

Privacy Notice

1. Introduction

We would like to use the information below to provide you "data subject" with an overview of our processing of your personal data and your rights under data protection law. It is generally possible to use our website without entering personal data. However, if you wish to make use of special services offered by our company through our website, it may be necessary to process personal data. If it is necessary to process personal data and there is no legal basis for such processing, we will generally obtain your consent.

Personal data, such as your name, address or email address, is always processed in accordance with the EU General Data Protection Regulation (GDPR) and in accordance with the country-specific data protection regulations applicable to the "Siteco GmbH". The aim of this Privacy Notice is to inform you about the scope and purpose of the personal data we collect, use and process.

As the data controller, we have implemented numerous technical and organisational measures to ensure the most complete possible protection of the personal data processed via this website. Nevertheless, Internet-based data transmissions can in principle have security gaps so that absolute protection cannot be guaranteed. For this reason, you are free to submit personal data on alternative ways, such as by phone or by post to us.

2. Data controller

The data controller, as defined by the GDPR, is:

Siteco GmbH

Georg-Simon-Ohm-Strasse 50, 83301 Traunreut, Deutschland

Phone: +49 8669 33-0

Fax: +49 8669 33-397

Email: info@siteco.de

Data controller's representative: Ralph Hesse

3. Data protection officer

You can reach the data protection officer as follows:

Lothar Becker

Phone: +49 (0)8061 495743

Fax: +49 (0)8061 495744

Email: lothar.becker@datenschutz-it.de

You may contact our data protection officer directly at any time if you have any questions or suggestions regarding data protection.

4. Technology

4.1 SSL/TLS encryption

This site uses SSL or TLS encryption to **ensure** the security of data processing and to protect the transmission of confidential content, such as orders, login details or contact requests that you send to us as the website operator. You can recognise an encrypted connection by your browser's address bar reading "https://" instead of "http://" and the lock symbol in the browser bar.

We use this technology to protect your transmitted data.

4.2 Data collection when visiting the website

If you only use our website for informational purposes, i.e. if you do not register or otherwise provide us with information, we only collect the data your browser sends our server (in what is known as "server log files"). Our website collects a range of general data and information each time you access a website or an automated system. This general data and information is stored in the server's log files. It may be collected

1. the types and versions used,
2. the operating system used by the accessing system,
3. the website from which an accessing system accesses our website (called a referrer),
4. the sub-pages accessed via an accessing system on our website,
5. the date and time the website is accessed,
6. a truncated internet protocol address (anonymised IP address) and
7. the accessing system's internet service provider.

No conclusions are drawn about you when using this general data and information. Instead, this information is needed

1. to properly deliver our website content,
2. to optimise the content of our website as well as to advertise it,
3. to ensure the continued functioning of our IT systems and our website's technology
4. as well as to provide the information necessary for law enforcement authorities to prosecute in the event of a cyber attack.

This collected data and information is therefore statistically analysed and further analysed by us with the aim of increasing data protection and data security within our company to ultimately ensure an optimum level of protection for the personal data being processed by us. The anonymous data from the server log files is stored separately from all personal data provided by a data subject.

The legal basis for data processing is Article 6 Paragraph 1 Sentence 1(f) GDPR. Our legitimate interest is based on the purposes listed above for the collection of data.

5. Cookies

5.1 General information about cookies

We use cookies on our website. Cookies are small files that are automatically created by your browser and stored on your IT system (laptop, tablet, smartphone, etc.) when you visit our website.

Information generated from the specific device used is stored in cookies. This does not mean, however, that we will gain immediate knowledge of your identity.

The use of cookies helps us make it more convenient for you to use our website. For example, we use session cookies to detect whether you have already visited individual pages on our website. These are erased automatically when you leave our website.

We also use temporary cookies to optimise user-friendliness. These cookies are stored on your device for a specific period of time. If you return to our website to use our services, cookies allow us to automatically recognise that you have visited our website previously and remember the inputs and settings you have made so that you do not have to enter them again.

We also use cookies to statistically record the use of our website and analyse it for the purpose of optimising our services. These cookies allow us to automatically recognise that

you have already visited our website when you visit our website again. These cookies are automatically erased after a defined period of time.

5.2 Legal basis for the use of cookies

The data processed by cookies, which are required for the proper functioning of the website, are to safeguard our legitimate interests pursuant to Article 6 Paragraph 1 Sentence 1(f) GDPR.

For all other cookies you have given your consent to this through our opt-in cookie banner in accordance with Article 6 Paragraph 1(a) GDPR.

6. Contents of our website

6.1 Registering as a user

You have the option to register on our website by providing personal data.

The input screen used to register in each case determines what personal data is shared with us. The personal data you enter will be collected and stored exclusively for internal use by us and for our own purposes. We may arrange for data to be shared with one or more data processors, such as a parcel service, which will also use your personal data solely for internal purposes attributable to us.

When you register on our website, the IP address assigned by your Internet Service Provider (ISP) and the date and time of registration are also stored. This is done only for the purpose of preventing our services from being misused. If necessary, this data may be used to clarify the situation surrounding any crimes committed. In this respect, the storage of this data is necessary for our security. This data will not be disclosed to third parties unless there is a legal obligation to do so or the data is used for criminal prosecution.

Your registration, including the voluntary entry of personal data, also allows us to offer you content or services which, due to their nature, may only be offered to registered users. Registered persons are free to modify the personal data they provided during the registration process at any time or have it completely erased from our database.

We will provide you with information at any time on request as to what personal data is stored about you. We will also rectify or erase delete personal data at your request, unless legal retention obligations to the contrary are in place. Data subjects may contact the data protection officer named in this Privacy Notice and all other employees for this purpose.

Your data is processed in the interests of simple, convenient use of our website. This constitutes a legitimate interest as defined by Article 6 Paragraph 1(f) GDPR.

6.2 Contact/contact form

Personal data is collected when you contact us (e.g. using our contact form or by email). If you use a contact form to get in touch with us, the contact form you use will indicate the data being collected. This data is stored and used exclusively for the purpose of responding to your query or establishing contact and the associated technical administration. The legal basis for data processing is our legitimate interest in responding to your request pursuant to Article 6 Paragraph 1(f) GDPR. If the aim of you contacting us is to conclude a contract, processing is also legally based on Article 6 Paragraph 1(b) GDPR. Your data will be erased once we have finished processing your query. This is the case when it can be inferred from the circumstances that the relevant facts have been clarified in a conclusive manner and there are no statutory retention obligations in place that prevent its erasure.

6.3 Application management/job exchange

We collect and process the personal data of applicants for the purpose of carrying out the application process. Processing may also be carried out electronically. This is particularly the case if an applicant submits corresponding application documents to us electronically, for example by email or via a web form on the website. If we conclude an employment contract with an applicant, the data transmitted will be stored for the purpose of processing the employment relationship in compliance with the statutory provisions. If we do not conclude an employment contract with the applicant, the application documents will be automatically erased two (2) months after notification of the rejection decision, provided that no other legitimate interests of ours prevent their erasure. Other legitimate interests in this context include, for example, the duty to provide evidence in proceedings under the German Equal Treatment Act (Allgemeines Gleichbehandlungsgesetz [AGG]).

The sole basis for the data processing is our legitimate interest in line with Article 6 Paragraph 1(f) GDPR.

7. Newsletters

7.1 Marketing newsletter

You can subscribe to our newsletter via our website. The input screen determines which personal data are shared with us when subscribing to the newsletter.

We use our newsletter to regularly communicate our offers to our customers and business partners. You can, therefore, only receive our company's newsletter if

1. you have a valid email address and
2. have registered for the newsletter.

For legal reasons, as part of the double opt-in procedure a confirmation email will be sent to the email address you provided when registering for the newsletter. This confirmation email is sent to check if you are the holder of the email address and have authorised the newsletter.

When you register for the newsletter we also save the IP address used by your IT system at the time of registration, which is issued by your Internet Service Provider (ISP) as well as the date and time of registration. We must collect this data to investigate any (possible) misuse of your email address at a later stage and it is therefore lawful for the purposes of our security.

The personal data collected during registration are used solely for sending our newsletter. Furthermore, subscribers to the newsletter may receive information via email if this is required in order to administer the newsletter service for registration purposes, which may be the case if our newsletter is amended or technical circumstances change. Personal data collected for our newsletter service are not shared with third parties. You may terminate your subscription to our newsletter at any time. You can at any time withdraw your consent to the storage of the personal data you shared during registration. A link is provided in each newsletter to allow you to withdraw your consent. It is also possible to unsubscribe from our newsletter directly through the website or to contact us in another manner.

The legal basis for data processing for the purposes of sending a newsletter is article 6, paragraph 1 lit. a GDPR.

8. Social media plugins

8.1 Instagram plugin

We have integrated Instagram components on this website. Instagram is a service that qualifies as an audiovisual platform that enables users to share photos and videos and also to disseminate such data on other social networks.

Instagram's services are run by Instagram LLC, 1 Hacker Way, Building 14 First Floor, Menlo Park, CA, USA.

Each time a visitor opens an individual page of the website run by us and on which an Instagram component (Instagram button) is integrated, the Instagram component in question will trigger the browser on your IT system to download a depiction of the corresponding Instagram component from Instagram. As part of this technical process, Instagram will receive information about the specific sub-page of our website you visit.

If you are logged in to Instagram at the same time, Instagram will recognise which specific page you are visiting each time you access our website and for the entire duration of your stay on our website. This information is collected by the Instagram component and assigned to your Instagram account by Instagram. If you click on one of the Instagram buttons integrated on our website, the data and information transmitted will be assigned to your personal Instagram user account and stored and processed by Instagram.

Through the Instagram component, Instagram receives information that you have visited our website whenever you are logged in to Instagram at the same time as accessing our website, regardless of whether you click on the Instagram component or not. If you do not want this information transferred to Instagram, you can prevent this by logging out of your Instagram account before visiting our website.

For more information and to review Instagram's current privacy policy, please visit <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>.

8.2 LinkedIn plugin

We have integrated LinkedIn components on this website. LinkedIn is a web-based social network that enables users to connect to existing business contacts and to make new business contacts.

LinkedIn is operated by the LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. For privacy matters outside the United States, LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible.

Each time you visit our website, which is equipped with a LinkedIn component (LinkedIn plugin), this component causes the browser you are using to download a corresponding depiction of the component from LinkedIn. More information on the LinkedIn plugins can be found at <https://developer.linkedin.com/plugins>. As part of this technical process, LinkedIn will receive information about the specific sub-page of our website you have visited.

If you are logged in to LinkedIn at the same time, LinkedIn will recognise which specific page you are visiting each time you access our website and for the entire duration of your stay on our website. This information is collected by the LinkedIn component and allocated to your LinkedIn account by LinkedIn. If you click on a LinkedIn button integrated on our website, LinkedIn assigns this information to your personal LinkedIn user account and stores this personal data.

Through the LinkedIn component, LinkedIn receives information that you have visited our website whenever you are logged in to LinkedIn at the same time as accessing our website, regardless of whether you click on the LinkedIn component or not. If you do not want this information transferred to LinkedIn, you can prevent this by logging out of your LinkedIn account before visiting our website.

You can unsubscribe from LinkedIn email messages, SMS messages and targeted ads and manage your ad settings at <https://www.linkedin.com/psettings/guest-controls>. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame, which may set cookies. You can reject these cookies by visiting <https://www.linkedin.com/legal/cookie-policy>. LinkedIn's current privacy policy can be

found at <https://www.linkedin.com/legal/privacy-policy>. LinkedIn's cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>.

8.3 XING plugin

We have integrated XING components on this website. XING is a web-based social network that enables users to connect to existing business contacts and to make new business contacts. Individual users can create a personal profile of themselves at XING. Companies can, for example, create company profiles or publish job offers on XING.

XING is operated by XING SE, Dammtorstrasse 30, 20354 Hamburg, Germany.

Each time a visitor opens an individual page of the website run by us and on which a XING component (XING plugin) is integrated, the XING component in question will trigger the browser on your IT system to download a depiction of the corresponding XING component from XING. Additional information on the XING plugin can be found at <https://dev.xing.com/plugins>. As part of this technical process, XING will receive information about the specific sub-page of our website you visit.

If you are logged in to XING at the same time, XING will recognise which specific page you are visiting each time you access our website and for the entire duration of your stay on our website. This information is collected by the XING component and allocated to your XING account by XING. If you click on one of the XING buttons integrated on our website, such as the "Share" button, XING assigns this information to your personal XING user account and stores this personal data.

Through the XING component, XING receives information that you are visiting our website whenever you are logged in to XING at the same time as accessing our website, regardless of whether you click on the XING component or not. If you do not want this information transferred to XING, you can prevent this by logging out of your XING account before visiting our website.

XING's privacy policy, available at <https://www.xing.com/privacy>, provides information on the collection, processing and use of personal data by XING. XING has also published a privacy policy for the XING Share button, available at https://www.xing.com/app/share?op=data_protection.

9. Web analytics

9.1 Google Analytics

We use Google Analytics, a web analytics service provided by Google Ireland Limited (<https://www.google.com/about/>) (Gordon House, Barrow Street, Dublin 4, Ireland; hereinafter referred to as "Google"), on our website. As part of this, pseudonymised user profiles are created and cookies (see the section on "Cookies") are used. The information generated by the cookie about your use of this website, such as your browser

1. browser type/version
2. operating system
3. referrer URL (website previously visited), host
4. name of the accessing computer (IP address) and
5. time of server request,

is transmitted to a Google server in the US and stored there. This information is used to evaluate your use of this website, to compile reports on the website activities, and to perform further services linked to website and internet use for market research purposes and to tailor the design of this website. This information may also be sent to third parties if this is legally required or if third parties process this data on behalf of Google. Under no circumstances will your IP address be associated with any other data. IP addresses are anonymised so that it is not possible to assign them to individuals (known as IP masking).

You may refuse the use of cookies by selecting the appropriate settings on your browser; however, we would point out that this may result in you not being able to use all the features of this website.

These processing operations only take place if express consent is granted in accordance with Article 6 Paragraph 1(a) GDPR.

You can also prevent the data generated by the cookie about your use of the website (including your IP address) from being sent to and processed by Google by downloading and installing the available 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 Google Analytics from capturing data by clicking on the following link: Deactivate Google Analytics. This sets an opt-out cookie that prevents the future collection of your data when visiting this website. The opt-out cookie is only valid on this browser and only for our website and is stored on your device. If you erase the cookies stored for this browser, you will need to reset the opt-out cookie.

Additional information on data protection with respect to Google Analytics is available on the Google Analytics website in the help section (<https://support.google.com/analytics/answer/6004245?hl=en>).

9.2 LinkedIn Insight Tag

Diese Website verwendet das ?LinkedIn Insight Tag?, ein Conversion Tool der LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Irland. Dieses Tool erlaubt es uns, Ihnen

auf Ihren Interessen basierte Werbung auf anderen Websites anzuzeigen. Dafür wird ein Cookie in Ihrem Browser mit einer Gültigkeit von 120 Tagen gesetzt. LinkedIn stellt uns anonymisierte Berichte zur Verfügung, diese enthalten Daten über die Anzeigenaktivität sowie Informationen über Ihre Interaktion mit unserer Website. Mehr Informationen zum Datenschutz auf LinkedIn finden Sie in der Datenschutzerklärung von LinkedIn. Sie können darüber hinaus die Erfassung der durch das Cookie erzeugten und auf Ihre Nutzung der Website bezogenen Daten an LinkedIn sowie die Verarbeitung dieser Daten durch LinkedIn verhindern, indem Sie ein Opt-Out-Cookie setzen, das die zukünftige Erfassung Ihrer Daten beim Besuch dieser Website verhindert. Hierzu klicken Sie auf diesen Link: [LinkedIn Insight Tag deaktivieren](#) Der Opt-Out-Cookie gilt nur in diesem Browser und nur für unsere Website und wird auf Ihrem Gerät abgelegt. Löschen Sie die Cookies in diesem Browser, müssen Sie das Opt-Out-Cookie erneut setzen. Die Datenverarbeitungen sind jeweils nach Art. 6 Abs. 1 lit. f) DS-GVO gerechtfertigt, da wir ein berechtigtes Interesse daran haben, Ihnen personalisierte Werbung anzuzeigen und die Nutzung unserer Website auszuwerten.

10. Advertising

10.1 Google Ads (formerly AdWords)

Our website uses the functions of Google Ads, which we use to advertise this website in Google's search results as well as on third party websites. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). To this end, Google places a cookie on your device's browser, which automatically uses a pseudonymous cookie ID and facilitates interest-based advertising on the basis of the websites you have visited.

These processing operations only take place if express consent is granted in accordance with Article 6 Paragraph 1(a) GDPR.

No further processing will take place unless you have consented to Google linking your internet and app browsing history to your Google account and using information from your Google account to personalise ads you view online. In this case, if you are logged in to Google during your visit to our website, Google will use your information in conjunction with Google Analytics data to create and define target audience lists for cross-device remarketing. Google will temporarily link your personal data with Google Analytics data in order to form target groups.

You can permanently disable the setting of cookies for ad preferences by downloading and installing the browser plug-in available from the following link:

<https://www.google.com/settings/ads/onweb/>.

Alternatively, you can contact the Digital Advertising Alliance at www.aboutads.info to find out about the setting of cookies and configure your settings. Finally, you can adjust your browser's settings in such a way that you are informed about the use of cookies and you only permit the acceptance of cookies on an individual basis or in certain cases; alternatively you may adjust these settings to generally block cookies. Not accepting cookies may limit the functionality of our website.

Google Ireland Limited, headquartered in Ireland, is certified under the "Privacy Shield", a US-European data protection accord which ensures compliance with the data protection level applicable in the EU.

More information and the privacy policy regarding advertising and Google can be found here: <https://www.google.com/policies/technologies/ads/>.

11. Google Optimize (A/B Testing Tool)

Unsere Website verwendet ferner Google Optimize. Google Optimize analysiert die Nutzung verschiedener Varianten unserer Website und hilft uns die Benutzerfreundlichkeit entsprechend dem Verhalten unserer Nutzer auf der Website zu verbessern. Google Optimize ist ein in Google Analytics integriertes Tool. Google Tag Manager ist ebenfalls ein Produkt von Google, das uns erlaubt, Website-Tags über eine Oberfläche zu verwalten. Der Tag Manager ist eine cookiefreie Domain und erfasst keine personenbezogenen Daten. Das Tool sorgt für die Auslösung anderer Tags, die ihrerseits unter Umständen Daten erfassen. Google Tag Manager greift nicht auf diese Daten zu. Wenn auf Domain- oder Cookie-Ebene eine Deaktivierung vorgenommen wurde, bleibt diese für alle Tracking-Tags bestehen, die mit Google Tag Manager implementiert werden. Wenn Sie keine interessenbasierte Werbung erhalten möchten, können Sie die Verwendung von Cookies durch Google für diese Zwecke deaktivieren, indem Sie die Seite <https://support.google.com/ads/answer/7395996> aufrufen.

12. Plugins and other services

12.1 Google Tag Manager

This website uses Google Tag Manager, a cookie-free domain that does not collect personally identifiable information.

With this tool, "website tags" (i.e. keywords that are integrated into HTML elements) can be implemented and managed via an interface. By using the Google Tag Manager, we can automatically track which button, link or customised image you have actively clicked and then record which content on our website is of particular interest to you.

The tool also triggers other tags that may themselves collect data. Google Tag Manager does not access this data. If you have disabled it at the domain or cookie level, it will remain in place for all tracking tags implemented with Google Tag Manager.

These processing operations only take place if express consent is granted in accordance with Article 6 Paragraph 1(a) GDPR.

12.2 YouTube (videos)

We have integrated YouTube components on this website. YouTube is an online video portal that allows video publishers to freely place video clips and allows other to view, rate and comment on videos free of charge. YouTube allows the publication of all types of videos. Both full film and television broadcasts as well as music videos, trailers and user-generated videos are available via the online portal.

YouTube is operated by YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Each time a visitor opens an individual page of the website run by us and on which a YouTube component (YouTube video) is integrated, the YouTube component in question will trigger the browser on your IT system to download a representation of the corresponding YouTube component from YouTube. Additional information on YouTube can be found at <https://www.youtube.com/yt/about/>. As part of this technical process, YouTube and Google will receive information about the specific sub-page of our website you visit.

If the data subject is logged onto YouTube at the same time as they visit our website, YouTube identifies the specific sub-page of our website your visit when a sub-page containing a YouTube video is accessed. This information is collected through YouTube and Google and assigned to your YouTube account.

Through the YouTube component, YouTube and Google receive information that you have visited our website whenever you are logged in to YouTube at the same time as accessing our website, regardless of whether you click on a YouTube video or not. If you do not want this information transferred to YouTube and Google, you can prevent this by logging out of your YouTube account before visiting our website.

These processing operations only take place if express consent is granted in accordance with Article 6 Paragraph 1(a) GDPR.

YouTube's privacy policy, available at <https://www.google.com/intl/gb/policies/privacy/>, provides information on the collection, processing and use of personal data by YouTube and Google.

This privacy statement has been prepared with the assistance of the privacy software: [audatis](https://www.audatis-manager.de) MANAGER.