

# LECTURA GMBH Verlag + Marketing-Service Privacy Policy

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## 1. Content

<b>1.</b>	<b>CONTENT</b>	<b>1</b>
<b>2.</b>	<b>OVERVIEW</b>	<b>1</b>
<b>3.</b>	<b>GENERAL INFORMATION</b>	<b>2</b>
A)	WHO WE ARE?	2
B)	HOW CAN YOU CONTACT US?	2
<b>4.</b>	<b>SPECIFIC INFORMATION</b>	<b>2</b>
A)	WHEN DO WE PROCESS YOUR PERSONAL DATA?	2
B)	FOR WHAT PURPOSE AND HOW DO WE PROCESS PERSONAL DATA?	3
C)	PROCESSORS AND OTHER RECIPIENTS OF YOUR PERSONAL DATA	9
•	Public Authorities	9
•	Contractual Partners	9
<b>5.</b>	<b>YOUR RIGHTS AND OTHER RELEVANT INFORMATION FOR YOU</b>	<b>10</b>
A)	RIGHT OF ACCESS TO PERSONAL DATA	10
B)	RIGHT TO RECTIFICATION OF PERSONAL DATA	10
C)	RIGHT TO ERASURE (RIGHT TO BE FORGOTTEN)	10
D)	RIGHT TO RESTRICTION OF PROCESSING	10
E)	RIGHT TO DATA PORTABILITY	11
F)	RIGHT TO OBJECT	11
G)	RIGHT TO LODGE A COMPLAINT	11
<b>6.</b>	<b>CLOSING PROVISIONS</b>	<b>11</b>

## 2. Overview

**Important:** By using our Service you agree to this Privacy Policy.

This Privacy Policy governs our information practices regarding our Services, including any website where a link to this Privacy Policy is provided. It describes how we collect, handle and utilize your personal data and contains useful information about your rights and how to exercise them.

This Privacy Policy is divided into 6 main sections:

1. The content,
2. The overview of the Privacy Policy,
3. The general information,
4. The specific information,
5. Your rights and other relevant information,
6. The closing provisions.

General information includes who we are and how you can contact us.

Specific information includes what categories of personal data we collect, the purposes of the processing (including its legal basis), how long we keep the personal data, and who else will have access to the personal data (other recipients).

The summary of your rights contains information about your rights regarding the processing of personal data concerning you. You can exercise any of these rights by contacting us.

The closing provisions contain the effective date of this Privacy Policy and some other useful information.

### 3. General Information

#### a) Who we are?

The **party responsible** for the Services (the “**controller**”) for purposes of data protection law is:

**LECTURA GMBH Verlag + Marketing-Service**, business ID HRB 6657, registered office at Ritter-von-Schuh-Platz 3, Nürnberg, 90459, Germany (hereinafter as “**LECTURA**”).

LECTURA and its subsidiaries offer a range of products and services for commercial and non-commercial use. These include, for example, services for searching technical specifications and data for heavy equipment or other machinery, selling LECTURA products, and providing reports and information obtained from LECTURA partners. These products and services will be referred to herein as the “**Service**” or “**Services**”. To avoid unnecessary formalities and to make this document easier to understand, we also refer to LECTURA as “**we**” or “**us**” and its reader as “**you**”.

As the controller, LECTURA has implemented numerous technical and organizational measures to ensure the most complete protection of personal data processed through its services. However, Internet-based data transmissions may, in principle, have security gaps, so absolute protection cannot be guaranteed.

#### b) How can you contact us?

At LECTURA, protecting your personal data is our top priority. If you have any questions or requests regarding your personal data and its processing (or if you want to exercise any of your rights), you can always reach out to us via email at: [legal@lectura.de](mailto:legal@lectura.de).

## 4. Specific Information

### a) When do we process your personal data?

We may process your personal data in various situations, if:

- you use our website LECTURA, LECTURA Specs, LECTURA Valuation, LECTURA Press, schwertransport.guru, LECTURA Shop;
- you have created a user account on our website;
- we try to capture your attention in the online environment;
- you have made steps to entering into a contract with us;
- we communicate together.

We process your personal data mostly automatically (since we also keep files in electronic form and use, for example, a system for sending newsletters).

All processing of personal data, regardless of how it is obtained, is conducted in compliance with applicable legal regulations and is secured by appropriate measures to protect your personal data. Your privacy and confidentiality are key concerns for us, and our practice respects all legal requirements for the protection of personal data.

### b) For what purpose and how do we process personal data?

When you visit our websites ...

- **Purpose:** Making LECTURA websites functional.

**Personal Data processed:** Browser information, IP address.

**Legal Basis:** Legitimate interest in operating a functional website.

**Duration of Processing:** A direct conclusion on your identity is not possible on the basis of the information and will not be drawn by us. Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved. The standard periods for deletion are based on the criterion of necessity.

- **Purpose:** Improving LECTURA websites, specifically helping us understand the way people use our websites so we can make them better and communicate relevant information to users. We also need the data to get the most out of our marketing campaigns.

**Personal Data processed:** Analytical information such as time spent on page, path on the website, bounce rate, geo location information, content viewed, source of visit, language preference, browser information, IP address.

**Legal Basis:** Legitimate interest in supporting our marketing activities, improving our Services and understanding our customers.

**Other Recipients:** Google LLC (Google Analytics)

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved, maximum of 14 months. The standard periods for deletion are based on the criterion of necessity. You can prevent the collection and storage of data for website analysis purposes in the future by installing the Google Analytics opt-out browser add-on.

- **Purpose:** Displaying targeted advertising on LECTURA websites, personalizing targeted advertising, analyzing and optimizing the performance of targeted advertising.

**Personal Data Processed:** Age range, browser information, gender, geo location information, IP address.

**Legal Basis:** Legitimate interest in supporting our marketing activities, improving our Services and understanding our customers.

**Other Recipients:** Google LLC (Google AdSense).

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved. The standard periods for deletion are based on the criterion of necessity.

- **Purpose:** Analyzing of how LECTURA websites are used.

**Personal Data Processed:** Browser information, geo location information (country only), IP address, language preferences.

**Legal Basis:** Legitimate interest in supporting our marketing activities, improving our Services and understanding our customers.

**Other Recipients:** Provider of a tool for analyzing user behavior on websites.

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved. The standard periods for deletion are based on the criterion of necessity.

- **Purpose:** Increasing interaction, reach, and effectiveness of LECTURA websites through social media integration.

**Personal Data Processed:** Browser information, content viewed, IP address.

**Legal Basis:** Legitimate interest in supporting our marketing activities.

**Other Recipients:** Meta Platforms, Inc. (Facebook plugin)

**Duration of Processing:** We collect and pass your personal data to Meta Platforms for the purpose defined above. We do not store your personal data, however, Meta Platforms might. If you do not wish Meta Platforms (as controller itself) to link the data collected from our websites with your Facebook user account, please log out of your user account before visiting them. For further information please see Meta's privacy policy.

- **Purpose:** Protecting LECTURA websites and IT systems against cyber-attacks and misuse.

**Personal Data Processed:** Browser information, geo location information, IP address, log files of websites, registered user's login information, time stamps.

**Legal Basis:** Legitimate interest in protecting our rights.

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved. The standard periods for deletion are based on the criterion of necessity.

- **Purpose:** Tracking users' data to monitor and analyze how they interact with the website, and to maintain internal statistics on website traffic and users' movements within the site.

**Personal Data Processed:** Analytical information such as time spent on page, path on website, bounce rate, geo location information, content viewed, source of visit, browser information, IP address.

**Legal Basis:** Legitimate interest in providing and improving our Services and understanding users of our website.

**Other Recipients:** Provider of tools for website analysis and optimization.

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved. The standard periods for deletion are based on the criterion of necessity.

When you create a user account ...

- **Purpose:** Maintaining of the user account on valuation.lectura.de and schwertransport.guru website.

**Personal Data Processed:** Activity logs and monitoring, address, company name, e-mail address, language preferences, name and surname, phone number, username, registration date.

**Legal Basis:** Performance of a contract.

**Duration of Processing:** Your personal data are processed for the duration of your user account. If you delete your account, your personal data will be processed for 6 months after the deletion of your account in case you ask us to reactivate it.

- **Purpose:** Tracking registered users' data to monitor and analyze how they interact with the website, maintain internal statistics on website traffic, track registered users' movements within the site, and log the frequency of their logins.

**Personal Data Processed:** Analytical information such as time spent on page, path on the website, bounce rate, geo location information, content viewed, source of visit, IP address, browser information, registered user activities such as registration date, last login date, timestamps, expiration date and activity logs of features and data browsed on website with valid account, registered users' information (name, surname, e-mail address, company name, phone number, address, language preference, user name, activity logs and monitoring).

**Legal Basis:** Legitimate interest in providing and improving our Services and understanding registered users.

**Other Recipients:** Provider of tools for website analysis and optimization.

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved. The standard periods for deletion are based on the criterion of necessity.

When we try to capture your attention in the online environment...

- **Purpose:** Sending a newsletter.

**Personal Data processed:** Company name, country, e-mail address, language preferences, name and surname, predicted gender and age.

**Legal Basis:** Your consent.

**Other Recipients:** Providers of marketing automation and email marketing services.

**Duration of Processing:** Your personal data are stored until your consent is withdrawn. You can unsubscribe by clicking on the link in each individual newsletter. Furthermore, LECTURA checks regularly via reactivation emails whether you are still interested in receiving the newsletter if your inactivity is known to us. If you do not confirm your ongoing interest in receiving the newsletter, we will remove you from the subscriber database and delete your personal data.

- **Purpose:** Sending commercial communication to our customers.

**Personal Data processed:** Company name, e-mail address, name and surname.

**Legal Basis:** Legitimate interest in supporting our marketing and sales activities.

**Other Recipients:** Provider of a transactional email platform.

**Duration of Processing:** Your personal data are processed until the refusal of sending commercial communications and Service offers (opt-out). Furthermore, LECTURA checks regularly via reactivation emails whether you are still interested in receiving commercial communication if it has been a long time since we last provided you with our Services. If you do not confirm your ongoing interest in receiving the commercial communication, we will remove you from the subject database and delete your personal data.

- **Purpose:** Advertising purposes, evaluation of campaigns and surveys.

**Personal Data processed:** Age range, gender, geo location information, Google account details when you are signed in, household income, language preferences, parental status.

**Legal Basis:** Legitimate interest in supporting our marketing activities.

**Other Recipients:** Google LLC (Google Ads).

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved. The standard periods for deletion are based on the criterion of necessity. You can prevent the collection and storage of some data by logging out of your Google account beforehand.

- **Purpose:** Collecting audiences on the LinkedIn website.

**Personal Data processed:** Age range, company name, gender, geo location information, job title, seniority.

**Legal Basis:** Legitimate interest in supporting our marketing activities.

**Other Recipients:** LinkedIn Corporation (LinkedIn insight).

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved. The standard periods for deletion are based on the criterion of necessity.

- **Purpose:** Presenting advertising campaigns and other LECTURA campaigns within landing pages or pop-ups deployed on the LECTURA websites.

**Personal Data processed:** Company name, country, e-mail address, name and surname.

**Legal Basis:** Legitimate interest in supporting our marketing activities.

**Other Recipients:** Provider of a tool for creating and optimizing landing pages.

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved. The standard periods for deletion are based on the criterion of necessity.

When you are interested in entering a contract with us ...

- **Purpose:** Concluding a contract and fulfilling the contract.

**Personal Data processed:** Authorized person's name, company name, e-mail address, phone number.

**Legal Basis:** Performance of a contract.

**Duration of Processing:** Your personal data are processed for the duration of the contract, or until all your instructions are processed, and thereafter for a period of 3 years after the end of the contractual relationship. After this period, we retain data about the contractual relationship required by commercial law (6 years for business letters) and 10 years in case of tax and accounting documents.

- **Purpose:** Processing payments according to the concluded contract.

**Personal Data processed:** Address, company name, date of payment, e-mail address, name and surname, phone number, timestamp, VAT number.

**Legal Basis:** Performance of a contract.

**Other Recipients:** Payment service providers.

**Duration of Processing:** Your personal data are processed for the duration of the contract and subsequently for another 3 years after the end of the contractual relationship. After this period, we retain the data about the contractual relationship required by commercial and tax law (6 years for business letters and 10 years for tax and accounting documents).

- **Purpose:** Publishing reviews and interviews provided by you to LECTURA for marketing purposes. This review may be published on LECTURA websites, in a press release, on our social media, and in promotional materials.

**Personal Data processed:** Company name, name and surname, job title, photo, the text of your review/interview.

**Legal Basis:** Legitimate interest in supporting our marketing activities.

**Other Recipients:** Publishers, operators of the respective social network, processors of promotional materials.

**Duration of Processing:** Your personal data are processed until the refusal of publishing the review or interview you have provided us (opt-out). Please note that LECTURA will be unable to delete your personal data from already published marketing materials.

- **Purpose:** Enforcing contract rights.

**Personal Data processed:** Personal data that we obtained during the conclusion of the contract and during its performance.

**Legal Basis:** Legitimate interest in protecting our rights.

**Duration of Processing:** Your personal data are processed for the duration of the contract and subsequently for another 3 years.

- **Purpose:** Fulfilling legal obligations, as we are subject to many legal regulations that require processing personal data.

**Personal Data processed:** Details relevant to legal disclosure.

**Legal Basis:** Legal obligation.

**Duration of Processing:** Your personal data are processed for the period required by the relevant legislation (10 years in case of tax and accounting documents; 6 years in case of commercial letters and other business documents insofar as they are relevant for taxation purposes).

When we communicate ...

- **Purpose:** Handling your inquiry or request and providing you with feedback.

**Personal Data processed:** Address, company name, e-mail address, information specified in each request, name and surname, phone number.

**Legal Basis:** Legitimate interest in providing you with processing of your request.

**Duration of Processing:** Your personal data are processed until your request has been processed and subsequently for another 3 years, or for a period of 6 years if the request is of a commercial letter nature.

- **Purpose:** Evaluating surveys and polls to analyze respondents' preferences and needs, enabling market research, understanding our target customers, Service improving and strategic planning.

**Personal Data processed:** E-mail address, name and surname, geo location information, browser information, personal data contained in your responses.

**Legal Basis:** Your consent

**Other Recipients:** Provider of a survey tool.

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved or if your consent to processing has been withdrawn.



- **Purpose:** Evaluating surveys and polls to analyze respondents' preferences and needs, enabling market research, understanding our target customers, Service improving and strategic planning.

**Personal Data processed:** Geo location information, browser information, personal data contained in your responses.

**Legal Basis:** Legitimate interest in improving our Services and understanding our customers.

**Other Recipients:** Provider of a survey tool.

**Duration of Processing:** Your personal data are processed and automatically deleted after the aforementioned purpose has been achieved.

- **Purpose:** Collecting business cards and contact info to establish, build and maintain business relationships and expand the network of contacts. We process your personal data for inclusion in our customer relationship management (CRM) system.

**Personal Data processed:** Company name, e-mail address, job title, name and surname, phone number, photo.

**Legal Basis:** Legitimate interest in supporting our sales activities.

**Other Recipients:** Provider of a CRM system.

**Duration of Processing:** Your personal data is stored for the period during which we can expect our cooperation to develop while the duration of processing is individual. However, we regularly delete the personal data of individuals with whom we do not expect to establish business cooperation anymore, maximum of 5 years from the last contact.

- **Purpose:** Documenting the course of the trade fair or event organized by us or by our partner, evaluating this event and promoting it.

**Personal Data processed:** Company name, name and surname, photographs of attendees.

**Legal Basis:** Legitimate interest in supporting our marketing activities.

**Duration of Processing:** Your personal data will be processed for the duration of the preparation of the marketing materials and then for the period during which these materials will be made available by LECTURA.

### c) Processors and Other Recipients of Your Personal Data

In some cases, your personal data may also be processed by other persons. Please note that there is a distinction between Processor and Other recipient.

**Processor** means a natural or legal person, public authority, agency, or other body **which processes personal data on behalf of LECTURA**. When a processor receives personal data for the purpose of processing it, they become a recipient of this data.

**Other recipient** means a natural or legal person, public authority, agency, or another body, **to which the personal data is disclosed**, whether a third party or not. Not every recipient is a processor of personal data.

- Public Authorities

LECTURA may disclose your personal data to public authorities if such a duty is established by law, or if it is necessary to protect the legitimate interests of LECTURA or third parties.

Such transfer is always carried out in accordance with the relevant legal provisions and secured by appropriate measures to protect your personal data.

- Contractual Partners

Contractual partners of LECTURA may have legitimate access to your personal data in certain situations if it is appropriate and proportionate to the purpose for which the data were collected and are being processed.

You can find a list of contractual partners who may have access to your personal data at [here](#):

If necessary, other partners of ours may also have access to your personal data on a case-by-case basis. Such transfer is always conducted in accordance with the relevant legal provisions and secured by appropriate measures to protect your personal data.

Please note, we may use third party service providers to help us operate our business and LECTURA websites or administer activities on our behalf, such as sending out newsletters or surveys. We may share your personal data with Processors and Other recipients for those limited purposes. Processors can use cookies and other technology to collect data about your behavior and the devices you use. For more information, please read the privacy policies of the Processors and Other Recipients.

Some of the Processors and Other recipients are located in countries outside the European Economic Area. A transfer to a third country will only take place in compliance with the applicable data protection regulations, in particular the guarantee of an adequate level of data protection. This means that your data will only be transferred insofar as a decision of the EU Commission on an adequate level of data protection exists (Art. 45 GDPR), appropriate guarantees are provided for the protection of your personal data (Art. 46 GDPR) or a legal permission norm exists (Art. 49 GDPR). Appropriate safeguards within the meaning of Art. 46 GDPR include the standard data protection clauses published by the EU Commission. For more information about transfers outside of the EEA, please, do not hesitate to contact us.

## 5. Your Rights and Other Relevant Information for You

### a) Right of Access to Personal Data

You have the right to obtain detailed information on how your personal data are processed, including the purposes of processing, categories of personal data, recipients, retention periods, and other important aspects. If you have any questions or requests concerning the processing of your personal data, you may contact us via the email address [legal@lectura.de](mailto:legal@lectura.de) or by mail at the specified address Ritter-von-Schuh-Platz-3, 90459 Nürnberg, Germany.

### b) Right to Rectification of Personal Data

If you discover that we are processing inaccurate or incomplete personal data about you, you have the right to request their prompt correction or completion to ensure that your data are accurate and up to date.

c) Right to Erasure (Right to be Forgotten)

If you request the erasure of your personal data, we will delete your data if they are no longer necessary for the original purposes of processing, if your consent to processing has been withdrawn (if the data were processed based on consent), if there are no further legal grounds for processing your personal data, or if the processing has been unlawful. We emphasize that the right to erasure may not always be applicable, for example, in cases where your data are necessary for exercising the right to freedom of expression and information, or for archiving purposes in the public interest, research, or statistics.

d) Right to Restriction of Processing

Until any disputes concerning the processing of your personal data are resolved, you have the right to request a restriction of the processing of your personal data. During the period of restriction, we may process your personal data only with consent, or for the establishment, exercise, or defense of legal claims, protection of the rights of another person, or for an important public interest. The restriction may be appropriate, for example, when the accuracy of your personal data is being verified, or if you have objected to processing.

e) Right to Data Portability

You have the right to receive personal data concerning you in a structured, commonly used, and machine-readable format. This right applies to personal data that you have provided to us, and which processing is based on consent or contract. You may also request the transfer of this data to another controller if technically feasible. It should be noted that this right may be limited if it would adversely affect the rights and freedoms of others.

f) Right to Object

You have the right to object to the processing of personal data carried out for the performance of a task carried out in the public interest or in the exercise of official authority, or for the purposes of the legitimate interests of LECTURA or a third party. If we are subsequently unable to demonstrate a compelling legitimate reason for processing that overrides your interests, rights, and freedoms, the processing of your personal data will be terminated based on your objection.

g) Right to Lodge a Complaint

In any case, if you believe that we have violated your rights concerning personal data protection, you may lodge a complaint with the Data Protection Authority. This bureau is officially authorized to supervise our data processing activities.

The Data Protection Authority for the German state of Bavaria, the state where LECTURA is registered, is Bayerisches Landesamt für Datenschutzaufsicht. You can find more information at their website. You may also lodge a complaint with your national Data Protection Authority (in the country of your habitual residence, your place of work or the place where the alleged infringement took place).

## 6. Closing Provisions

**Important:** Laws concerning the protection of personal data and our Services evolve continuously. Therefore, the information contained in this Privacy Policy might be subject to change, from time to time. In such case, we will notify you via adequate means considering the Services which you use.

If you wish to exercise any of the rights mentioned above, please do not hesitate to contact us at the email address [legal@lectura.de](mailto:legal@lectura.de).

We usually handle your requests and inquiries free of charge. If the requests are manifestly unfounded or excessive (especially if repetitive), we are entitled to charge a reasonable fee for handling them or refuse to comply with your requests.

If you are interested in how we use cookies, you can check out our cookie policy at [www.lectura.de/cookies/](http://www.lectura.de/cookies/).