

Data protection declaration and information concerning data processing

1. Contact details of the controller and data protection officer

1.1 Controller:

CeramTec GmbH
CeramTec-Platz 1-9
73207 Plochingen, Germany
info@ceramtec.de

1.2 Data protection officer:

The data protection officer can be contacted via the address above or by email at datenschutz@ceramtec.de

2. Purposes of the processing

2.1 Consent (Article 6 Paragraph 1a GDPR)

Processing of personal data for certain purposes (for example sending our newsletter by email after clicking the confirmation link which is sent to you, passing on of the personal data to other third parties, evaluation of data for marketing purposes) takes place if you have issued us with your consent.

2.2 Contractual or pre-contractual obligations (Article 6 Paragraph 1b GDPR)

We process personal data which is required in order to fulfill a contract where you are a contracting party or in order to carry out pre-contractual measures which take place following the initiation of contact by you, for example via our website contact form. The purposes of the data processing depend on the concrete contract (for example, sales, work, delivery or employment contract) and can, amongst others, include evaluations, advice or the carrying out of other measures. Personal data of employees is processed by us for the purposes of the employment relationship, should this be necessary in order to take a decision about whether to enter into an employment relationship or, once an employment relationship has been entered into, in order to perform it or to exercise or fulfill the rights and obligations which arise in accordance with the law. Within the framework of the consideration of interests, data is passed on within the corporate group (you can find a current overview of the group [here](#)).

2.3 Legal regulations (Article 6 Paragraph 1c GDPR)

Due to legal obligations, data processing can take place for purposes connected to the prevention of fraud and money laundering, in order to fulfill monitoring and reporting obligations under tax laws and in order to provide information to the authorities as examples.

2.2 Consideration of interests (Article 6 Paragraph 1f GDPR)

In order to safeguard our legitimate interests or those of third parties, data processing also takes place for certain purposes after a consideration of interests, for example in order to ensure compliance with the house rules, to bring legal claims, to clarify criminal offenses, to calculate risks of non-payment, for optimal product development, to address customers for marketing purposes in an optimal manner, such as getting in touch with other companies by telephone, creation of picture and

sound recordings for publication as adverts, creation and publication of participant directories, sending of advertising information by post (for example invitations to events, showcasing new products and services), optimal requirements planning or in order to ensure data security.

3. Further data processing within the framework of the use of the websites

3.1 Newsletter

You have the option of subscribing to our newsletter via our website. For you to subscribe we require your e-mail address and your declaration agreeing to the receipt of the newsletter. In order to be able to provide you with information applicable to you, we also process voluntary information such as your name and address. As soon as you have subscribed to the newsletter, we will send you a confirmation e-mail with a link for confirming your subscription. You can unsubscribe from the newsletter at any time by clicking on the unsubscribe link. We will then delete your data in relation to the newsletter immediately.

3.2 Cookies

On various sites, we use cookies in order to make visiting our website more attractive and to enable the use of certain functions. The so-called “cookies” are small text files which can be placed on your computer by your browser. Some cookies are required for running the website (category: required cookies), other cookies are only set if you have given us your prior consent (category: statistical cookies). The process of placing a cookie is also referred to as “setting a cookie”. You can set your browser yourself in such a way that you are informed of the setting of cookies, can decide on a case by case basis as to whether you wish to accept non-necessary cookies or can generally accept or reject the setting of non-necessary cookies.

3.2.1 Required cookies

We use required cookies for transmitting or facilitating the transmission of a communication over an electronic communication network. Additionally, we use required cookies to provide you with information society services expressly requested by you.

Required cookies in detail:

Name of cookie: kirby_session

Purpose: This cookie is used to recognize if a user is logged in.

Length of storage: Expires at end of session

Type of cookie: Session cookie

3.2.2 Statistical cookies: Google Analytics with anonymization feature

When you activate statistical cookies, you are consenting to our use of Google Analytics on our website, a web analysis service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, hereinafter referred to as “Google.” We have concluded an appropriate order processing contract with Google. Google Analytics uses so-called “cookies.” These are text files which are saved on your computer and which enable an analysis of the use of the website by you. The information concerning your use of the website which is generated by the cookie is generally sent to a Google server in the USA and saved there. Google provides an undertaking that in case of the activation of IP anonymization on this website, your IP address will however be shortened first in Member States of the European Union or other Member States of the European Economic Area. Only in exceptional cases is the full IP address transmitted to and abbreviated on one of Google’s servers in the USA. On behalf of the operator of this website, Google will use this information in order to evaluate your use

of the website, to compile reports concerning the website activities and to provide other services connected to the use of the website and the use of the internet for the website operator. Google ensures that the IP address which is transmitted by your browser within the framework of Google Analytics is not combined with other data from Google. You can prevent the saving of cookies by setting your browser software accordingly; however, we wish to point out that in such a case, you may not be able to use all of the functions of this website. In addition, you can prevent the recording of the data generated by the cookie which relates to your use of the website (including your IP address) by Google, as well as the processing of this data by Google. Please download and install the browser add-on which can be obtained via the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>

Further information can be obtained via the following link (general information concerning Google Analytics and data protection): <http://www.google.com/intl/de/analytics/privacyoverview.html>

We wish to inform you that Google Analytics has been extended by the `gat._anonymizeIp()` code on this website, in order to ensure anonymized recording of IP addresses (so-called IP masking).

Statistical cookies in detail:

Name of cookie: `_ga`

Purpose: This cookie is used for Google Analytics to differentiate between users.

Length of storage: 2 years

Type of cookie: Third party cookie

Name of cookie: `_GID`

Purpose: Registers a distinct ID that is used to generate statistical data about how a visitor uses the website.

Length of storage: 1 day

Type of cookie: Third party cookie

Name of cookie: `_GALI`

Purpose: This cookie is set by Google Analytics. It gathers anonymous data about which elements are being clicked on on a page.

Length of storage: 30 seconds

Type of cookie: Third party cookie

Name of cookie: `_GAT`

Purpose: This cookie is used by Google Analytics to limit the number of requests made to their server. This is especially relevant for highly frequented websites that send each site visit to the Google Analytics server.

Length of storage: 1 minute

Type of cookie: Third party cookie

3.2.3 Personalization cookies

We use personalization cookies to show you a “Setting” menu item, where you can choose the preferred language for the User Interface and the language of CeraNews | To the Point. From 2019 onwards the issues of CeraNews | To The Point will only be available in English.

Required cookies in detail:

Name of cookie: langprefs_ui

Purpose: This cookie is used to offer the user the choice of a preferred language for the user interface.

Length of storage: 5 years

Type of cookie: Persistent cookie

Name of cookie: langprefs_issues

Purpose: This cookie is used to offer the user the choice of a preferred language for the CeraNews | To the Point issues.

Length of storage: 5 years

Type of cookie: Persistent cookie

3.4 Anonymized or pseudonymized use options

You can generally visit our website without providing us with personal data. Pseudonymized user data is not combined with data of the holder of the pseudonym. No pseudonymized user profiles are created.

3.5 Statistical evaluation of the visits to this Internet site

We gather, process and save the following data when this internet site or individual files of the internet site are accessed: IP address, website from which the file was accessed, name of the file, date and time of the access, transferred data quantity, referrer and user agent and report concerning the success of the access (so-called web log). This access data is only used by us in non-personalized form in order to constantly improve our internet service and for statistical purposes.

4. Recipient categories

In order to fulfill the intended purposes, the necessary data may be accessed by various departments and locations across our company, as well as within our corporate group. Order processors engaged by us may also receive data for certain purposes, such as IT services, file disposal and marketing. Additional recipients of personal data can include public bodies, credit and financial services providers, lawyers and tax advisors or information agencies.

5. Transfer to a third country or international organization

A data transfer to third countries only takes place if this is necessary or legally required, for instance for the fulfillment of a contract, if you have issued us with your consent or if this is connected to a collective agreement or works council agreement, for example in the scope of a group data transfer. Within the framework of the maintenance of IT components, it is also possible that an IT service provider from a third country (for example the USA) may view personal data in rare cases. Otherwise, no personal data is transferred to third countries or international organizations.

6. Duration of the saving of data

For the duration of the contractual relationship, the personal data will be saved by us. In addition, the statutory limitation periods are generally for three years. Following the completion of the recruitment process, we will generally delete your data within three months, should we decide not to

appoint you to a position within our company. Various retention and documentation obligations exist, for example under the German Commercial Code (HGB) and the German Tax Code (AO), which can last for up to ten years.

7. Right of information, rectification, erasure, restriction, data portability

You have the right of information in accordance with Article 15 GDPR, the right of rectification in accordance with Article 16 GDPR, the right of erasure in accordance with Article 17 GDPR, the right to have the processing restricted in accordance with Article 18 GDPR and the right of data portability in accordance with Article 20 GDPR. Please contact us should you wish to claim these rights.

8. Revocation of consent

You can revoke any consent which you have issued to us at any time. You can object to the sending of the newsletter by clicking on the unsubscribe link in the newsletter. Please bear in mind that your revocation will only be applicable in the future.

9. Existence of a right to complain

In addition, you have the right to complain to a data protection supervisory authority (Article 77 GDPR).

10. Obligation to provide data

You are only required to provide the personal data which is necessary in order to enter into, perform and terminate a contract or in cases where we are legally obliged to gather the data. Should you not provide the necessary information and documents to us, we cannot enter into or continue the business relationship which you are requesting.

11. Automated decision making in individual cases

We do not generally use any fully automated decision making in order to enter into and perform a business relationship. Should we use such a process in an individual case, we will inform you of such separately if we are required to do so by law.

12. Profiling

In part, we process your data using automated procedures in order to assess certain personal aspects (profiling), for example in order to contact you in a targeted manner and for advertising which is tailored to your needs, including market and opinion research, as well as scoring and rating. The evaluation can include data concerning payment behavior (for example account sales, balances), as well as criteria such as sector membership and experiences under the business relationship so far.

13. Categories of personal data

As examples, we process the following categories of personal data: Core personal data, contractual core data, contractual performance and termination data, order data, data in order to fulfill legal obligations, creditworthiness data, scoring and rating data, advertising and sales data, data concerning your use of the telemedia provided by us (for example the time of accessing our websites, apps or newsletter, clicked pages and entries), as well as other data which is comparable with the named categories.

14. Data sources

We process data which we have received from you within the framework of our business relationship in the same way as data which is lawfully transferred to us by other third parties. We also gather data

from publicly accessible sources (for example branch and debtor directories, the commercial register, the press).

Information concerning your right of objection in accordance with Article 21 GDPR

Right of objection in an individual case

For reasons connected to your specific situation, you have the right to raise an objection at any time against the processing of personal data relating to you which takes place in accordance with Article 6 Paragraph 1e GDPR (data processing in the public interest) and Article 6 Paragraph 1f GDPR (data processing in accordance with a consideration of interests); this also applies to any profiling based on this provision. Should you raise an objection, we will no longer process your personal data, unless we can provide proof of mandatory protective reasons for the processing which outweigh your interests, rights and freedoms or if the processing is necessary to assert, exercise or defend legal claims.

Right to objection against the processing of data for purposes connected to direct advertising

We process your personal data in order to carry out direct advertising. You have the right to object to the processing of personal data relating to you for the purposes of such advertising at any time; this also applies to the profiling, should it be connected to such direct advertising. Should you object to the processing for purposes connected to direct advertising, we will no longer process your personal data for these purposes. The objection can be made informally and should be sent to the following address where possible:

CeramTec GmbH
CeramTec-Platz 1-9
73207 Plochingen, Germany

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