

Data privacy statement of BYTEC Medizintechnik GmbH

Homepage bytecmed.com

Principle

The protection of your personal data during the collection, processing and use during your visit to our homepage is important to us. Your data are protected within the framework of legal regulations. Below you will find information about which data are gathered during your visit to our homepage and how they are used.

1. Name and contact details of the controller and the company data protection officer

This data protection information applies to data processing by:

BYTEC Medizintechnik GmbH
Hermann-Hollerith-Str. 11
D-52249 Eschweiler

Phone +49 (0) 24 03 / 78 29 – 900
E-mail: info@bytecmed.com

You can reach the company data protection officer of BYTEC Medizintechnik GmbH at:

E-Mail: datenschutz@bytecmed.de

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

a) When visiting the website

When you visit our website www.bytecmed.com, the browser on your device automatically sends information to the server on our website. This information is temporarily stored in a so-called log file. The following information are recorded without your intervention and stored for 2 months until they are automatically overwritten:

- IP address of the requesting computer,
- Date and time of access,
- Name and URL of the retrieved file,
- 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 mentioned data will be processed by us for the following purposes:

- Ensuring a smooth connection of the website,
- Ensuring comfortable use of our website,
- evaluation of system security and stability as well as
- for other administrative purposes.

The legal basis for data processing is Art. 6 para. 1 sentence 1 lit. f GDPR. 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 under section 4 of this data protection declaration.

b) When using our contact request

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

Data processing for the purpose of contacting us is carried out in accordance with Art. 6 para. 1 sentence 1 lit. fa GDPR on the basis of our legitimate interests in responding to contact requests; in the event that a contractual relationship exists between you and us, the legal basis is Art. 6 para. 1 sentence 1 lit. b GDPR.

The personal data transmitted to us through the use of the contact request will be deleted after your request has been dealt with, provided that there are no statutory retention obligations (e.g. §§ 147 AO, 257 HGB) to the contrary.

3. Passing on 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 Art. 6 para. 1 sentence 1 lit. a GDPR,
- the disclosure pursuant to Art. 6 para. 1 sentence 1 f GDPR is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data,
- in the event that a legal obligation exists for the transfer pursuant to Art. 6 para. 1 sentence 1 lit. c GDPR, and
- this is legally permissible and is necessary for the processing of contractual relationships with you pursuant to Art. 6 para. 1 sentence 1 lit. b GDPR.

4. Cookies

In order to technically guarantee the visit to our website and to enable the use of certain functions, we use so-called cookies on various pages on the basis of § 25 para. 2 no. 2 TDDDG in connection with Art. 6 para. 1 sentence 1 lit. f GDPR and § 25 para. 1 TDDDG in connection with Art. 6 para.1 sentence 1 lit. a GDPR. These are small files that your browser automatically creates and that are stored on your device (laptop, tablet, smartphone, etc.) when you visit our site. Cookies do not damage to your end device, do not contain viruses, Trojans or other malware.

Information is stored in the cookie, which result in each case in connection with the specifically used terminal device. However, this does not mean that we immediately become aware of your identity.

We use technically necessary cookies to provide the basic functions of our website and to ensure its operation. Some features of our website cannot be provided - or cannot be provided in full - without the use of these cookies. In particular, this requires that your browser be recognized even after you navigate to another page, or that the settings you have chosen are saved.

You can find an overview of the cookies, local storage entries, and similar technologies used on our website - including their names, providers, purposes, categories, and storage durations - in our cookie table at: <https://www.bytecmed.com/de/cookie-list/>.

Technically necessary cookies:

a) TYPO3

We use the TYPO3 content management system for the technical operation and administration of our website. TYPO3 is published by the TYPO3 Association, Rathausstraße 14, CH-6340 Baar, Switzerland.

TYPO3 is used for the technical presentation, control, and management of our website's content. As part of website operations, technically necessary cookies may be used, which serve in particular to manage sessions, recognize backend logins, securely provide backend functions, and protect against malicious requests, especially cross-site request forgery (CSRF) attacks.

In particular, the following data may be processed: browser information, date and time of the visit, IP address, operating system of the device used, referrer URL, and the hostname of the accessing computer.

The legal basis for storing technically necessary cookies or accessing information on your device is Section 25(2)(2) of the German Telemedia Act (TDDDG). To the extent that personal data is processed in this context, the processing is based on Article 6(1)(f) of the General Data Protection Regulation (GDPR). Our legitimate interest lies in the technical provision, secure administration, and functionality of our website, as well as in protection against malicious requests.

For more information, please see the TYPO3 Association's privacy policy at: <https://typo3.org/privacy-policy/>.

b) Cookie Consent Manager CCM19

We use the Cookie Consent Manager CCM19 on our website as a technically necessary consent management tool to manage and document your cookie and service settings. The publisher of this service is BYTEC Medizintechnik GmbH, Hermann-Hollerith-Str. 11, 52249 Eschweiler, Germany.

CCM19 is required to obtain, store, and manage your consent to the use of cookies, local storage entries, and similar technologies. Using the consent tool, you can specify which categories of services you wish to consent to. Your selection is saved so that your cookie and service settings can be taken into account and applied the next time you visit the website.

In particular, the following data may be processed: cookie and service settings, consent status, date and time of consent or changes to settings, browser information, device information, and technical information related to consent management.

The legal basis for storing cookie and service settings on your device and for accessing them is Section 25(2)(2) of the German Telemedia Act (TDDDG) in conjunction with Article 6(1)(f) of the General Data Protection Regulation (GDPR). The use of CCM19 is necessary to store the selections you have made, to take them into account when you visit other pages, and to technically implement consent management. In particular, the processing serves to manage your consent decisions and to implement the granting, refusal, or revocation of consent in a traceable manner.

Analysis / Statistics

Below, we list the cookies that are used only with your prior consent pursuant to Section 25(1) of the TDDDG in conjunction with Article 6(1), sentence 1, subparagraph (a) of the GDPR (which can be obtained and revoked via our cookie banner):

5. Web Tracking / Web Analytics with Matomo

We use the web analytics tool Matomo on our website to analyze and optimize our website. Matomo is hosted and operated by BYTEC Medizintechnik GmbH itself. The data collected in this process is not transmitted to Matomo or any other external providers.

Matomo is used to analyze the usage of our website. This allows us to understand how our website is used, which pages and content are accessed, and how we can improve our website in terms of both technology and content.

We use Matomo without employing personal tracking cookies. We have disabled the use of tracking cookies, which is enabled by default in Matomo's basic configuration, to ensure a particularly privacy-friendly process. Matomo truncates or anonymizes IP addresses so that visitors cannot be directly identified. The anonymized statistical data is stored separately from other personal data and does not allow any conclusions to be drawn about a specific individual.

The following data may be processed in this context:

- **Truncated IP address:** anonymized audience measurement and statistical analysis of website usage. Type: Analysis / Statistics. Retention period: 90 days.
- **Time and duration of the visit:** statistical analysis of the frequency and duration of website usage. Type: Analysis / Statistics. Retention period: 90 days.
- **Pages and files accessed:** statistical analysis of which content and sections of the website are used. Type: Analysis / Statistics. Retention period: 90 days.
- **Referrer URL:** analysis of which website users came from to access the website. Type: Analysis / Statistics. Retention period: 90 days.
- **Search terms:** Analysis of which search terms users used to access the website or which terms were used in the internal search. Type: Analysis / Statistics. Retention period: 90 days.
- **Clicks on external links:** Statistical tracking of which external websites are accessed via links on the website. Type: Analysis / Statistics. Retention period: 90 days.
- **System information:** Statistical analysis of the technical use of the website, specifically operating system, browser, browser language, device type, and screen resolution. Type: Analysis / Statistics. Retention period: 90 days.

The legal basis for the use of Matomo and the storage of or access to information on your device is your consent pursuant to Section 25(1) of the TDDDG. The subsequent processing of personal data is based on your consent pursuant to Article 6(1)(a) of the GDPR. You may revoke your consent at any time with future effect via the cookie settings.

The anonymized log data is deleted as soon as it is no longer required for our analysis purposes. This occurs after 90 days. Afterward, only the aggregated reports generated from this data are processed.

You have the option to object to the collection of data regarding your visit for analytical purposes. In this case, an opt-out will be set, which signals to our system that the data from your visit to our website should not be stored for analytical purposes.

Information About Google Services

We use various services provided by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland, on our website. You can find more detailed information about the individual Google services used on this website in the following sections of this Privacy Policy.

The integration of Google services may result in the processing of information about your use of our website. Depending on the service used, this may include, in particular, log data, IP address, browser and device information, location information, cookie IDs, unique identifiers, usage data, and information from cookies and similar technologies. The specific data processed depends on the Google service used and your settings.

If you are signed in to your Google Account, Google may associate the processed information with your Google Account and treat it as personal data. You can limit this association, in particular, by signing out of your Google Account before visiting our website or by adjusting your privacy and advertising settings in your Google Account.

When using Google services, it cannot be ruled out that personal data may also be transferred to Google companies or Google servers outside the European Union or the European Economic Area, particularly to the United States. For data transfers to the United States, the EU-U.S. Data Privacy Framework constitutes an adequacy decision by the European Commission pursuant to Article 45 of the GDPR, provided that the respective recipient is certified under the EU-U.S. Data Privacy Framework. Google LLC is certified under the EU-U.S. Data Privacy Framework:

<https://www.dataprivacyframework.gov/list>

If a data transfer cannot be based on an adequacy decision, it may be based on appropriate safeguards in accordance with Article 46 of the GDPR, in particular the European Commission's Standard Contractual Clauses. Google provides information on the data transfer mechanisms it uses for this purpose.

For more information on data processing by Google, please see Google's privacy policy at <https://policies.google.com/privacy> and at <https://business.safety.google/privacy/>. Information on the technologies and types of cookies used by Google can be found at <https://policies.google.com/technologies/types>. Information about the privacy settings for your Google account can be found at <https://privacy.google.com/take-control.html>.

6. Google Ads Conversion Tracking

We use Google Ads Conversion Tracking on our website. The service provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Google Ads Conversion Tracking is used to measure the success of our advertising campaigns run through Google Ads. If you arrive at our website via a Google ad, we can track whether you subsequently perform an action on the website that we have defined—such as visiting a specific page, contacting us, or completing another conversion. This allows us to evaluate which ads, keywords, ad groups, or campaigns have led to specific user interactions.

In particular, the following data may be processed: date and time of the visit, IP address, referrer URL, browser type, browser language, cookie ID, user behavior, ads clicked, and web requests. This processing may be carried out, in particular, for the purposes of analysis, measuring the success of marketing campaigns, conversion tracking, conversion optimization, the delivery and personalization of advertisements, and the improvement of the service.

The legal basis for the use of Google Ads Conversion Tracking and the storage of or access to information on your device is your consent pursuant to Section 25(1) of the German Telemedia Act (TDDDG) in conjunction with Article 6(1)(a) of the General Data Protection Regulation (GDPR). You may revoke your consent at any time with future effect via the cookie settings.

In connection with the use of Google Ads Conversion Tracking, the transfer of personal data to Google companies and Google servers—including those in countries outside the European Union or the European Economic Area, particularly the United States—cannot be ruled out.

For more information on data processing by Google, please visit:

<https://business.safety.google/privacy/>.

7. Google Tag Manager

We use Google Tag Manager on our website. The service is provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Google Tag Manager is a tag management system that allows website tags to be centrally managed and integrated via a user interface. Tags are small pieces of code that can be used to control specific functions, services, or measurements on a website. In particular, Google Tag Manager can be used to specify when certain tags or scripts are triggered on our website.

Google Tag Manager is used for the technical management and control of website tags and integrated services. It enables the centralized integration, updating, and control of scripts, particularly for analytics, statistics, or marketing services. According to Google, Google Tag Manager itself does not create user profiles and generally does not store its own tracking cookies. To the extent that other services are integrated via Google Tag Manager, these services may in turn process data and use cookies or similar technologies. These services are described separately in this Privacy Policy.

In particular, technical and aggregated information regarding the triggering of tags may be processed. This processing is carried out for the purposes of tag management, the management of website tags and scripts, the technical control of integrated services, and ensuring a convenient and functional user experience on our website.

The legal basis for the use of Google Tag Manager is your consent pursuant to Section 25(1) of the German Telemedia Act (TDDDG) in conjunction with Article 6(1), sentence 1, letter a of the General Data Protection Regulation (GDPR), to the extent that services requiring consent are controlled or triggered via Google Tag Manager. You may revoke your consent at any time with future effect via the cookie settings.

In connection with the use of Google Tag Manager, the transfer of personal data to Google companies and Google servers—including those located in countries outside the European Union or the European Economic Area, particularly the United States—cannot be ruled out.

For more information on data processing by Google, please visit:

<https://business.safety.google/privacy/>.

8. Duration of storage of personal data and criteria for the storage period

We delete personal data after the storage is no longer required for contract processing or execution and no legitimate interests on our part or statutory retention obligations (Section 147 of the German Fiscal Code, Section 257 of the German Commercial Code) prevent deletion.

9. Rights of the persons concerned

You have the right:

- to request information about your personal data processed by us in accordance with Art. 15 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 have been or will be disclosed, the planned storage period, the existence of a right to rectification, deletion, restriction of processing or objection, the existence of a right of appeal, the origin of your data, if these have not been collected by us, and the existence of automated decision-making including profiling and, if applicable, meaningful information on their details;
- in accordance with Art. 16 GDPR, to demand without delay the correction of incorrect or complete personal data stored by us;
- to request the deletion of your personal data stored with us in accordance with Art. 17 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 to assert, exercise or defend legal claims;
- in accordance with Art. 18 GDPR, to restrict the processing of your personal data if you dispute the accuracy of the data, if the processing is unlawful but you refuse to delete the data and we no longer need the data, but if you need it to assert, exercise or defend legal claims or if you have filed an objection to the processing in accordance with Art. 21 GDPR;
- in accordance with Art. 20 GDPR, to receive your personal data that you have provided to us in a structured, current and machine-readable format or to request its transfer to another person responsible;
- in accordance with Art. 7 para. 3 GDPR, to revoke your consent to us at any time. As a result, we are no longer allowed to continue processing data based on this consent in the future and
- to complain to a supervisory authority pursuant to Art. 77 GDPR. As a rule, you can contact the supervisory authority at your usual place of residence or workplace or at our company headquarters. The competent authority for us is the State Commissioner for Data Protection and Freedom of Information of North Rhine-Westphalia, Postfach 20 04 44, 40102 Düsseldorf, Germany.

10. RIGHT OF OBJECTION

INSOFAR AS WE BASE THE PROCESSING OF YOUR PERSONAL DATA ON THE BALANCING OF INTERESTS PURSUANT TO ART. 6 ABS. 1 LIT. F GDPR, YOU MAY OBJECT TO THE PROCESSING. WHEN EXERCISING SUCH AN OBJECTION, WE ASK YOU TO EXPLAIN THE REASONS WHY WE SHOULD NOT PROCESS YOUR PERSONAL DATA AS WE HAVE DONE. IN THE EVENT OF YOUR JUSTIFIED OBJECTION, WE WILL EXAMINE THE SITUATION AND EITHER DISCONTINUE OR ADAPT THE DATA PROCESSING OR POINT OUT TO YOU OUR COMPELLING REASONS WORTHY OF PROTECTION ON THE BASIS OF WHICH WE WILL CONTINUE THE PROCESSING.

IN THE CASE OF DIRECT ADVERTISING, YOU HAVE A GENERAL RIGHT TO OBJECT, WHICH WE WILL IMPLEMENT WITHOUT SPECIFYING A PARTICULAR SITUATION.

IF YOU WISH TO EXERCISE YOUR RIGHT OF REVOCATION (PROVIDED YOU HAVE GIVEN YOUR CONSENT) OR YOUR RIGHT TO OBJECT, SIMPLY SEND AN E-MAIL TO DATENSCHUTZ@BYTECMED.DE.

11. Data security

We use the most common SSL (Secure Socket Layer) method in connection with the highest level of encryption supported by your browser. Usually this is a 256-bit encryption. If your browser does not support 256-bit encryption, we use 128-bit v3 technology instead. Whether a single page of our website is transmitted in encrypted form is indicated by the closed display of the key or lock symbol in the lower status bar of your browser.

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

12. Actuality and change of this privacy policy

This data protection declaration is currently valid and has the status as of July 2016. Due to the further development of our website and offers above or due to changed legal or official requirements, it may become necessary to change this data protection declaration. You can access and print out the current data protection declaration at any time on the website at

<https://www.bytecmed.com/en/downloads>.

13. Presence in social networks (social media)

We maintain online presences within social networks and process user data in this context in order to communicate with users active there or to offer information about us.

We would like to point out that user data may be processed outside the European Union. This may result in risks for the users because, for example, the enforcement of the users' rights could be made more difficult.

Furthermore, user data is usually processed within social networks for market research and advertising purposes. For example, usage profiles can be created based on the usage behavior and resulting interests of the users. The usage profiles can in turn be used, for example, to place advertisements within and outside the networks that presumably correspond to the interests of the users. For these purposes, cookies are usually stored on the users' computers, in which the usage behavior and interests of the users are stored. Furthermore, data independent of the devices used by the users may also be stored in the usage profiles (especially if the users are members of the respective platforms and are logged in to them).

For a detailed presentation of the respective forms of processing and the options to object (opt-out), we refer to the privacy statements and information provided by the operators of the respective networks.

In the case of requests for information and the assertion of data subject rights, we would also like to point out that these can be asserted most effectively with the providers. Only the providers have access to the users' data and can take appropriate measures and provide information directly. If you still need help, you can contact us.

Types of data processed: inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. entries in online forms), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).

Data subjects: Users (e.g., website visitors, users of online services).

Purposes of processing: contact requests and communication, tracking (e.g. interest/behavioral profiling, use of cookies), remarketing, reach measurement (e.g. access statistics, recognition of returning visitors).

Legal basis: Legitimate interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

Services used and service providers:

LinkedIn: social network;

service provider: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland;

website: <https://www.linkedin.com>;

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

opt-out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

Xing: Social network;

service provider: New Work SE, Baumwall 7, 20459 Hamburg, Germany.

website: <https://www.xing.com>.

privacy policy: <https://privacy.xing.com/en/privacy-policy>

According to XING's Privacy Policy, New Work SE is responsible for the processing of personal data in connection with XING.

Instagram: Social network;

service provider: Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland

Commercial register number: 462932

Privacy policy: https://help.instagram.com/519522125107875/?helpref=hc_fnav