

Privacy Policy Declaration



June,12.2018

This is the privacy statement ("Declaration") for the website www.sybera.de, which is operated and provided by Sybera GmbH, Hohenzollernstr.2, 71088, info@sybera.de (us, us and our).

We process the personal data collected through this website exclusively as stated in this statement. Below you will find out how we process your personal data, for what purposes they are processed, with whom they are shared and what rights of control and information you may have.

I. Summary of our processing activities

The following summary briefly describes the processing activities on our website. Further information can be found in the designated sections below.

If you visit our website for informational purposes without creating a user account, only limited personal information will be processed to show you the website (see III).

If you register for one of our services (eg discussion forum, blog or webshop) or subscribe to our newsletter, further personal data will be processed (see IV, V and VI).

Furthermore, your personal data will be used for interesting advertisement for our services and products (see under VIII) as well as for the statistical analysis to improve our website (see under IX). In addition, we enhance your user experience through third-party content (see below).

Possibly. Your personal information will be disclosed to third parties (see XI) located in countries outside your country of residence that may have different privacy standards (see XII).

We have taken reasonable security measures to protect your personal information (see XIII) and store it only as long as necessary (see under XIV).

Depending on the circumstances of the specific case, you may have certain rights to the processing of your personal data (see under XV).

II. Definitions

Personal data is all information about a living person that can be identified directly or indirectly, in particular by association with an identifier, such as a name, an identification number, location data or an online identifier.

Processing is any process associated with personal information such as collection, collection, organization, ordering, storage, adaptation or modification, disclosure or any other form of use.

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III. Use of the website for informational purposes

If you visit our website for informational purposes, that is, without registering for any of the services offered by us under IV, and without otherwise providing us with personal information, we may automatically collect additional information about you that is limited to personal information Contain data and are automatically collected by our server, such as:

- your device type, name and screen resolution;
- information about your browser version;
- Information about your operating system, including your language settings;
- date and time of your inquiries;
- content of your requests;

We use this information only to effectively provide you with our services (for example, by adapting our website to the needs of your device or by allowing you to log in to our website) and comprehensive demographic data to create an anonymized one To create statistics on the use of our website.

We require the automatically collected personal data for the provision of our website, Art. 6 para. 1 sentence 1 lit. b DSGVO, as well as for our legitimate interest in ensuring the stability and security of the website, Art. 6 para. 1 sentence 1 lit. f DSGVO.

Automatically collected personal data is stored for 1 month and then deleted properly.

IV. Registration for our services

Our website offers u.a. Newsletters, access and download of content (e.g., evaluation software, press releases, technical documents). To the o. G. To be able to use services, you must create an account (also "registration").

When creating a user account and its subsequent use, the entered data is checked for validity first. If the registration is justified, you will receive the access code to our download area.

The information required to access our download area is marked accordingly. All other details are voluntary.

We process the personal data you have provided for the following purposes:

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- identification of your person when logging in;
- Providing the services and information offered through the Website or requesting you;
- managing your user account;
- communication with you;
- (behavior-based) advertising and profiling

The legal basis for this is Art. 6 para. 1 sentence 1 lit. b DSGVO.

The use of your personal data for the purpose of behavior-based advertising and profiling is based on the legitimate interest to increase your user experience, Art. 6 para. 1 sentence 1 lit. f DSGVO.]

We process the personal data and contact data provided by you during registration in order to inform you directly about our other products and services. The use of your personal data for the advertising of related products and services by means of direct advertising represents a legitimate interest for us as the provider of this website, Art. 6 para. 1 sentence 1 lit. f DSGVO.

You may object to the processing of your personal data for the purpose of direct mail at any time. We will then refrain from further processing for such purposes. You can send us your objection as follows: info@sybera.de.

Unless there are exceptions within the services listed below, your personal data will be stored for as long as you use your user account. After deleting your account, your personal information will be deleted with the next regular data cleansing. Legal custody or the requirement of your personal data for legal action for misconduct in the use of services or payment problems may result in us storing your personal information for a longer period of time. In such case, we will inform you accordingly.

V. Information about uses with registration

To be able to use one of the functions described below, you must first create a user account, as described under IV. You can delete your personal data in your account settings. This processing is based on Art. 6 para. 1 sentence 1 lit. b.

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1. Remember Me

It can be a s.g. "Remember me function" are used. If you have activated the so-called "remember me function" when you log in using the authentication service, we set a cookie, through which the login data (see IV) will be used to authenticate you as a user, and we will thereby assist you Automatically log in your next login.

On the other hand, we can set temporary cookies. Through these cookies, we collect information about the last page visited by you on sybera.de (URL). We do not collect any personal data or the IP addresses of our users. These cookies are only for the correct display of pages based on the selection made by you and will be deleted as soon as you close the browser or log out.

2. Software download

As a registered user you have the possibility to download software from our download area. You may also be able to access content for free for a limited period of time. In the case of free trial access, we ask for the following data to allow us to associate the form:

- your first and last name, gender, title,
- Your mailing address
- Telephone fax
- E-mail address
- Product interest

VI. Newsletter

Our newsletter informs you about important innovations of our products and offers, as well as current events. When registering, you have the option of accepting or rejecting our newsletter.

If you agree to receive the newsletter, it will be sent to the e-mail address provided during registration. The legal basis for this processing is Article 6 (1) sentence 1 lit. a GDPR. We will save your e-mail address as long as you use your user account.

You can unsubscribe from the newsletter by resubmitting the registration in the registration form stating your name and the e-mail address, or by clicking on the link contained in each newsletter or by sending an e-mail with this request to info@sybera.de

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VII. Automated decision-making

We do not process your personal information for automated decision-making that will have legal effect or similarly affect you in a similar manner.

VIII. Online Advertising

This website may use online advertising services to present advertisements tailored to your interests. The respective advertisement is marked with the name of the service provider, eg. For example, "Google Ad." In addition, licensed components help us improve our website and make your visit to our website more interesting to you. We collect statistical information about you that is processed by the service provider. This processing is based on Art. 6 para. 1 sentence 1 lit. f DSGVO and represents our legitimate interest in increasing your user experience and promoting our products and services.

1. Cookies, web beacons

We can automatically inform you about your visit to our website. In addition, a web beacon is used, which places a cookie on your computer.

You can prevent the setting of such a cookie as follows:

By an appropriate setting in your browser, which blocks the setting of third-party cookies

By deactivating the interest-based advertising of the service provider using the link mentioned in the information below about the service providers

By generally disabling cookies e.g. at <http://www.google.com/settings/ads/plugin>

2. Microsoft Bing Ads

On the Website, we use technologies from Bing Ads (bingads.microsoft.com), which are provided and operated by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA ("Microsoft"). Microsoft places a cookie on your device if you have accessed our website via a Microsoft Bing ad. Microsoft, and this way, we can see that someone clicked on an ad, was redirected to our site, and reached a predefined landing page ("conversion page"). We only hear the total number of users who clicked on a Bing ad and were then redirected to the conversion page. Microsoft uses the cookie to collect, process and use information that is used to create usage profiles using pseudonyms. These usage profiles are used to analyze visitor behavior and are used to display advertisements. No personal information about the identity of the user is processed.

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If you do not want information about your behavior to be used by Microsoft as explained above, you can refuse the necessary setting of a cookie - for example, via a browser setting that generally disables the automatic setting of cookies. In addition, you may prevent the collection of data generated by the cookie and related to your use of the website as well as the processing of this data by Microsoft by using the following link <http://choice.microsoft.com/en-US/opt-> explain your disagreement. For more information about privacy and cookies on Microsoft and Bing Ads, visit the Microsoft website <https://privacy.microsoft.com/en-us/privacystatement>.

3. Google AdWords

We also use Google Conversion Tracking, an analytics service provided by Google Inc. (1600 Amphitheater Parkway, Mountain View, CA 94043, USA, "Google"). Google AdWords sets a cookie on your device ("conversion cookie") if you have reached our website via a Google ad. These cookies lose their validity after 30 days and are not used for the personal identification of users. If you visit certain pages of us and the cookie has not expired, we and Google may recognize that someone clicked on the ad and was redirected to our site. Every Google AdWords customer receives a different cookie. Therefore, cookies cannot be tracked through the websites of various advertisers. The information obtained by using the conversion cookie is used to generate conversion statistics for us. As an AdWords customer, we're told the total number of users who clicked on our ad and were redirected to a conversion tracking tag page. However, we do not receive any information that personally identifies users.

If you do not want information about your behavior on the website to be processed in a tracking process, you can also reject the setting of a cookie required for this purpose - for example via a browser setting that generally deactivates the automatic setting of cookies. You can also disable cookies for conversion tracking by setting your browser to block cookies from the domain "googleadservices.com".

In addition, Google allows you to disable the use of cookies by Google for advertising purposes in the ad prescriptions. These can be found here: <https://www.google.com/settings/ads/>.

Alternatively, you can disable the use of third-party cookies by visiting the opt-out page of the Network Advertising Initiative: <http://www.networkadvertising.org/choices/>.

IX. Analysis

1. General information for analysis

For our statistical analysis, we may use Web analytics services that collect data on the use of this site. The analysis services collect information, such as

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- Device and browser details (device type, operating system, browser version);
- IP address;
- Viewed sites, URL click stream (order in which the pages were viewed);
- geographic location;
- Date and time of website visit;
- reference page, application or service;

We use the information provided by the providers only to determine the information that is most useful to you and to improve and optimize this website. The information collected using the analytics services will not be linked to personal information.

Depending on the provider, the data generated by your use of this website may be stored in a country outside the European Economic Area (EEA) and processed there, eg. The United States. For more information on the potential risks of cross-border data transfer, see XII. The analytics services only collect the IP address assigned to you when you visit this website, but not your name or other identifiers. The provider uses this information to evaluate your use of the website, to produce reports on website usage, and to provide us with other services relating to the use of the website and the internet.

The legal basis for this processing is Article 6 (1) sentence 1 lit. f DSGVO. The processing is based on our legitimate interest in the evaluation of the traffic on our website to increase your user experience and to generally optimize the website.

2. Google Analytics

We use the web analytics service Google Analytics of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). Google uses the information obtained from the cookie on our behalf to evaluate your use of the website, to generate reports on website usage and to provide us with other services for the use of the website and the internet.

We have enabled IP anonymization on Google Analytics. Your IP address will therefore be truncated within the Member States of the European Union or in other Contracting States to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. The IP address sent by your browser as part of Google Analytics will not be merged with any other data owned by Google.

You can prevent the setting of such a cookie as follows:

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By an appropriate setting in your browser, which blocks the setting of third-party cookies (please note that in this case you may not be able to use the full functionality of the website)

You can also prevent Google from collecting and processing information about your use of the Website (including your IP address) by downloading and installing the Browser Plug-in, which Google offers through the following link: <http://tools.google.com/dlpage/gaoptout>

For more information about privacy and Google Analytics, visit the Google website: <http://www.google.com/analytics/learn/privacy.html?hl=en>

X. Third Party Content and Social Plug-ins

1. Social media plug-ins

We use the following social media plug-ins: Facebook, Google+, YouTube. Through the social media plug-ins you can communicate with these networks and like content from our site or write comments. Social media plug-ins enable direct communication between your device and the social network providers' servers. This allows them to communicate with you and gather information about your visit to our website. This processing is based on Art. 6 para. 1 sentence 1 lit. f DSGVO. We pursue with her our legitimate interest in increasing your user experience and optimizing our services. A transfer of personal data takes place regardless of whether you have an account with the provider or not.

Please note that we have no influence on the scope of the personal data collected by the respective plug-in provider, nor do we know for what purpose it is processed or how long it will be stored.

Further information on the processing of your personal data by the providers can be found in its corresponding privacy policy. In addition, you will receive further information about your rights and privacy settings.

(a) Google Plus

Our site uses the "+1" button on the Google Plus social network operated by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). By clicking on the "+1" button you can share content from our website with your contacts on Google Plus.

When you visit a website on our website that contains such a button, your browser establishes a direct connection to Google's servers. The content of the "+1" button will be sent by Google directly to your browser and incorporated by Google into the website. We therefore have no control over the amount of data Google collects from the button. According to Google, no personal data is collected without a click on the button. Only for logged-in members, such information, including information about your Google profile, your recommended URL, your IP address and other browser-related information will be collected and processed.

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For information on the purpose and scope of the data collection and the further processing and use of the data by Google, as well as your rights and setting options for the protection of your privacy, please see Google's Privacy Policy for the "+1" button: <https://support.google.com/plus / answer / 1319578? hl = en>

If you are a Google Plus member and do not want Google to collect information about you through our website and associate it with your member data stored on Google, you must log out of Google Plus prior to visiting our website.

For more information about how Google handles your personal information, please read the privacy policy: <https://www.google.com/intl/en/policies/privacy/>

(b) Facebook

Our website uses the "Share" button of the Facebook social network operated by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland ("Facebook"). By clicking on the "Share" button, you can share content from our website with your friends on Facebook.

If you visit a website of our website that contains such a button, your browser establishes a direct connection with the Facebook servers. The content of the "Share" button will be transmitted by Facebook directly to your browser and integrated into the website by Facebook. We therefore have no influence on the amount of data that Facebook uses the button. Facebook collects information, if you visit third party websites that use Facebook's services (such as the "Share" button). This includes information about the websites you visit and about your use of Facebook services on such websites. If you are logged in to Facebook at the same time as visiting our website, Facebook will receive, among other things, your user ID, the website visited, the date and time, and other browser-related information.

For information on the purpose and scope of the data collection and the further processing and use of the data by Facebook, please refer to Facebook's information on social plug-ins: <https://de-de.facebook.com/help/443483272359009/>

For more information about how Facebook handles your personal information, please refer to the Privacy Policy: <https://www.facebook.com/about/privacy/>

(c) YouTube

We use the "YouTube" service operated by Google LLC ("Google"), Amphitheater Parkway, Mountain View, CA 94043, USA, to allow videos to be technically correct displayed on the website and played to you. This processing is based on Art. 6 para. 1 sentence 1 lit. f DSGVO. We pursue with her our legitimate interest in increasing your user experience and optimizing our services.

YouTube places a cookie on your device that stores certain video viewing and playback information and submits it to YouTube. We have no influence on the data processing by YouTube. For more information, see the YouTube / Google Privacy Policy: <https://policies.google.com/privacy>.

There you will find information about your rights and privacy settings.

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3. Links to third party websites

This website may contain links to third party websites. We are not responsible for the content and data processing on the respective websites of third parties. Information on data processing on the respective websites can be found in the privacy policy of the respective websites.

XI. Transfer of personal data to third parties

In the event of a restructuring or sale of our business to a third party, your personal information may be transferred in accordance with applicable law to the restructured company or third party. If we are legally entitled or obliged to do so (for example due to applicable law or a court order), we may disclose your personal information.

XII. Transfer of personal data to third countries

Within the scope mentioned above, it is possible that we may transfer your personal information to other countries (including non-EEA countries) that may have different privacy standards than yours. Please note that data processed in other states may be subject to foreign law and be accessible to governments, courts, law enforcement agencies and regulators. However, when transferring your personal information to such countries, we will take appropriate action to adequately secure your information.

When transferred to a non-EEA state, the transfer is protected by international treaties such as the EU-US Privacy Shield and EU Standard Contractual Clauses. For further information on the above-mentioned protective measures, please contact the Group Data Protection Officer at info@sybera.de by e-mail.

XIII. safety

We have the appropriate state-of-the-art security measures to protect your information from loss, misappropriation, and alteration. For example, our security policies and privacy policies are regularly reviewed and improved as needed. In addition, only authorized employees have access to personal data. Although we can not guarantee or guarantee that there will never be loss, misappropriation or alteration of data, we do everything in our power to prevent it.

Please keep in mind that data transmission over the internet is never completely secure. The security of the data entered on our website can not be guaranteed during transmission via the Internet. This is at your own risk.

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XIV. Retention periods

Our goal is to process your personal information only to the lowest possible extent. Unless specified in this Statement, we will store your personal information only for as long as necessary to fulfill the purpose for which it was originally collected and, if applicable, as long as required by law.

XV. Your rights

They have the following data protection rights, depending on the circumstances of the specific case:

To request access to your personal data and / or copies of this data. This includes information on the purpose of the use, the category of data used, their recipients and beneficiaries and, if possible, the planned duration of the data storage or, if that is not possible, the criteria for determining that duration;

to require the correction, deletion or restriction of the processing of your personal data, insofar as their use is inadmissible under data protection law, in particular because (i) the data is incomplete or incorrect, (ii) it is no longer necessary for the purposes for which it was collected (iii) the consent on which the processing was based has been revoked, or (iv) it has successfully exercised a right to object to the processing of data; In cases where the data is processed by third parties, we will refer your requests for rectification, deletion or restriction of processing to these third parties, unless this proves impossible or involves a disproportionate effort;

to refuse consent or, at any time, to revoke your consent to the processing of your personal data, without affecting the legality of the data processing prior to the revocation;

not to be subjected to a decision based solely on automated processing, which will have legal effect or similarly affect you in a similar way;

to request the personal data that you provide us in a structured, common and machine-readable format and to transmit that data to another person without hindrance; If necessary, you also have the right to request that we transfer the personal data directly to another person responsible, as far as this is technically feasible;

Take legal action or call the appropriate regulators if you believe that your rights have been violated as a result of your personal data being processed in violation of data protection laws.

In addition, you have the right to object to the processing of your personal data at any time:

if we process your personal data for direct marketing purposes; or

if we process your personal data in order to pursue our legitimate interests and if there are reasons that result from your particular situation.

You may (i) exercise the above rights, or (ii) ask questions, or (iii) appeal your personal data processing by contacting us, as below.

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XVI. Contact

If you have any questions, concerns or comments about this privacy policy or any queries regarding your personal data, please contact our Group Privacy Officer by e-mail. You can contact our Group Data Protection Officer at info@sybera.de.

The information that you provide us with your contact (Sybera GmbH, Hohenzollernstr.2, 71088 Holzgerlingen, E-mail: info@sybera.de) are processed only to process your request. You will be deleted immediately afterwards. Alternatively, we restrict the processing of your personal data in accordance with the statutory provisions on retention obligations.

XVII. Changes to this privacy policy

We reserve the right to change this Privacy Policy as we update our website. Please visit this website regularly and have a look at the current privacy policy.