

AEG

ELUMI PRIVACY POLICY



DATENSCHUTZERKLÄRUNG

Name and contact data of the controller responsible for processing and the company data protection officer

This data protection notice applies to data processing by the

elumi GmbH

Managing Director: Thorsten A. Spengler, Andreas Höhling

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info@elumi.com

Data protection officer:

Björn Windhorst, Brilliantstr. 1, 27442 Gnarrenburg

E-Mail: Bjoern.Windhorst@brilliant-ag.com

2. Collection and storage of personal data as well as type and purpose of its use

a) When visiting the website

When you visit our website www.aeg-led.lighting, the browser on your device automatically sends information to the server of our website. This information is temporarily stored in a so-called log file. The following information is recorded without your intervention and stored until it is automatically deleted:

- IP address of the requesting computer
- Date and time of access
- Name and URL of the retrieved file
- The website from which access is made (referrer URL)
- The browser used and, if applicable, the operating system of your computer as well as the name of your access provider

The stated data is processed by us for the following purposes:

- to ensure a smooth connection setup of the website
- to ensure comfortable use of our website
- to evaluate system security and stability and
- for other administrative purposes

The legal basis for data processing is Article 6(1)(f) of the GDPR (General Data Protection Regulation). Our legitimate interest follows from the purposes listed above for data collection. Under no circumstances do we use the data collected for the purpose of drawing conclusions about you personally.

In addition, we use cookies when you visit our website. You will find more detailed explanations in Sections 4 and 5 of this privacy policy.

b) When using our contact form

If you have any questions, we offer you the opportunity to contact us using the form provided on the website. A valid email address is required so that we know who sent the request and can respond to it. Further information can be provided voluntarily.

The data needed for the purpose of contacting us will be processed in accordance with Article 6(1)(a) of the GDPR on the basis of your voluntary consent.

The personal data collected by us for the use of the contact form will automatically be deleted after your request has been processed.

c) When subscribing to our newsletter

If you have expressly consented pursuant to Article 6(1)(a) of the GDPR, we use your email address to send you our newsletter at regular intervals. Stating an email address is sufficient for receiving the newsletter.

It is possible to unsubscribe at any time, e.g. via a link at the end of each newsletter. Alternatively, you can also send your request to unsubscribe to an info@aeg-led.lighting or info@elumi.com at any time.

3. Disclosure of data

Your personal data will not be transmitted to third parties for purposes other than those listed below.

We will only pass on your personal data to third parties if:

- you have given your express consent pursuant to Article 6(1)(a) of the GDPR;
- the disclosure pursuant to Article 6(1)(f) of the GDPR is necessary for the establishment, exercise or defence of legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data;
- a legal obligation exists for the disclosure pursuant to Article 6(1)(c) of the GDPR and
- this is legally permissible and is required by Article 6(1)(b) of the GDPR for the processing of contractual relationships with you.

4. Cookies

We use cookies on our site. These are small files which your browser automatically creates and which are stored on your device (laptop, tablet, smartphone, etc.) when you visit our website. Cookies do not harm your device, nor do they contain viruses, Trojans or other malicious software.

Information is stored in the cookie which is generated in connection with the specific device used in each case. However, this does not mean that we directly become aware of your identity.

On the one hand, the use of cookies serves to make the use of our offer more pleasant for you. For example, we use so-called session cookies to detect that you have already visited certain pages of our website. These will be deleted automatically after you leave our site.

In addition, we use temporary cookies which are stored on your device for a specified period of time to optimise user-friendliness. If you revisit our website to use our services, it will automatically recognise that you have already visited us and remember the inputs and settings which you made, so that you do not have to re-enter them.

On the other hand, we use cookies to statistically record the use of our website and to evaluate these cookies for the purpose of optimising our offer for you. When you return to our site, these cookies enable us to automatically recognise that you have already visited us. These cookies are automatically deleted after a defined period of time.

The data processed by cookies is necessary for the purposes mentioned, in order to safeguard our legitimate interests and those of third parties pursuant to Article 6(1)(f) of the GDPR.

Most browsers automatically accept cookies. However, you can configure your browser, so that no cookies are stored on your computer or a message always appears before a new cookie is created. However, disabling cookies completely may mean that you cannot use all the functions of our website.

5. Analysis tools

Tracking tools

The tracking measures listed below and used by us are implemented on the basis of Article 6(1)(f) of the GDPR. We use the tracking measures to ensure that our website is designed to meet user requirements and is continually optimised. On the other hand, we use tracking measures to statistically record the use of our website and for the purpose of optimising our offer for you. These interests are deemed to be justified within the meaning of the aforementioned provision.

The respective data processing purposes and data categories can be found in the corresponding tracking tools.

Google Analytics

For the purpose of customising and continually optimising our pages, we use Google Analytics, a web analytics service provided by Google Inc. (<https://www.google.de/intl/en/about/>) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereafter “Google”). In this respect, pseudonymised usage profiles are created and cookies (see section 4) are used. 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 (IP address);
- Time of the server request;

will be transmitted to and stored by Google on a server in the USA. The information is used to evaluate the use of the website, to compile reports on website activity and to provide other services related to website usage and internet usage for the purposes of market research and user-oriented customisation of these Internet pages. This information may also be transferred to third parties if required by law or if third parties process this data in the order. Under no circumstances will your IP address be merged with any other data provided by Google. The IP addresses are anonymised, so that an assignment is not possible (IP masking).

You can prevent the installation of cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use the full functionality of this website.

In addition, you can prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google by downloading and installing a browser add-on (<https://tools.google.com/dlpage/gaoptout?hl=en>).

As an alternative to the browser add-on, especially for browsers on mobile devices, you can also prevent the collection by Google Analytics by clicking this link. In doing so, an opt-out cookie will be set which prevents the future collection of your data when visiting this website. The opt-out cookie is only valid in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you will have to set the opt-out cookie again.

For more information about privacy relating to Google Analytics, see Google Analytics Help (<https://support.google.com/analytics/answer/6004245?hl=en>).

6. Rights of the data subject

You have the right:

- to request information about your personal data processed by us pursuant to Article 15 of the GDPR. In particular, you may request information about the purposes of processing, the category of personal data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right to lodge a complaint, the origin of your data (insofar as it has not been collected by us), and the existence of automated decision-making including profiling and, if applicable, meaningful information on its details;
- to request the rectification without undue delay of incorrect or incomplete personal data stored by us pursuant to Article 16 of the GDPR;
- to request the erasure of your personal data stored by us pursuant to Article 17 of the GDPR, unless the processing is necessary to exercise the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest, or for the establishment, exercise or defence of legal claims;
- to demand the restriction of processing of your personal data pursuant to Article 18 of the GDPR, if you dispute the accuracy of the data, if the processing is unlawful but you oppose its erasure and we no longer need the data, but you require it for the establishment, exercise or defence of legal claims, or if you have filed an objection to the processing pursuant to Article 21 of the GDPR;
- to receive the personal data concerning you which you have provided us in a structured, commonly used and machine-readable format or to request the transmission to another controller pursuant to Article 20 of the GDPR;
- to revoke your consent to us at any time pursuant to Article 7(3) of the GDPR. As a result, we are no longer allowed to continue processing any data based on this consent in the future and
- to lodge a complaint with a supervisory authority pursuant to Article 77 of the GDPR. As a rule, you can contact the supervisory authority of your usual place of residence or work place or of our legal office.

7. Right to object

If your personal data is processed on the basis of legitimate interests, pursuant to Article 6(1)(f) of the GDPR, you have the right to object to the processing of your personal data pursuant to Article 21 of the GDPR provided that there are reasons for this which arise from your particular situation or the objection is aimed against direct marketing. In the latter case, you have a general right to object, which we will implement without the need to specify a particular situation.

If you wish to exercise your right to revoke or object, simply send an email to info@aeg-led.lighting or info@elumi.com.

8. Data security

We use the widely used SSL (Secure Socket Layer) method within the site visit in conjunction with the highest level of encryption supported by your browser. In general, this is a 256-bit encryption. If your browser does not support 256-bit encryption, we will use 128-bit v3 technology instead. You can recognise whether an individual page of our website is encrypted by a closed padlock or key icon in the lower status bar of your browser.

We also take appropriate technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or total loss, destruction or against unauthorized access by third parties. Our security measures are continuously improved in line with technological developments.

9. Up-to-dateness and change of this privacy policy

This privacy policy is currently valid and is dated May 2018.

Due to the continued development of our website and offers, or due to changing legal or official requirements, it may become necessary to amend this privacy policy. You can view and print out the current privacy policy at any time on the website at www.aeg-led.lighting.

Purchased by:
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