is certified under the EU-US "Privacy Shield" data protection agreement, which ensures compliance with the level of data protection applicable in the EU.

Further information about Google's privacy policy is available at:

<http://www.google.de/policies/privacy/>

You can permanently disable cookies for advertising preferences by preventing them through the relevant settings in your browser software or by downloading and installing the browser plug-in available at: <http://www.google.com/settings/ads/plugin?hl=de>

Please note that certain functions of this website may not be available, or may be available only to a limited extent, if you disable the use of cookies.

10) Web Analytics Services - Google Analytics, Google Universal Analytics

Google Analytics - This website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses cookies, which are text files stored on your computer that enable analysis of your use of the website.

The information generated by the cookie about your use of this website (including the truncated IP address) is generally transferred to a Google server in the USA and stored there.

This website uses Google Analytics exclusively with the "_anonymizelp()" extension, which ensures anonymisation of the IP address through truncation and prevents direct identification of individuals. This extension causes Google to truncate your IP address beforehand within Member States of the European Union or other states that are parties to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transferred to a Google server in the USA and truncated there. In these exceptional cases, processing takes place under Article 6(1)(f) GDPR on the basis of our legitimate interest in statistical analysis of user behaviour for optimisation and marketing purposes.

On our behalf, Google uses this information to evaluate your use of the website, compile reports on website activity and provide us with other services relating to website and internet usage. The IP address transmitted by your browser as part of Google Analytics is not combined with other Google data.

You can prevent cookies from being stored by configuring your browser software accordingly; however, please note that in this case you may not be able to use all functions of this website to their full extent. You can also prevent Google from collecting the data generated by the cookie relating to your use of the website (including your IP address), and from processing that data, by downloading and installing the browser plug-in available at:

<http://tools.google.com/dlpage/gaoptout?hl=de>

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Alternatively to the browser plug-in, or when using browsers on mobile devices, please click the following link to set an opt-out cookie that prevents future collection by Google Analytics within this website. This opt-out cookie works only in this browser and for this domain; if you delete your cookies in this browser, you must click this link again: [Disable Google Analytics](#).

Google LLC, based in the USA, is certified under the EU-US "Privacy Shield" data protection agreement, which ensures compliance with the level of data protection applicable in the EU.

Further information about the handling of user data in Google Analytics is available in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>

Google Universal Analytics - This website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses cookies, which are text files stored on your computer that enable analysis of your use of the website. The information generated by the cookie about your use of this website (including the truncated IP address) is generally transferred to a Google server in the USA and stored there.

This website uses Google Analytics exclusively with the "_anonymizelp()" extension, which ensures anonymisation of the IP address through truncation and prevents direct identification of individuals. This extension causes Google to truncate your IP address beforehand within Member States of the European Union or other states that are parties to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transferred to a Google server in the USA and truncated there. In these exceptional cases, processing takes place under Article 6(1)(f) GDPR on the basis of our legitimate interest in statistical analysis of user behaviour for optimisation and marketing purposes.

On our behalf, Google uses this information to evaluate your use of the website, compile reports on website activity and provide us with other services relating to website and internet usage. The IP address transmitted by your browser as part of Google Analytics is not combined with other Google data.

You can prevent cookies from being stored by configuring your browser software accordingly; however, please note that in this case you may not be able to use all functions of this website to their full extent. You can also prevent Google from collecting the data generated by the cookie relating to your use of the website (including your IP address), and from processing that data, by downloading and installing the browser plug-in available at:

<http://tools.google.com/dlpage/gaoptout?hl=de>

Alternatively to the browser plug-in, or when using browsers on mobile devices, please click the following link to set an opt-out cookie that prevents future collection by Google Analytics within this website. This opt-out cookie works only in this browser and for this domain; if you delete your cookies in this browser, you must click this link again: [Disable Google Analytics](#).

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Google LLC, based in the USA, is certified under the EU-US "Privacy Shield" data protection agreement, which ensures compliance with the level of data protection applicable in the EU.

This website also uses Google Analytics for cross-device analysis of visitor traffic, which is carried out using a user ID. You can disable cross-device analysis of your use in your customer account under "My data", "Personal data".

Further information about the handling of user data in Google Analytics is available in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>

11) Tools and Miscellaneous

11.1 Google reCAPTCHA

This website also uses the reCAPTCHA function provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). This function primarily serves to distinguish whether an entry is made by a natural person or abusively through machine-based and automated processing. The service includes transmitting the IP address and, where applicable, other data required by Google for the reCAPTCHA service to Google. This takes place under Article 6(1)(f) GDPR on the basis of our legitimate interest in determining whether actions on the internet are carried out intentionally by an individual and in preventing abuse and spam.

Google LLC, based in the USA, is certified under the EU-US "Privacy Shield" data protection agreement, which ensures compliance with the level of data protection applicable in the EU.

Further information about Google reCAPTCHA and Google's privacy policy is available at: <https://www.google.com/intl/de/policies/privacy/>

11.2 Google Maps

Our website uses Google Maps (API) provided by Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Maps is a web service for displaying interactive maps to present geographical information visually. Using this service shows you our location and makes it easier to find directions to us.

As soon as you access a subpage in which a Google Maps map is embedded, information about your use of our website (such as your IP address) is transferred to Google servers in the USA and stored there. This takes place regardless of whether Google provides a user account through which you are logged in or whether no user account exists. If you are logged into Google, your data is assigned directly to your account.

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If you do not want your data to be associated with your Google profile, you must log out before activating the button. Google stores your data as usage profiles, even for users who are not logged in, and evaluates those profiles. Such evaluation takes place in particular under Article 6(1)(f) GDPR on the basis of Google's legitimate interests in displaying personalised advertising, conducting market research and/or tailoring its website to users' needs. You have the right to object to the creation of these user profiles; to exercise this right, you must contact Google.

Google LLC, based in the USA, is certified under the EU-US "Privacy Shield" data protection agreement, which ensures compliance with the level of data protection applicable in the EU.

If you do not agree to the future transfer of your data to Google when using Google Maps, you can also disable the Google Maps web service entirely by switching off JavaScript in your browser. Google Maps, and therefore the map display on this website, will then no longer be available.

Google's terms of use are available at <http://www.google.de/intl/de/policies/terms/regional.html>. The additional terms of use for Google Maps are available at https://www.google.com/intl/de_US/help/terms_maps.html.

Detailed information about data protection in connection with Google Maps is available on Google's website ("Google Privacy Policy"): <http://www.google.de/intl/de/policies/privacy/>

11.3 Google Web Fonts

This website uses web fonts provided by Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google") to ensure a uniform display of fonts. When you access a page, your browser loads the required web fonts into its browser cache to display text and fonts correctly.

For this purpose, your browser must connect to Google's servers. As a result, Google becomes aware that our website has been accessed through your IP address. Google Web Fonts are used in the interest of a uniform and appealing presentation of our online offerings. This constitutes a legitimate interest within the meaning of Article 6(1)(f) GDPR. If your browser does not support web fonts, a standard font from your computer is used.

Google LLC, based in the USA, is certified under the EU-US "Privacy Shield" data protection agreement, which ensures compliance with the level of data protection applicable in the EU.

Further information about Google Web Fonts is available at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://www.google.com/policies/privacy/>

12) Rights of the Data Subject

12.1

Applicable data protection law grants you extensive rights as a data subject against the controller regarding the processing of your personal data (rights of access and intervention), about which we inform you below:

- Right of access under Article 15 GDPR: In particular, you have the right to obtain information about the personal data we process about you, the purposes of processing, the categories of personal data processed, the recipients or categories of recipients to whom your data has been or will be disclosed, the envisaged storage period or the criteria used to determine that period, the existence of a right to rectification, erasure, restriction of processing, objection to processing and a complaint to a supervisory authority, the source of your data where it was not collected by us from you, the existence of automated decision-making, including profiling, and, where applicable, meaningful information about the logic involved and the significance and envisaged consequences of such processing for you, as well as your right to be informed of the safeguards under Article 46 GDPR where your data is transferred to third countries;
- Right to rectification under Article 16 GDPR: You have the right to obtain, without undue delay, the rectification of inaccurate data concerning you and/or completion of incomplete data about you stored by us;
- Right to erasure under Article 17 GDPR: You have the right to request erasure of your personal data where the conditions of Article 17(1) GDPR are met. However, this right does not apply in particular where processing is necessary to exercise the right to freedom of expression and information, comply with a legal obligation, for reasons of public interest, or for the establishment, exercise or defence of legal claims;
- Right to restriction of processing under Article 18 GDPR: You have the right to request restriction of processing of your personal data while the accuracy of data you contest is being verified; where you oppose erasure because the processing is unlawful and request restriction of its use instead; where you require the data for the establishment, exercise or defence of legal claims after we no longer need it for its intended purpose; or where you have objected on grounds relating to your particular situation, pending verification of whether our legitimate grounds override yours;
- Right to be informed under Article 19 GDPR: If you have asserted a right to rectification, erasure or restriction of processing against the controller, the controller must communicate that rectification or erasure of data or restriction of processing to every recipient to whom your personal data has been disclosed, unless this proves impossible or involves disproportionate effort. You have the right to be informed about these recipients.

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- Right to data portability under Article 20 GDPR: You have the right to receive the personal data you have provided to us in a structured, commonly used and machine-readable format, or to request its transmission to another controller where technically feasible;
- Right to withdraw consent under Article 7(3) GDPR: You have the right to withdraw consent to data processing at any time with effect for the future. If you withdraw consent, we will delete the data concerned without undue delay unless further processing can be based on a legal ground permitting processing without consent. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal;
- Right to lodge a complaint under Article 77 GDPR: If you consider that processing of personal data concerning you infringes the GDPR, you have, without prejudice to any other administrative or judicial remedy, the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or the place of the alleged infringement.

12.2 RIGHT TO OBJECT

WHERE, IN THE CONTEXT OF A BALANCING OF INTERESTS, WE PROCESS YOUR PERSONAL DATA ON THE BASIS OF OUR OVERRIDING LEGITIMATE INTEREST, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THIS PROCESSING WITH EFFECT FOR THE FUTURE ON GROUNDS RELATING TO YOUR PARTICULAR SITUATION.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED. HOWEVER, WE RESERVE THE RIGHT TO CONTINUE PROCESSING IF WE CAN DEMONSTRATE COMPELLING LEGITIMATE GROUNDS FOR THE PROCESSING THAT OVERRIDE YOUR INTERESTS, FUNDAMENTAL RIGHTS AND FREEDOMS, OR IF THE PROCESSING SERVES THE ESTABLISHMENT, EXERCISE OR DEFENCE OF LEGAL CLAIMS.

WHERE WE PROCESS YOUR PERSONAL DATA FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THE PROCESSING OF PERSONAL DATA CONCERNING YOU FOR SUCH MARKETING. YOU MAY EXERCISE YOUR OBJECTION AS DESCRIBED ABOVE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED FOR DIRECT MARKETING PURPOSES.

13) Duration of Storage of Personal Data

The duration of storage of personal data is determined by the applicable statutory retention period (e.g. retention periods under commercial and tax law). Once that period expires, the corresponding data is routinely deleted, provided it is no longer required for the performance or initiation of a contract and/or we no longer have a legitimate interest in continuing to store it.