



## PRIVACY POLICY

### 1. An Overview of Data Protection

#### General information

The following information will provide you with an easy to navigate overview of what will happen with your personal data when you visit my website. The term “personal data” comprises all data that can be used to personally identify you. For detailed information about the subject matter of data protection, please consult my Data Protection Declaration, which I have included beneath this copy.

#### Data recording on my website

##### ***Who is the responsible party for the recording of data on this website (i.e. the “controller”)?***

The data on this website is processed by the operator of the website, whose contact information is available under section “Information Required by Law” on this website.

##### ***How do I record your data?***

I collect your data as a result of your sharing of your data with me. This may, for instance be information you enter into my contact form.

My IT systems automatically record other data when you visit my website. This data comprises primarily technical information (e.g. web browser, operating system or time the site was accessed). This information is recorded automatically when you access my website.

##### ***What are the purposes I use your data for?***

A portion of the information is generated to guarantee the error free provision of the website. Other data may be used to analyze your user patterns.

##### ***What rights do you have as far as your information is concerned?***

You have the right to receive information about the source, recipients and purposes of your archived personal data at any time without having to pay a fee for such disclosures. You also have the right to demand that your data are rectified, blocked or eradicated. Please do not hesitate to contact me at any time under the address disclosed in section “Information Required by Law” on this website if you have questions about this or any other data protection related issues. You also have the right to log a complaint with the competent supervising agency.

Moreover, under certain circumstances, you have the right to demand the restriction of the processing of your personal data. For details, please consult the Data Protection Declaration under section “Right to Restriction of Data Processing.”

#### Analysis tools and tools provided by third parties

There is a possibility that your browsing patterns will be statistically analyzed when you visit my website. Such analyses are performed primarily with cookies and with what I refer to as analysis programmes. As a rule, the analyses of your browsing patterns are conducted anonymously; i.e. the browsing patterns cannot be traced back to you. You have the option to object to such analyses or you can prevent their performance by not using certain tools. For detailed information about this, please consult my Data Protection Declaration below.

You do have the option to object to such analyses. I will brief you on the objection options in this Data Protection Declaration.

### 2. General Information and Mandatory Information

#### Data protection

The operators of this website and its pages take the protection of your personal data very seriously. Hence, I handle your personal data as confidential information and in compliance with the statutory data protection regulations and this Data Protection Declaration.



Whenever you use this website, a variety of personal information will be collected. Personal data comprises data that can be used to personally identify you. This Data Protection Declaration explains which data I collect as well as the purposes I use this data for. It also explains how, and for which purpose the information is collected.

I herewith advise you that the transmission of data via the Internet (i.e. through Email communications) may be prone to security gaps. It is not possible to completely protect data against third party access.

#### [Information about the responsible party \(referred to as the “controller” in the GDPR\)](#)

The data processing controller on this website is:

**Dr.-Ing. Andreas Laschet**  
**Apolloniaweg 6**  
**51515 Kürten / GERMANY**  
Phone: +49 2268 901650  
Email: [info@laschet.com](mailto:info@laschet.com)

The controller is the natural person or legal entity that single-handedly or jointly with others makes decisions as to the purposes of and resources for the processing of personal data (e.g. names, Email addresses, etc.).

#### [Revocation of your consent to the processing of data](#)

A wide range of data processing transactions are possible only subject to your express consent. You can also revoke at any time any consent you have already given me. To do so, all you are required to do is sent me an informal notification via Email. This shall be without prejudice to the lawfulness of any data collection that occurred prior to your revocation.

#### [Right to object to the collection of data in special cases; right to object to direct advertising \(Art. 21 GDPR\)](#)

**In the event that data are processed on the basis of Art. 6 Sect. 1 lit. e or f GDPR, you have the right to object at any time to the processing of your personal data based on grounds arising from your unique situation. This also applies to any profiling based on these provisions. To determine the legal basis, on which any processing of data is based, please consult this Data Protection Declaration. If you log an objection, I will no longer process your affected personal data, unless I am in a position to present compelling protection worthy grounds for the processing of your data, that outweigh your interests, rights and freedoms or if the purpose of the processing is the claiming, exercising or defence of legal entitlements (objection pursuant to Art. 21 Sect. 1 GDPR).**

**If your personal data is being processed in order to engage in direct advertising, you have the right to at any time object to the processing of your affected personal data for the purposes of such advertising. This also applies to profiling to the extent that it is affiliated with such direct advertising. If you object, your personal data will subsequently no longer be used for direct advertising purposes (objection pursuant to Art. 21 Sect. 2 GDPR).**

#### [Right to log a complaint with the competent supervisory agency](#)

In the event of violations of the GDPR, data subjects are entitled to log a complaint with a supervisory agency, in particular in the member state where they usually maintain their domicile, place of work or at the place where the alleged violation occurred. The right to log a complaint is in effect regardless of any other administrative or court proceedings available as legal recourses.

#### [Right to data portability](#)

You have the right to demand that we hand over any data we automatically process on the basis of your consent or in order to fulfil a contract be handed over to you or a third party in a commonly used, machine readable format. If you should demand the direct transfer of the data to another controller, this will be done only if it is technically feasible.

#### [SSL and/or TLS encryption](#)

For security reasons and to protect the transmission of confidential content, such as purchase orders or inquiries you submit to me as the website operator, this website uses either an SSL or a TLS encryption programme. You can recognize an encrypted connection by checking whether the address line of the browser switches from “http://” to “https://” and also by the appearance of the lock icon in the browser line.

If the SSL or TLS encryption is activated, data you transmit to me cannot be read by third parties.



#### Information about blockage, rectification, and eradication of data

Within the scope of the applicable statutory provisions, you have the right to at any time demand information about your archived personal data, their source and recipients as well as the purpose of the processing of your data. You may also have a right to have your data rectified, blocked or eradicated. If you have questions about this subject matter or any other questions about personal data, please do not hesitate to contact me at any time at the address provided in section “Information Required by Law.”

#### Right to demand processing restrictions

You have the right to demand the imposition of restrictions as far as the processing of your personal data is concerned. To do so, you may contact me at any time at the address provided in section “Information Required by Law”. The right to demand restriction of processing applies in the following cases:

- In the event that you should dispute the correctness of your data archived by me, I will usually need some time to verify this claim. During the time that this investigation is ongoing, you have the right to demand that I restrict the processing of your personal data.
- If the processing of your personal data was/is conducted in an unlawful manner, you have the option to demand the restriction of the processing of your data in lieu of demanding the eradication of this data.
- If I do not need your personal data any longer and you need it to exercise, defend or claim legal entitlements, you have the right to demand the restriction of the processing of your personal data instead of its eradication.
- If you have raised an objection pursuant to Art. 21 Sect. 1 GDPR, your rights and my rights will have to be weighed against each other. As long as it has not been determined whose interests prevail, you have the right to demand a restriction of the processing of your personal data.

If you have restricted the processing of your personal data, these data – with the exception of their archiving – may be processed only subject to your consent or to claim, exercise or defend legal entitlements or to protect the rights of other natural persons or legal entities or for important public interest reasons cited by the European Union or a member state of the EU.

#### Rejection of unsolicited Emails

I herewith object to the use of contact information published in conjunction with the mandatory information to be provided in section “Information Required by Law” to send me promotional and information material that I have not expressly requested. The operators of this website and its pages reserve the express right to take legal action in the event of the unsolicited sending of promotional information, for instance via SPAM messages.

### **3. Recording of Data on my Website**

#### Cookies

In some instances, my website and its pages use so-called cookies. Cookies do not cause any damage to your computer and do not contain viruses. The purpose of cookies is to make my website more user friendly, effective and more secure. Cookies are small text files that are placed on your computer and stored by your browser.

Most of the cookies I use are so-called “session cookies.” They are automatically deleted after you leave my site. Other cookies will remain archived on your device until you delete them. These cookies enable us to recognize your browser the next time you visit my website.

You can adjust the settings of your browser to make sure that you are notified every time cookies are placed and to enable you to accept cookies only in specific cases or to exclude the acceptance of cookies for specific situations or in general and to activate the automatic deletion of cookies when you close your browser. If you deactivate cookies, the functions of this website may be limited.

Cookies that are required for the performance of the electronic communications transaction or to provide certain functions you want to use (e.g. the shopping cart function), are stored on the basis of Art. 6 Sect. 1 lit. f GDPR. The website operator has a legitimate interest in storing cookies to ensure the technically error free and optimised provision of the operator’s services. If other cookies (e.g. cookies for the analysis of your browsing patterns) should be stored, they are addressed separately in this Data Protection Declaration.



### Server log files

The provider of this website and its pages automatically collects and stores information in so-called server log files, which your browser communicates to me automatically. The information comprises:

- The type and version of browser used
- The used operating system
- Referrer URL
- The hostname of the accessing computer
- The time of the server inquiry
- The IP address

This data is not merged with other data sources.

This data is recorded on the basis of Art. 6 Sect. 1 lit. f GDPR. The operator of the website has a legitimate interest in the technically error free depiction and the optimization of the operator's website. In order to achieve this, server log files must be recorded.

### Contact form

If you submit inquiries to me via my contact form, the information provided in the contact form as well as any contact information provided therein will be stored by me in order to handle your inquiry and in the event that I have further questions. I will not share this information without your consent.

Hence, the processing of the data entered into the contact form occurs exclusively based on your consent (Art. 6 Sect. 1 lit. a GDPR). You have the right to revoke at any time any consent you have already given me. To do so, all you are required to do is sent me an informal notification via Email. This shall be without prejudice to the lawfulness of any data collection that occurred prior to your revocation.

The information you have entered into the contact form shall remain with me until you ask me to eradicate the data, revoke your consent to the archiving of data or if the purpose for which the information is being archived no longer exists (e.g. after I have concluded my response to your inquiry). This shall be without prejudice to any mandatory legal provisions – in particular retention periods.

### Request by Email, or telephone

If you contact me by Email, or telephone, your request including all resulting personal data (name, request) will be stored and processed by me for the purpose of processing your request. I do not pass these data on without your consent.

The processing of these data is based on Art. 6 para. 1 lit. b GDPR, if your request is related to the execution of a contract or if it is necessary to carry out pre-contractual measures. In all other cases, the processing is based on your consent (Article 6 (1) a GDPR) and/or on my legitimate interests (Article 6 (1) (f) GDPR), since I have a legitimate interest in the effective processing of requests addressed to me.

The data sent by you to me via contact requests remain with me until you request me to delete, revoke your consent to the storage or the purpose for the data storage lapses (e.g. after completion of your request). Mandatory statutory provisions – in particular statutory retention periods – remain unaffected.

### Processing of data (customer and contract data)

I collect, process and use personal data only to the extent necessary for the establishment, content organization or change of the legal relationship (data inventory). These actions are taken on the basis of Art. 6 Sect. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual actions. I collect, process and use personal data concerning the use of my website (usage data) only to the extent that this is necessary to make it possible for users to utilize the services and to bill for them.

The collected customer data shall be eradicated upon completion of the order or the termination of the business relationship. This shall be without prejudice to any statutory retention mandates. Data may only be passed on to my co-operation partners **RBTS, Inc. / 1041 West Bridge St / Phoenixville, PA 19460 / USA** and/or **Concepts NREC / 217 Billings Farm Road / White River Junction, VT 05001 / USA** if this is necessary for the technical processing of technical enquiries.



#### Data transfer upon closing of contracts for services and digital content

I share personal data with third parties only if this is necessary in conjunction with the handling of the contract; for instance, with the financial institution tasked with the processing of payments.

Any further transfer of data shall not occur or shall only occur if you have expressly consented to the transfer. Any sharing of your data with third parties in the absence of your express consent, for instance for advertising purposes, shall not occur. Data may only be passed on to my cooperation partners **RBTS, Inc. / 1041 West Bridge St / Phoenixville, PA 19460 / USA** and/or **Concepts NREC / 217 Billings Farm Road / White River Junction, VT 05001 / USA** if this is desired.

The basis for the processing of data is Art. 6 Sect. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or for pre-contractual actions.

#### **4. Analysis Tools and Advertising**

##### Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider of this service is **“Google Ireland Limited, Gordon House Barrow Street, Dublin 4, Ireland”**.

Google Analytics uses so-called cookies. Cookies are text files, which are stored on your computer and that enable an analysis of the use of the website by users. The information generated by cookies on your use of this website is usually transferred to a Google server in the United States, where it is stored.

The storage of Google Analytics cookies and the utilization of this analysis tool are based on Art. 6 Sect. 1 lit. f GDPR. The operator of this website has a legitimate interest in the analysis of user patterns to optimize both, the services offered online and the operator’s advertising activities.

##### *IP anonymization*

On this website, I have activated the IP anonymization function. As a result, your IP address will be abbreviated by Google within the member states of the European Union or in other states that have ratified the Convention on the European Economic Area prior to its transmission to the United States. The full IP address will be transmitted to one of Google’s servers in the United States and abbreviated there only in exceptional cases. On behalf of the operator of this website, Google shall use this information to analyze your use of this website to generate reports on website activities and to render other services to the operator of this website that are related to the use of the website and the Internet. The IP address transmitted in conjunction with Google Analytics from your browser shall not be merged with other data in Google’s possession.

##### *Browser plug-in*

You do have the option to prevent the archiving of cookies by making pertinent changes to the settings of your browser software. However, I have to point out that in this case you may not be able to use all of the functions of this website to their fullest extent. Moreover, you have the option prevent the recording of the data generated by the cookie and affiliated with your use of the website (including your IP address) by Google as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en>.

##### *Objection to the recording of data*

You have the option to prevent the recording of your data by Google Analytics by clicking on the following link. This will result in the placement of an opt out cookie, which prevents the recording of your data during future visits to this website: *Google Analytics deactivation*.

For more information about the handling of user data by Google Analytics, please consult Google’s Data Privacy Declaration at: <https://support.google.com/analytics/answer/6004245?hl=en>.



#### *Contract data processing*

I have executed a contract data processing agreement with Google, and I am implementing the stringent provisions of the German data protection agencies to the fullest when using Google Analytics.

#### WordPress Stats

This website uses the WordPress tool Stats in order to statistically analyze user access information. The provider of the solution is **"Automattic Inc., 60 29th Street #343, San Francisco, CA 94110-4929, USA"**.

WordPress Stats uses cookies that are stored on your computer and that make it possible to analyze the use of this website. The information generated by the cookies concerning the use of my website is stored on servers in the United States. Your IP address is rendered anonymous after processing and prior to the storage of the data.

"WordPress Stats" cookies will remain on your device until you delete them.

The storage of "WordPress Stats" cookies and the use of this analysis tool are based on Art. 6 Sect. 1 lit. f GDPR. The website operator has a legitimate interest in the anonymous analysis of user patterns, in order to optimize the operator's web offerings and advertising.

You can set up your browser in such a manner that you will be notified anytime cookies are placed and you can permit cookies only in certain cases or exclude the acceptance of cookies in certain instances or in general and you can also activate the automatic deletion of cookies upon closing of the browser. If you deactivate cookies, the functions of this website may be limited.

You do have the option to object to the collection and use of your data for future implications by placing an opt out cookie into your browser by clicking on the following link: <https://www.quantcast.com/opt-out/>.

If you delete the cookies on your computer, you must set the opt-out cookie again.

#### Google AdWords and Google Conversion Tracking

This website uses Google AdWords. AdWords is an online promotional program of **"Google Ireland Limited, Gordon House Barrow Street, Dublin 4, Ireland"** ("Google").

In conjunction with Google AdWords, I use a tool called Conversion Tracking. If you click on an ad posted by Google, a cookie for Conversion Tracking purposes will be placed. Cookies are small text files the web browser places on the user's computer. These cookies expire after 30 days and are not used to personally identify users. If the user visits certain pages of this website and the cookie has not yet expired, Google and I will be able to recognize that the user has clicked on an ad and has been linked to this page.

A different cookie is allocated to every Google AdWords customer. These cookies cannot be tracked via websites of AdWords customers. The information obtained with the assistance of the Conversion cookie is used to generate Conversion statistics for AdWords customers who have opted to use Conversion Tracking. The users receive the total number of users that have clicked on their ads and have been linked to a page equipped with a Conversion Tracking tag. However, they do not receive any information that would allow them to personally identify these users. If you do not want to participate in tracking, you have the option to object to this use by easily deactivating the Google Conversion Tracking cookie via your web browser under user settings. If you do this, you will not be included in the Conversion Tracking statistics.

The storage of "Conversion" cookies and the use of this tracking tool are based on Art. 6 Sect. 1 lit. f GDPR. The website operator has a legitimate interest in the analysis of user patterns, in order to optimize the operator's web offerings and advertising.

To review more detailed information about Google AdWords and Google Conversion Tracking, please consult the Data Privacy Policies of Google at: <https://policies.google.com/privacy?hl=en>.

You can set up your browser in such a manner that you will be notified anytime cookies are placed and you can permit cookies only in certain cases or exclude the acceptance of cookies in certain instances or in general and you can also activate the automatic deletion of cookies upon closing of the browser. If you deactivate cookies, the functions of this website may be limited.



## 5. Newsletter

### Newsletter data

If you would like to subscribe to the newsletter offered on this website, I will need from you an Email address as well as information that allow me to verify that you are the owner of the Email address provided and consent to the receipt of the newsletter. No further data shall be collected or shall be collected only on a voluntary basis. I shall use such data only for the sending of the requested information and shall not share such data with any third parties.

The processing of the information entered into the newsletter subscription form shall occur exclusively on the basis of your consent (Art. 6 Sect. 1 lit. a GDPR). You may revoke the consent you have given to the archiving of data, the Email address and the use of this information for the sending of the newsletter at any time, for instance by clicking on the „Unsubscribe“ link in the newsletter. This shall be without prejudice to the lawfulness of any data processing transactions that have taken place to date.

The data you archive with me for the purpose of the newsletter subscription shall be archived by me until you unsubscribe from the newsletter. Once you cancel your subscription to the newsletter, the data shall be deleted. This shall not affect data I have been archiving for other purposes.

## 6. Plug-Ins and Tools

### Google reCAPTCHA

I use “Google reCAPTCHA” (hereinafter referred to as “reCAPTCHA”) on my website. The provider is “**Google Ireland Limited, Gordon House Barrow Street, Dublin 4, Ireland**” (“Google”).

The purpose of reCAPTCHA is to determine whether data entered on my website (e.g. information entered into a contact form) is being provided by a human user or by an automated program. To determine this, reCAPTCHA analyzes the behavior of the website visitors based on a variety of parameters. This analysis is triggered automatically as soon as the website visitor enters the site. For this analysis, reCAPTCHA evaluates a variety of data (e.g. IP address, time the website visitor spent on the site or cursor movements initiated by the user). The data tracked during such analyses are forwarded to Google.

reCAPTCHA analyses run entirely in the background. Website visitors are not alerted that an analysis is underway.

The data is processed on the basis of Art. 6 Sect. 1 lit. f GDPR. It is in the website operators legitimate interest, to protect the operator’s web content against misuse by automated industrial espionage systems and against SPAM.

For more information about Google reCAPTCHA and to review the Data Privacy Declaration of Google, please follow these links: <https://policies.google.com/privacy?hl=en> and <https://www.google.com/recaptcha/intro/android.html>.

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