

# Privacy policy

We look forward to your visit and your interest in our website Putzmeister.com. Please be ensured that your private data will be protected. We would therefore like to inform you about, how your personal data is processed at PUTZMEISTER. The website Putzmeister.com is an offering from PUTZMEISTER GmbH Aichtal (hereinafter referred to as PUTZMEISTER).

PUTZMEISTER collects, stores and processes your personal data only if it is permitted by law or if you have given your consent for the same. If you would like to receive information regarding the data you have stored with PUTZMEISTER, please contact us via the contact address given under "Contact".

Personal data (sometimes referred to as identification data) is the data which fundamentally enables the identification of the person. It does not matter, whether the provision can be obtained on the basis of a single piece of information; this will rarely be the case. However, higher the capability to merge information and data, higher the accuracy to identify the person. The personal data includes particularly the name, address, age, e-mail address and telephone number of a person.

## 1 Collection and processing of personal data by PUTZMEISTER

PUTZMEISTER collects, stores and processes your personal data, only if it is permitted by law or if you have given your consent for the same.

This data is obtained in two ways: Either you have given us the data or we collect it when you use our services.

## 2 Data which you provide

As a rule, you can use our website without providing us personal information directly. In case of some services such as contacting us via our contact form, we will ask for personal information such as your name, e-mail address and mailing address in order to be able to complete the service in a quick and user-friendly manner or to be able to offer the service at all costs. Detailed information regarding all services offered by PUTZMEISTER can be found in the website under the Menu "Individual services" for this privacy policy.

## 3 Data which we receive through your usage of our services

Some data is already available automatically or because of technical reasons when you visit our website. For instance, this always includes your IP address. The Internet Protocol (IP) address is a unique number which is assigned to your computer. It is necessary for you to be able to surf on the Internet in all cases, since all the data packets which you need for surfing are sent there. In Germany, the IP address is reassigned on most private connections each time when the connection to the internet provider gets disconnected. This usually happens at least once a day. IP addresses can also be used to determine from which country a PC is accessing a website.

## 4 Log data

The data that gets collected automatically, includes the log data of the web server. Each time you access a page from our offerings and each time a file is accessed, the relevant access data of these instances is stored in a log file on our server.

Each data record consists of:

- IP address of the requesting client
- Date and time of access
- URL of the retrieved file
- Website URL from which the access is made (Referrer)
- The identifier of the browser used by the client

The stored data is evaluated anonymously for statistical purposes only.

## 5 Cookies

### Definition

Cookies are small files containing a string in which specific information has been stored as open or encrypted. Cookies are sent from the server to your computer and stored there. They are initially used to identify the computer from which a website has been accessed. If you log in to a website, cookies are used to notify the server regarding the login and to verify the authorization to access a page. Each cookie has an expiry date after which it is no longer valid. However, this expiry date can be very far in the future.

Cookies can be used to track the path of a user across different pages of the website and across different websites. By means of cookies, the communication between the website server and your computer can be improved, making the use of a website more comfortable. Cookies can be generated not only from the operator of the website but also from third-party providers if, for example, there is an advertisement on the page.

You can use your browser to display the cookies which exist on your computer, to delete existing cookies or to set up the configuration in such a way that not all cookies are stored or absolutely no cookies are stored. Please note that some features (e.g., login) will not work properly or will not work at all if you disable the cookies setting.

### Application at PUTZMEISTER

We are currently using cookies on our website for the following purposes in order to ensure proper operation:

Provider	Name of the cookie	Function of the cookie
Google Analytics	_ga	Used to distinguish users.
Google Analytics	_gid	Used to distinguish users.
Google Analytics	_gat	Used to throttle request rate.

## 6 Google Analytics

To improve our website, we use Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics uses cookies which are stored on your computer and which allow an analysis of your usage of the website. The information generated by the cookie about your use of this website such as

- Browser type/version
- Operating system used

- Referrer-URL (the previously visited page)
- Host name of the accessing computer (as an IP address in abbreviated form)
- Time of the server request
- the approximate location of the accessing computer

are usually transmitted to a Google server in the USA and stored there. However, due to the activation of IP anonymization on this website, your IP address will be shortened by Google beforehand within the member states of the European Union or in other contracting states of the agreement over the European economic zone. Only in exceptional cases, the full IP address will be sent to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports regarding website activity and to provide other services related to the website activity and internet usage to the website operator. The IP address provided by your browser within the framework of Google Analytics will not be merged with other data from Google. You can prevent the storage of cookies by a corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this website to the fullest extent possible. The acquisition of data to Google, which is generated by the cookie and in connection to your usage of the website (including your IP address) as well as the processing of this data by Google can be prevented by downloading and installing the browser plug-in available under the following link. The current link is [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout). Further information regarding data protection at Google Analytics can be found here: [www.google.com/intl/de/analytics/privacyoverview.html](https://www.google.com/intl/de/analytics/privacyoverview.html)

## 7 Google AdWords

PUTZMEISTER uses Google Conversion Tracking, an analysis service provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). Google AdWords creates a cookie on your computer ("Conversion cookie") insofar as you have reached our website via a Google ad. These cookies lose their validity after 30 days and are not used for personal identification. This will help you identify that that you clicked on one of our ads and were redirected to our page. Each AdWords customer receives a different cookie. Therefore, cookies cannot be tracked via the websites of AdWords customers. The information obtained by means of the conversion cookie serves to generate conversion statistics for AdWords customers, who have opted for conversion tracking. The AdWords customers will see the total number of users who clicked on their advertisement and were redirected to a page with the conversion tracking tag provision. However, they do not receive personal information that identifies users. If you do not want to participate in the tracking process, you can disable it through the advertisement preferences manager (<http://www.google.com/settings/ads/onweb/?hl=de>) or you can opt out of setting a cookie, for instance, via browser settings. You can also disable cookies for conversion tracking by setting your browser in such a way that cookies from the domain "googleadservices.com" are blocked.

## 8 Typekit from Adobe

For the presentation of our website, we use a font as Typekit service from Adobe. In the course of providing the Typekit service, no cookies are created or used to provide the font. Further information regarding data privacy from Adobe Typekit can be found using the following link: <http://www.adobe.com/de/privacy/typekit.html>. To prevent detection by Typekit, disable JavaScript in your browser. We would like to inform you that in this case you may not be able to use all the functions and features of this website.

## 9 Liferay - Cookies and other Tracking Technologies

Liferay and its third-party service providers utilize technologies such as cookies or similar technologies on our website. These technologies are used in delivering targeted Liferay content (not advertisements), analyzing trends, administering the site, tracking users' movements around the site and to gather demographic information about our

user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis. For more information about the use of these technologies by our third-party service providers and how they use your information, please refer to the following disclosures:

HubSpot: <http://knowledge.hubspot.com/cookies>

Google Analytics: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our website, but your ability to use some features or areas of our website may be limited.

For more information on Liferay's Privacy Statement, click here <https://www.liferay.com/privacy-policy>

## 10 Individual services

Below, you will find information regarding individual services which are made available on our website and within the framework of which you provide us with personal data which we need for the provision of the services.

## 11 Contact form

PUTZMEISTER offers you extensive personal support. If you contact us via the contact form, we start by collecting your first and last name and your e-mail address from you, in order to be able to respond to your inquiry quickly and individually. If you would like us to contact you by phone, please add your telephone number. The data will be used solely to respond to your request; it will not be used for any sales pitch or for promotional activities.

We are happy to provide you with information regarding the data stored about you. For further information, please refer to the information and contact section of this privacy policy.

## 12 Social media

We also offer comprehensive personal support and the option to stay in touch with us through our social media pages (Facebook, Youtube and Twitter). These social media services collect personal information, e.g., through your profile on that particular social media, or through social plug-ins which are implemented on third-party websites.

If you send us a request via one of these social media, we will forward the request to the responsible department. The data will be used exclusively to respond to your request.

To be able to get in touch with us via social media, you must log in to these services. For this purpose, the companies behind the respective service can collect, store and use personal data, if required. We have no control over the nature, extent and processing of this data. This also applies to images/videos uploaded on social media. Please note that the rights may be transferred to the social media services, if required. The details can be found in the data privacy terms and terms of use of the respective provider.

If you access a website of our internet presence which contains such a plug-in, your browser establishes a direct connection to the servers of the respective companies. The contents of the plug-ins are transmitted by this directly to your browser and are integrated into the website. We therefore have no influence on the volume of data which the respective companies collect by means of these plug-ins. We therefore inform you according to our knowledge:

By integrating the plug-ins, the respective companies receive the information that you have accessed the relevant page of our internet presence. If you are logged into one of the companies listed above, you can assign the visit to your local account. If you interact with the plug-ins, the information is transmitted directly from your browser to the respective company and is stored there. If you do not have an account with any of the companies listed above, there still exists the possibility of them finding and saving your IP address.

Therefore, it cannot be ruled out that every visitor to our internet presence will be recorded on the basis of his IP address and the accessed URL from the company listed above, even if he does not click on the plug-ins, and is not logged in with a user account with the company.

For the purpose and scope of the data collection and further processing and use of the data by these companies, as well as your rights related to this and the setting options for the protection of your private sphere, please refer to the privacy policy of:

<https://www.google.de/intl/de/policies/privacy/>

## 13 Information and contact

You retain control of all the personal information which you provide to us, when you visit the website and use our services. Please be ensured that your private data will be protected.

On request, we will inform you in writing and free of charge, if and which personal data are stored with us. You can also request the deletion of your data stored by us by means of a request, provided that this is not required for the settlement of contractual relationships between you and us or if we are legally obliged to store it.

Please send us your request and feel free to contact us in case of any other questions and suggestions regarding the privacy policy via the following contact options:

Data privacy officer  
Putzmeister Holding GmbH  
Max-Eyth-Strasse 10,  
72631 Aichtal/Germany  
datenschutz(at)putzmeister.com