

# Data Privacy Statement

Welcome to our website. This contains information on how we process your personal data when visiting this website.

## 1. Name and address of the controller

This website is operated by [TDi TechnoData Interware GmbH](#) (following “TDi“ or “we“), that is also solely responsible for any data processing associated with the visit of this website unless otherwise stated below.

You can reach us at the following contact details:

Mentzelstraße 11a  
45896 Gelsenkirchen

Tel.: +49 209 38990669

Fax : +49 209 16216539

E-Mail: [sales@tdi-matrix.com](mailto:sales@tdi-matrix.com)

## 2. Visiting our website

It is technically unavoidable that certain information is collected every time you visit our website. This information is mainly technical in nature but may be categorized as personal data by the courts. These data include your IP address, device ID, browser information, details of your operating system, language settings, referring URLs, duration of visits and pages displayed.

We do not use this information to identify the data subject. However, this information is needed to deliver our website content correctly, and in case of a cyber attack, in order to provide information needed to prosecute offences to the law enforcement authorities.

More extensive statistical analysis of these data is carried out only after all identifying information has been removed.

Our entitlement to the aforementioned data processing arises on the one hand from our legitimate interest in operating a website (Article 6(1)(f) of the General Data Protection Regulation, “GDPR”). With regard to the use of data to provide data for law enforcement authorities, the entitlement is based on the fact that in the event of a cyber-attack we are obliged to provide information to law enforcement authorities (Article 6(1)(c) of the GDPR).

The personal data mentioned above will be deleted immediately after the requested website has been displayed.

A hosting service provider hosts the site on our behalf. We do not intend to transmit your personal data to other locations within or outside the European Economic Area.

## 3. Use of the order form

We offer you an order form to contact us on a voluntary basis. The use of the order form is not necessary for the use of our remaining website. If you use our order form, we collect your name, your contact details, the content of the message, and the time of transmission. We use this data to answer your inquiry. This serves the purpose to initiate contracts with you (Article 6(1)(b) of the GDPR). By processing the data, we also pursue the legitimate interest of answering your

enquiries (Article 6(1)(f) of the GDPR). In addition, we are obliged to store the data in accordance with commercial and tax regulations (Article 6(1)(c) of the GDPR).

For payment processing, we use a plug-in of the service provider Worldpay, Inc., London, England (here: "Worldpay"). Worldpay's privacy policy can be found here: <https://www.worldpay.com/uk/worldpay-privacy-notice>.

We plan to retain the data mentioned above for as long as is necessary for the provision of our services, but at least for a period of 10 years.

A hosting service provider hosts the site on our behalf. We do not intend to transmit your personal data to other locations within or outside the European Economic Area, unless this is necessary for the processing of your order (e.g. shipment to non-European countries at your request).

#### **4. Google Analytics**

We have integrated Google Analytics (with anonymization function) into this website. Google Analytics is a web analytics service. Web analytics is the collection, compilation and evaluation of data on the behavior of visitors to websites. A web analytics service collects data on, among other things, the website from which a data subject accessed a website (“**referrer**”), what pages on the website the data subject accesses and how often, and how long pages are viewed for. Web analytics is frequently used to optimize websites and to carry out cost-benefit analysis of internet advertising.

The operator of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA (“**Google**”).

We use the “\_gat.\_anonymizeIp” code for web analytics using Google Analytics. This code causes Google to truncate and anonymize the IP address of your internet connection when you access our website from the European Economic Area.

We use the Google Analytics component for the purpose of our legitimate interest in analyzing visitor flows to our website (Article 6(1)(f) of the General Data Protection Regulation). Google uses the data and information obtained on our behalf among other things to analyze use of our website for the purpose of compiling online reports for us showing activity on our website and to provide other services connected with use of our website.

Google Analytics places a cookie on your computer. We provide a detailed explanation of what cookies are in no. 5 below. This cookie allows use of our website to be analyzed. Each time an individual page on this website is accessed, the relevant Google Analytics component causes your computer’s internet browser to automatically transmit data to Google Analytics for online analysis. As a result of this technical operation, Google, on our behalf, receives personal data such as your IP address, which are used among other things to determine the origin of visitors and clicks.

The cookie stores personal data such as the time the website was accessed, where it was accessed from, and the frequency of your visits to our website. Each time you visit our website, these personal data, including the IP address of the internet connection you are using, are transmitted to Google in the United States. These personal data are stored by Google in the United States. Google may pass on the personal data collected using this technical process to third parties.

Data subjects can prevent our website from placing cookies on their computers at any time as described in no. 5 by changing their browser settings to disable cookies permanently. Changing your settings in this way would also prevent Google from placing a cookie on your computer. In

addition, any cookie already placed on your computer by Google Analytics can be deleted at any time using your internet browser or other software.

You can also opt out of the collection of data generated by Google Analytics relating to use of this website and the processing of such data by Google. To do this, you can download and install a browser add-on from <https://tools.google.com/dlpage/gaoptout>. This browser add-on tells Google Analytics via JavaScript that no data and information concerning visits to websites can be sent to Google Analytics. Google will interpret installation of the browser add-on as an opt-out. However, if your computer is wiped, reformatted or reinstalled at a later date, the browser add-on must be reinstalled to disable Google Analytics. If you uninstall or disable the browser add-on, you can reinstall or reactivate it later.

Disabling Google Analytics as described will have no effect on the usability of our website.

Further information and Google's current privacy policy is available at <https://www.google.de/intl/de/policies/privacy/> and <http://www.google.com/analytics/terms/de.html>. Google Analytics is explained in more detail at [https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/).

We retain no personal data in connection with Google Analytics, as the data are immediately anonymized by Google.

The personal data are not transmitted to any other recipients.

## **5. Cookies**

This website uses cookies. Cookies are text files which are placed and stored on a computer system via an internet browser.

Numerous websites and servers use cookies. Many cookies contain a cookie ID. A cookie ID is a unique identifier for a cookie. It comprises a character string that websites and servers can use to identify the specific internet browser in which the cookie was stored. This enables the websites and servers to distinguish the specific browser used by the data subject from other browsers containing other cookies. A specific web browser can be recognized and identified by means of this unique cookie ID.

We only use cookies in connection with the order form (see no. 3). We do this to pursue our legitimate interest in ensuring the functionality of our contact form (Article 6 (1)(f) of the General Data Protection Regulation).

The personal data in the cookies is not transmitted to any recipients. However, Google Analytics (no. 4) uses its own cookies.

You can prevent our website from placing cookies on your computer at any time by changing your browser settings to disable cookies permanently. In addition, any cookies already placed on your computer can be deleted at any time using an internet browser or other software programs. This is possible in all popular internet browsers. However, if you disable cookies in your internet browser, you may not be able to make full use of all the features of our website.

The cookies are deleted automatically depending on the time. The longest storage period is 2 years.

## **6. Your rights**

Under Articles 15-20 of the General Data Protection Regulation, you have the right to request information from us regarding the personal data concerning you that we have stored. You also

have the right to request rectification, erasure or restriction of processing of personal data concerning you.

Regarding the processing of personal data based on our legitimate interests, you have the right, on grounds of your personal situation, to object at any time to the processing of your personal data (Article 21 of the General Data Protection Regulation).

You also have the right to complain to the supervisory authority if you believe that processing of your personal data infringes applicable data protection law.