

# Privacy Policy

## General information

Data protection is of a particularly high priority for the management of LECTURA GmbH.

The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to LECTURA GmbH. By means of this data protection declaration, our enterprise would like to inform the general public of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed, by means of this data protection declaration, of the rights to which they are entitled.

Personal data (usually referred to just as "data" below) will only be processed by us to the necessary extent and for the purpose of providing a functional and user-friendly website only, including its contents and the services offered within.

According to Art. 4 No. 1 of Regulation (EU) 2016/679, i.e. the General Data Protection Regulation (hereinafter referred to as the "GDPR"), "processing" refers to any operation or set of operations such as collection, recording, organization, structuring, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination, or otherwise making available, alignment, or combination, restriction, erasure, or destruction performed on personal data, whether by automated means or not.

The following privacy policy is intended to inform you according to our legal duties in particular about the type, scope, purpose, duration, and legal basis for the processing of such data either under our own control or in conjunction with others. We also inform you below about the third-party components we use to optimize our website and improve the user experience which may result in said third parties also processing data they collect and control.

As the controller, LECTURA GmbH has implemented numerous technical and organizational measures to ensure the most complete protection of personal data processed through this website. However, Internet-based data transmissions may in principle have security gaps, so absolute protection may not be guaranteed. For this reason, every data subject is free to transfer personal data to us via alternative means, e.g. by telephone.

The **party responsible** for this website (the "controller") for purposes of data protection law is:

LECTURA GmbH Verlag + Marketing Service  
Ritter-von-Schuh-Platz 3  
90459 Nürnberg  
Germany

Telephone: +49 (0)911 43 08 99-0

Fax: +49 (0)911 43 08 99-20

Email: [info@lectura.de](mailto:info@lectura.de)

## Rights of users and data subjects

With regard to the data processing to be described in more detail below, users and data subjects have the right

- of confirmation, whether data concerning them is being processed, information about the data being processed, further information about the nature of the data processing, and copies of the data (acc. to Art. 15 GDPR);
- to correct or complete incorrect or incomplete data (acc. to Art. 16 GDPR);
- to immediate deletion of data concerning them (acc. to Art. 17 GDPR), or, alternatively, if further processing is necessary as stipulated in Art. 17 Section 3 GDPR, to restrict said processing in compliance with Art. 18 GDPR;
- to receive copies of the data concerning them and/or provided by them and to have the same transmitted to other providers/controllers (acc. to Art. 20 GDPR);
- to file complaints with the supervisory authority if they believe that data concerning them is being processed by the controller in breach of data protection provisions (acc. to Art. 77 GDPR).

In addition, the controller is obliged to inform all recipients to whom it discloses data of any such corrections, deletions, or restrictions placed on processing the same per Art. 16, 17 section 1, 18 GDPR. However, this obligation does not apply if such notification is impossible to anyone or involves an unproportioned effort. Nevertheless, users have a right to information about these recipients.

**Furthermore, users and data subjects have the right according to Art. 21 GDPR, to object to the controller's future processing of their data pursuant to Art. 6 Section 1 lit. f) GDPR. In particular, an objection to data processing for the purpose of direct advertising is permissible.**

## Information concerning data processing

It is granted, that the data processed when using our website will be deleted or blocked as soon as the purpose for its storage ceases to apply, provided the deletion of the same is not in breach of any statutory storage obligations or unless otherwise stipulated below.

### 1. General data and information

The website of LECTURA GmbH collects a series of general data and information when a data subject or automated system calls up the website. This general data and information are stored in the server log files. Collected may be (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system reaches

our website (so-called referrers), (4) the sub-websites, (5) the date and time of access to the Internet site, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system, and (8) any other similar data and information that may be used in the event of attacks on our information technology systems.

When using these general data and information, the LECTURA GmbH does not draw any conclusions about the data subject. Rather, this information is needed to (1) deliver the content of our website correctly, (2) optimize the content of our website as well as its advertisement, (3) ensure the long-term viability of our information technology systems and website technology, and (4) provide law enforcement authorities with the information necessary for criminal prosecution in case of a cyber-attack. Therefore, LECTURA GmbH analyzes anonymously collected data and information statistically, with the aim of increasing the data protection and data security of our enterprise, and to ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by a data subject. The data thus collected will be temporarily stored, but not in association with any other of your data.

The legal basis for this storage is Art. 6 Section 1 lit. f) GDPR. Our legitimate interest lies in the improvement, stability, functionality, and security of our website.

## **2. Cookies**

LECTURA GmbH uses cookies on its websites. Cookies are small text files or other storage technologies stored on your computer by your browser. These cookies process certain specific information about you, such as your browser, location data, or IP address.

By means of a cookie, the information and offers on our website can be optimized with the user in mind. Cookies allow us, as previously mentioned, to recognize our website users. The purpose of this recognition is to make it easier for users to utilize our website. The website user that uses cookies, e.g. does not have to enter access data each time the website is accessed, because this is taken over by the website, and the cookie is thus stored on the user's computer system. Another example is the cookie of a shopping cart in an online shop. The online store remembers the articles that a customer has placed in the virtual shopping cart via a cookie.

The data subject may, at any time, prevent the setting of cookies through our website by means of a corresponding setting of the Internet browser used, and may thus permanently deny the setting of cookies. Furthermore, already set cookies may be deleted at any time via an Internet browser or other software programs. This is possible in all popular Internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, not all functions of our website may be entirely usable.

The legal basis for such processing is Art. 6 Section 1 lit. b) GDPR, provided as these cookies are used to collect data to initiate or process contractual relationships.

If the processing does not serve to initiate or process a contract, our legitimate interest lies in improving the functionality of our website. The legal basis is then Art. 6 Section 1 lit. f) GDPR.

### 3. MailChimp - Newsletter

On the websites of LECTURA GmbH, users are given the opportunity to subscribe to our enterprise's newsletter.

We use MailChimp, a service of The Rocket Science Group, LLC, 512 Means Street, Suite 404, Atlanta, GA 30318, USA, hereinafter referred to as "The Rocket Science Group".

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>

the Rocket Science Group guarantees that it will follow the EU's data protection regulations when processing data in the United States. In addition, the Rocket Science Group offers further information about its data protection practices at

<http://mailchimp.com/legal/privacy/>

If you register for our free newsletter, the data requested from you for this purpose, i.e. your email address and, optionally, your name and address, will be processed by The Rocket Science Group. In addition, your IP address and the date and time of your registration will be saved. During the registration process, your consent to receive this newsletter will be obtained together with a concrete description of the type of content it will offer and reference made to this privacy policy.

The newsletter then sent out by The Rocket Science Group will also contain a tracking pixel called a web beacon. This pixel helps us evaluate whether and when you have read our newsletter and whether you have clicked any links contained therein. In addition to further technical data, such as data about your computer hardware and your IP address, the data processed will be stored so that we can optimize our newsletter and respond to the wishes of our readers. The data will therefore increase the quality and attractiveness of our newsletter.

The legal basis for sending the newsletter and the analysis is Art. 6 Section 1 lit. a) GDPR.

You may revoke your prior consent to receive this newsletter under Art. 7 Section 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent or click on the unsubscribe link contained in each newsletter.

### 4. Contact

If you contact LECTURA GmbH via email or the contact form, the data you provide will be used for the purpose of processing your request. We must have this data in order to process and answer your inquiry; otherwise we will not be able to answer it in full or at all.

The legal basis for this data processing is Art. 6 Section 1 lit. b) GDPR.

Your data will be deleted once we have fully answered your inquiry and there is no further legal obligation to store your data, such as if an order or contract resulted therefrom.

## 5. Google Analytics

We use Google Analytics on our website. This is a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 (hereinafter: Google).

For the web analytics through Google Analytics the controller uses the application "\_gat.\_anonymizeIp". By means of this application the IP address of the Internet connection of the data subject is abridged by Google and anonymised when accessing our websites from a Member State of the European Union or another Contracting State to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyze the traffic on our website. Google uses the collected data and information, inter alia, to evaluate the use of our website and to provide online reports, which show the activities on our websites, and to provide other services concerning the use of our Internet site for us. Google Analytics places a cookie on the information technology system of the data subject. The definition of cookies is explained above. With the setting of the cookie, Google is enabled to analyze the use of our website.

Google states that it will not connect your IP address to other data. Further information and the applicable data protection provisions of Google may be retrieved under

<https://www.google.com/intl/en/policies/privacy/>

and under

<http://www.google.com/analytics/terms/us.html>.

Google Analytics is further explained under the following link <https://www.google.com/analytics/>.

In addition, Google offers an opt-out add-on at

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

in addition with further information. This add-on can be installed on the most popular browsers and offers you further control over the data that Google collects when you visit our website. The add-on informs Google Analytics' JavaScript (ga.js) that no information about the website visit should be transmitted to Google Analytics. However, this does not prevent information from being transmitted to us or to other web analytics services we may use as detailed herein.

## 6. Google Ads with Conversion-Tracking

Our website uses Google Ads and conversion tracking. This is a service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 (hereinafter: Google).

We use conversion tracking to provide targeted promotion of our site and websites of our partners. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

If you click on an ad placed by Google, the conversion tracking we use stores a cookie on your device. These so-called conversion cookies expire after 30 days and do not otherwise identify you personally.

If the cookie is still valid and you visit a specific page of our website, both we and Google can evaluate that you clicked on one of our ads placed on Google and that you were then forwarded to our website.

The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. In addition, we receive information about the number of users who clicked on our advertisement(s) as well as about the pages on our site that are subsequently visited. Neither we nor third parties who also use Google Ads will be able to identify you from this conversion tracking.

You can also prevent or restrict the installation of cookies by making the appropriate settings in your browser. Likewise, you can use the browser to delete cookies that have already been stored. However, the steps and measures required vary, depending on the browser you use. If you have any questions, please use the help function or consult the documentation for your browser or contact its maker for support.

In addition, Google provides further information with regard to its data protection practices at

<https://services.google.com/sitestats/de.html>

<http://www.google.com/policies/technologies/ads/>

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

especially information on how you can prevent the use of your data.

## **7. Hotjar web analytics**

Additionally we use Hotjar on our website. Hotjar is a web analytics service provided by Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe, hereinafter referred to as "Hotjar".

Hotjar is used to analyze how our website is used. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

Hotjar allows us to monitor your usage behaviour on our website, such as logging and evaluating your mouse movements or mouse clicks. However, your visit to our website will be anonymized. In addition, information about your operating system, your internet browser, incoming or outgoing links, the geographical origin of your access, and the type and resolution of the device you are using are evaluated by Hotjar and processed for statistical purposes. Hotjar can also obtain direct feedback from you. Hotjar offers further information about its data protection practices at

<https://www.hotjar.com/privacy>

In addition, you have the option of terminating the analysis of your usage behavior by opting out. By confirming the link

<https://www.hotjar.com/opt-out>

a cookie is stored on your device via your browser to prevent any further analysis. Please note, however, that you must click the above link again if you delete the cookies stored on your device.

## **8. Facebook Pixel**

Within our website we use the "Website Custom Audiences" pixels of the social network Facebook. Facebook is an internet service of facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. In the EU, this service is again operated by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, hereinafter referred to as "Facebook".

For this purpose, so-called counting pixels are integrated on our web pages. When you visit our pages, this pixel is used to establish a direct connection between your browser and the Facebook server. This gives Facebook e.g. information from your browser that a connection to our website was established from your device. If you are a Facebook user, Facebook may assign your visit to our pages to your account. We point out that we as the provider of the pages are not aware of the content of the data transmitted and their use by Facebook. We can only select to which segments of Facebook users (such as age, interests) our ads should be displayed. In doing so, we use one of two ways of working with "Custom Audiences", where no data sets, in particular no e-mail addresses of our users - either encrypted or unencrypted - are transmitted to Facebook.

For more information, see the privacy policy of Facebook at

<https://www.facebook.com/about/privacy/>.

If you wish to object to the use of Facebook Website Custom Audiences, you can do so at

[https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/)

## **9. LinkedIn Insight**

We use LinkedIn's conversion tracking technology and retargeting feature on our website. LinkedIn's operating company is LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. Privacy Policy outside the United States is handled by LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland.

This technology allows personalized ads to be displayed on LinkedIn to visitors on our website. Furthermore, there is a possible option to create anonymous reports on the performance of the ads and information to the website interaction. To enable this, the LinkedIn Insight tag is included on this web page, which connects directly to the LinkedIn server if you visit this web page and are logged in parallel to your LinkedIn account.

In LinkedIn's privacy policy

<https://www.linkedin.com/legal/privacy-policy>

you will find more information about data collection and use, as well as the possibilities and rights to protect your privacy.

If you are logged in to LinkedIn, you can deactivate the data collection at any time using the following link:

<https://www.linkedin.com/psettings/enhanced-advertising>.

## **10. Unbounce**

We use the service unbounce for certain pages of campaigns and advertising campaigns (landing pages, pop-up windows). Provider of this service is Unbounce Marketing Solutions Inc., 400-401 West Georgia Street, Vancouver, BC, Canada.

These sites are hosted by unbounce and your browser communicates directly with unbounce so that your IP address is transmitted and cookies can be set. All information entered by you on these pages (e.g. name, e-mail address, company name, telephone number, etc.) will also be stored at unbounce. An evaluation of the activities will be provided to us afterwards.

The legal basis for the use of unbounce is Art. 6 Para. 1 lit. f) GDPR.

More information about unbounce and privacy at unbounce can be found at:

<https://unbounce.com/gdpr>

## **11. Quora**

We use "Quora Tracking Pixel" on our websites, which is supplied by Quora Inc., 650 Castro Street, Suite 450, Mountain View, CA 94041, USA ("Quora").



The user behavior can be tracked after forwarding on our websites by clicking on a Quora ad. This allows us to track the effectiveness of ads for statistical and market research purposes. The data collected in this way is anonymous to us, i.e. we do not see any personal data of individual users.

However, this data is stored and processed by Quora. Therefore, we will inform you based on our understanding of the situation: Quora may link this information to your Quora account and use it for its own promotional purposes, in accordance with Quora's privacy policy: <https://www.quora.com/about/privacy>. For this purpose, a cookie can also be stored on your computer.

The legal basis for the use of the Quora service is Art. 6 Para. 1 lit. f) GDPR. To disable the tracking feature via Quora Pixel, please visit this page: (<https://www.quora.com/optout>).

## **12. Sklik**

We use Seznam Sklik conversion tracking technology and retargeting feature on our website. This is a service provided by seznam.cz, a.s., Prague 5- Smíchov, Radlická 3294/10, 15000, Czechia (hereinafter: Sklik).

This technology allows personalized ads to be displayed on Sklik partner network to visitors on our website.

In addition, Sklik provides further information with regard to its data protection practices at

<https://o.seznam.cz/ochrana-udaju/>

## **13. Sleeknote**

On the websites of LECTURA GmbH, users are given the opportunity to subscribe their company to our directory.

We use Sleeknote, a service of Sleeknote ApS, Central Business Register No. 35 84 06 99 Jens Baggesens Vej 90 A, 8200 Aarhus N, Denmark, hereinafter referred to as “Sleeknote”.

More information about Sleeknote and its privacy policy can be found at:

<https://sleeknote.com/privacy-policy>

## **14. Social plug-ins**

Facebook plug-in

Our website uses the plug-in of the Facebook social network. Facebook.com is a service provided by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. In the EU, this

service is also operated by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, hereinafter both referred to as "Facebook."

The legal basis is Art. 6 Section 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website.

Further information about the possible plug-ins and their respective functions is available from Facebook at

<https://developers.facebook.com/docs/plugins/>

If the plug-in is stored on one of the pages you visit on our website, your browser will download an icon for the plug-in from Facebook's servers in the USA. For technical reasons, it is necessary for Facebook to process your IP address. In addition, the date and time of your visit to our website will also be recorded.

If the data subject is logged in at the same time on Facebook, Facebook detects with every call-up to our website by the data subject—and for the entire duration of their stay on our Internet site—which specific sub-site of our Internet page was visited by the data subject. This information is collected through the Facebook component and associated with the respective Facebook account of the data subject. If the data subject clicks on one of the Facebook buttons integrated into our website, e.g. the "Like" button, or if the data subject submits a comment, then Facebook matches this information with the personal Facebook user account of the data subject and stores the personal data. Facebook always receives, through the Facebook component, information about a visit to our website by the data subject, whenever the data subject is logged in at the same time on Facebook during the time of the call-up to our website. This occurs regardless of whether the data subject clicks on the Facebook component or not. If such a transmission of information to Facebook is not desirable for the data subject, then he or she may prevent this by logging off from their Facebook account before a call-up to our website is made.

Further information about the collection and use of data as well as your rights and protection options in Facebook's privacy policy found at

<https://www.facebook.com/policy.php>

In addition, it is explained there what setting options Facebook offers to protect the privacy of the data subject.

## **15. Webshop Customer account/registration**

If you create a customer account with us via our website, we will use the data you entered during registration (e.g. your name, your address, or your email address) exclusively for services leading up to your potential placement of an order or entering some other contractual relationship with us, to fulfill such orders or contracts, and to provide customer care (e.g. to provide you with an overview of your previous orders or to be able to offer you a wishlist function). We also store

your IP address and the date and time of your registration. This data will not be transferred to third parties.

The registration of the data subject, with the voluntary indication of personal data, is intended to enable the controller to offer the data subject contents or services that may only be offered to registered users due to the nature of the matter in question. Registered persons are free to change the personal data specified during the registration at any time, or to have them completely deleted from the data stock of the controller.

If you give your consent to this processing, Art. 6 Section 1 lit. a) GDPR is the legal basis for this processing.

If the opening of the customer account is also intended to lead to the initiation of a contractual relationship with us or to fulfill an existing contract with us, the legal basis for this processing is also Art. 6 Section 1 lit. b) GDPR.

You may revoke your prior consent to the processing of your personal data at any time under Art. 7 Section 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent.

The data controller shall, at any time, provide information upon request to each data subject as to what personal data are stored about the data subject. In addition, the data controller shall correct or erase personal data at the request or indication of the data subject, insofar as there are no statutory storage obligations. The entirety of the controller's employees are available to the data subject in this respect as contact persons.

## **16. Webshop / Payment**

If you want to order in our webshop or pay for other services, it is necessary for the conclusion of the contract, that you provide your personal data, which we need for the processing of your order. Mandatory information necessary for the execution of the contracts is marked separately, further details are voluntary. The data provided by you is processed by us to handle your order. For this we can pass on your payment data to our principal bank. The legal basis is Art. 6 Section 1 lit. b) GDPR. You can voluntarily create a customer account, through which we can save your data for later purchases. If you create an account under "My Account", the data you provide will be revocable. All other data, including your user account, can be deleted at any time in the customer section.

Due to commercial and tax regulations, we are obliged to save your address, payment and order data for a period of ten years. However, after two years we are restricting processing, i.e. your data will only be used to comply with legal obligations.

To prevent unauthorized access by third parties to your personal data, in particular financial data, the ordering process is encrypted using SSL technology.

**Payment Method: Paypal**

Our website has furthermore integrated components of PayPal. The European operating company of PayPal is PayPal (Europe) S.à.r.l. & Cie. S.C.A., 22-24 Boulevard Royal, 2449 Luxembourg, Luxembourg.

If the data subject chooses "PayPal" as the payment option on our websites during the ordering process, we automatically transmit the data of the data subject to PayPal. By selecting this payment option, the data subject agrees to the transfer of personal data required for payment processing.

The personal data transmitted to PayPal is usually first name, last name, address, email address, IP address, telephone number, mobile phone number, or other data necessary for payment processing. The processing of the purchase contract also requires such personal data, which are in connection with the respective order.

The transmission of the data is aimed at payment processing and fraud prevention. The controller will transfer personal data to PayPal, in particular, if a legitimate interest in the transmission is given. The personal data exchanged between PayPal and the controller for the processing of the data will be transmitted by PayPal to economic credit agencies. This transmission is intended for identity and creditworthiness checks.

PayPal will, if necessary, pass on personal data to affiliates and service providers or subcontractors to the extent that this is necessary to fulfill contractual obligations or for data to be processed in the order.

The data subject has the possibility to revoke consent for the handling of personal data at any time from PayPal. A revocation shall not have any effect on personal data which must be processed, used or transmitted in accordance with (contractual) payment processing.

The applicable data protection provisions of PayPal may be retrieved under

<https://www.paypal.com/us/webapps/mpp/ua/privacy-full>.

**Stripe**

Furthermore, the online payment method for credit card payment is offered and processed via our payment provider Stripe, Inc., 510 Townsend Street, San Francisco, CA 94103, USA (hereinafter "Stripe"). Your payment data will be transmitted via a secure connection (https) to the server of the Stripe in order to ensure a smooth and secure process of payment.

The transmission of your data to Stripe is based on Art. 6 para. 1 lit. a DSGVO (consent) and Art. 6 para. 1 lit. b DSGVO (processing to fulfill a contract). The purpose of the transmission of the data is payment processing and fraud prevention. The data subject has the option to revoke their consent to data processing at any time. Revocation does not affect the effectiveness of historical data processing operations.

The Stripe privacy policy can be found here:

<https://stripe.com/en-de/privacy>

## 17. LECTURA services

### a. SPECS

As part of inquiry forms on our website, the personal data and information contained therein are transmitted to LECTURA.

#### **Valuation:**

For the service LECTURA Valuation, with which a request concerning the value of a machine can be determined, the basic information (brand / year / model / condition / original price / operating hours) is collected and sent to us. In addition, personal data of the requestor, i.e. name, company, country and e-mail are recorded, as well as his request (purchase / sale of machines). The individual inquiries and data collected are determined by the respective query form.

LECTURA offers different kinds of this service, meaning a paid version and a free version, which is sponsored by a third company.

#### Paid valuation:

If the user pays the fee valid for the evaluation in the form of a certificate, the data will be used only for the purpose of the request. The user will then receive a certificate sent to the specified e-mail address, which contains a certificate of the machine. Additionally the user will receive two more e-mails promoting the service of LECTURA Valuation. Details of the process itself can be found at <https://www.lectura-specs.com/en/terms-of-use>.

Of course, the data will be transmitted to LECTURA exclusively for this purpose and no data and information is passed to third parties.

As this is to lead to the initiation of a contractual relationship with us or to fulfill an existing contract with us, the legal basis for this processing is Art. 6 Section 1 lit. b) GDPR.

### b. DEMO / DEMO request

In the some sections of the website of LECTURA (e.g. LECTURA Specs / Valuation / Webshop /lectura.press), LECTURA offers the possibility to show test documents via webcall with shared screens (if explicitly agreed on) or send such documents to the user upon request. Within these inquiry forms, the personal data and information given therein are transmitted to LECTURA.

For these offers you can submit a request for the presentation of the product under the button "Request Demo". For this purpose, the personal data requested by the requesting party in the form, ie performance, name, company, telephone number and e-mail are recorded. At the same time, the IP address and the date and time are saved. This personal data is of course not transferred to third parties.

The data will be used to contact user in order to present the product to user. The specification of the data is required to process and answer the request - without their provision, the request can

not be answered. The legal basis for this processing is Article 6 (1) lit. b) GDPR, if data for contract initiation or contract processing are processed.

The granted consent to the contact can be withdrawn at any time with effect for the future in accordance with Art. 7 (3) GDPR. To withdraw the consent, user only has to inform us about the withdrawal.

### **c. Insurance**

As part of the offer LECTURA Specs we offer the possibility to send inquiries for the insurance of machines to the insurance broker WIASS. For this purpose, an insurance rate calculated by an algorithm is automatically output in the form after entering information about the machine to be insured (manufacturer / year of manufacture, etc.). If interested, it is possible for the user to fill in a contact form.

For this purpose, the personal data requested by the requesting party in the form, ie performance, name, company, company address and telephone number and e-mail are recorded. At the same time, the IP address and the date and time are recorded.

The data filled in the inquiry form will then be sent to WIASS (Wirtschafts Assekuranz Makler AG, Fuggerstrasse 41, 92224 Amberg) after confirmation of the further conditions and your consent for forwarding the data. Also the data is send to LECTURA via e-mail for quality management purposes.

The data processing for the purpose of establishing contact with WIASS is carried out in accordance with Article 6 (1) lit. a) GDPR based on your voluntarily granted consent. The specification of the data is also required to process and answer the request. The legal basis for this processing is Article 6 (1) lit. b) GDPR, as the data is processed for the purpose of initiating a contract or processing the contract.

The applicable data protection regulations of WIASS can be found at

<https://www.wiass.com/datenschutz/>

### **d. Spare parts**

As part of the offer LECTURA Specs we offer the possibility to send requests for needed spare parts for machinery to distributors of spare parts.

For this purpose, a request can be determined, the basic information (type / make / model / part no / description) is collected and sent to the respecting company. In addition, personal data of the requestor, i.e. first name, last name, city, country and e-mail are recorded. The individual inquiries and data collected are determined by the respective query form.

The data filled in the inquiry form will then be sent to the company shown in the respective inquiry form after confirmation of the further conditions and your consent for forwarding the

data. Of course, the data will be transmitted only to the company shown in the inquiry form. The companies receiving your request may be the following:

- UrParts (Milebush, Midleton, Co Cork, Ireland)
- Kraemer Baumaschinen GmbH & Co. KG

Also the data is send to LECTURA via e-mail for quality management purposes.

The data processing for the purpose of establishing contact with the respective company is carried out in accordance with Article 6 (1) lit. a) GDPR based on your voluntarily granted consent. The specification of the data is also required to process and answer the request. The legal basis for this processing is Article 6 (1) lit. b) GDPR, as the data is processed for the purpose of initiating a contract or processing the contract.

The applicable data protection regulations of UrParts can be found at

<https://www.urparts.com/index.cfm/page/gdpr>.

the applicable data protection regulations of Kraemer Baumaschinen GmbH & Co. KG can be found at

<https://www.kraemer24.shop/datenschutzerklaerung>

#### **e. Analytics**

Our the service „LECTURA Analytics“ (hereinafter „Analytics“) provides users with the possibility to have the value of machinery determined and market information upon request.

#### **Registration:**

In order to use this service, previous registration of a user leading to an active account is required. For this purpose, personal data will be collected, transmitted to and stored by LECTURA, this data specifically being e-mail address, name, country as well as specific use-case (buying/selling machinery etc.) of the user in question.

The collection of such data serves pre-contractual purposes, as well as initiation and processing of the contract; its legal basis is therefore Article 6 (1) 1 lit. b) GDPR. This data will only be transmitted to and stored by LECTURA, transmission to third parties will only occur in cases to which you have previously explicitly consented.

In so far as you have consented to receiving additional informatory e-mails on LECTURA products and services during the registration process, the data stored during that process will additionally be processed for the purpose of the preparation and sending of those informatory e-mails. The legal basis for this is Art. 6 (1) 1 lit. a) GDPR.

Consent to storage and processing of this data can be withdrawn at any time by deleting the user account in question, upon which we will immediately delete the above-mentioned data, in so far

as the below paragraph “Legal duties of storage” does not provide an exception to this. Your consent to receiving the above-mentioned informatory e-mails can be withdrawn as well, however, this will — in case you do not delete your user account at the same time — not lead to the deletion of the personal data in question.

**Requests:**

During valuation requests, the necessary basic data (type / make / model / year of manufacture etc.) as well as the registered users’ account data will be collected and transmitted to LECTURA. The individual inquiries and data collected are determined by the respective query form.

The data you provide will then be used for the purpose of processing your request. The legal basis for this is Art.6 (1) 1 lit.b) GDPR. The data in question will exclusively be transmitted to and stored by LECTURA, transmission to third parties will only occur in cases to which you have previously explicitly consented.

To prevent unauthorized access by third parties to your personal data, in particular financial data, the ordering process is encrypted using SSL technology.

**Purchase of credits:**

Purchase of credits will be processed via [shop.lectura.de](https://shop.lectura.de) where paragraph no. 15 of LECTURA Privacy Policy applies.

In order to execute and pay for requests through Analytics, LECTURA employs an internal credit system. During the purchase of the necessary credits, data regarding the purchase as well as users’ necessary payment data (account holder, account number, bank) will be collected.

This serves pre-contractual purposes as well as the purpose of processing the contract, the basis of this is Art. 6 (1) 1 lit.b) GDPR. This data as well will be transmitted to and stored by LECTURA exclusively. However, note that we are allowed to provide your banking data to our bank, in so far as this is necessary to process payment, on the same legal basis.

To prevent unauthorized access by third parties to your personal data, in particular financial data, the ordering process is encrypted using SSL technology.

**Legal duties of storage:**

Due to commercial and tax regulations, we are obliged to save your address, payment and request data for a period of ten years. However, after two years we are restricting processing, i.e. your data will only be used to comply with legal obligations.

**18. Concluding remarks**

The criteria used to determine the period of storage of personal data is the respective statutory retention period. After expiration of that period, the corresponding data is routinely deleted, as long as it is no longer necessary for the fulfillment of the contract or the initiation of a contract.



We clarify that the provision of personal data is partly required by law (e.g. tax regulations) or can also result from contractual provisions (e.g. information on the contractual partner). Sometimes it may be necessary to conclude a contract that the data subject provides us with personal data, which must subsequently be processed by us. The data subject is, for example, obliged to provide us with personal data when our company signs a contract with him or her. The non-provision of the personal data would have the consequence that the contract with the data subject could not be concluded. Before personal data is provided by the data subject, the data subject must contact any employee. The employee clarifies to the data subject whether the provision of the personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data and the consequences of non-provision of the personal data.

We would expressly like to point out again that you can revoke any consent given at any time with effect for the future. You can do this via the following channels: electronically via an unsubscribe link in the respective newsletter/ mailing, by e-mail to: [info@lectura.de](mailto:info@lectura.de) or by post to: LECTURA GmbH, Ritter-von-Schuh-Platz 3, 90459 Nürnberg.