

## Privacy notice on the Logicalis GmbH website

We value you and your privacy and will take all necessary steps to protect it. We solely process your personal data in accordance with the pertinent statutory provisions, in particular the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG).

### Controller and Data Protection Officer

The controller as per Art. 4(7) GDPR is:

Logicalis GmbH  
Martin-Behaim-Straße 19-21  
63263 Neu-Isenburg, Germany  
Phone: +49 (0) 6102 - 7786 – 0  
Fax: +49 (0) 6102 - 7786 – 980  
[info@logicalis.de](mailto:info@logicalis.de)  
[www.logicalis.de](http://www.logicalis.de)

Managing Director: Christian Werner

Our data protection officer is Kerstin Wahl, who can be contacted at [dsb@logicalis.de](mailto:dsb@logicalis.de).

You do not need to disclose personal data such as your name or email address to use our website. Each time you visit our website, our system automatically collects data and information from your computer system required to display and use the website through cookies. We use various types of cookies on this website.

### Log files

Each time you visit our website, our system automatically collects data and information from the system used to access our website.

This includes the following data:

- Information on the browser type and version used
  - The user's operating system
  - The user's internet service provider
  - The user's IP address
  - The date and time of the access
  - The website from which the accessing system visited our website (referrer)
  - The websites the accessing system was forwarded to by our website

This data is stored in our system logfile. It is not stored with any other personal data from the accessing system. The legal basis for this temporary storage is Art. 6(1) lit. f GDPR.

We store this data to ensure the functionality of our website. Furthermore, this data helps us to optimise our website and ensure our IT systems remain secure. We do not analyse this data for marketing purposes. In the above cases, we also have a legitimate interest in the respective processing as per Art. 6(1) lit. f GDPR.

The data shall be erased once it is no longer required to achieve the purpose for which it was collected. Where data was collected in order to display the website, for example, it will be erased when the respective session ends. If data is stored, it shall be erased within 7 days of

collection. In the case that continued storage occurs, the user's IP addresses shall be erased or distorted to ensure they cannot be linked to the assessing client.

### **Contact form and contact by email**

Our website features a contact form, which can be used to contact us. When you send a message, the information entered into the input mask will be transferred to us and stored in order to respond to you.

We need to collect your name, email address and all personal information disclosed in the message to enable you to contact us via the contact form. However, personal data is only provided on a voluntary basis. The message entered in the contact form can only be sent if you first tick the box 'Privacy notice and consent'. We shall process your personal data solely to respond to your query. Your data shall not be forwarded to third parties in relation hereto. It shall only be processed in relation to the conversation with you. This processing takes place on the legal basis of Art. 6(1) lit. a GDPR.

Alternatively, you can also contact us using the email address provided in this privacy notice. In this case, we shall store all information you disclose in the email. The legal basis for the processing of information disclosed when you send an email to us is Art. 6(1) lit. f GDPR. If you contact us by email with the intent of concluding a contract, an additional legal basis for this processing is Art. 6(1) lit. b GDPR.

When you send the message, we shall also store the following data:

- Your IP address
- Date and time of registration

Other personal data processed during the sending process is used to prevent any misuse of the contact form and ensure the security of our IT systems. The legal basis for this storage is Art. 6(1) lit. f GDPR. Our legitimate interest in this processing lies in preventing the misuse of our services and ensuring the security of our IT systems.

You are entitled to withdraw your consent granted to the processing of your personal data at any time by sending us a message using the contact form or by email. In this case, we will no longer be able to continue our conversation with you. The legality of the data processing carried out on the basis of your consent prior to the withdrawal is not affected by this. All personal data stored in relation to our communications shall be erased in this case.

You are not required to provide your data via the contact form. All disclosures are voluntary in nature. However, if you fail to provide any personal data in the contact form, we will not be able to contact you.

We shall erase your data once it is no longer required for the purpose for which it was collected or you withdraw your consent as described above.

### **Email marketing/Pardot**

You can register to receive various marketing emails (including our newsletter) using the registration form on our website. We use the external software solution Pardot from Salesforce, among other services, to facilitate this. You can learn more about Pardot at: <https://www.pardot.com/>. As we process personal data in Salesforce/Pardot for email marketing, we have concluded a written data processing agreement with Pardot. This data processing agreement ensures that Pardot solely processes personal data transmitted by us

on the basis of our instructions and does not transfer it to third parties. When you register to receive marketing content, the data entered into the input mask will be sent to us.

We collect:

- Your email address

Furthermore, we also collect the following information when you register:

- The IP address of the accessing system
- The date and time of registration

Once you have sent the registration form, a confirmation link will be sent to the email address specified by you. Your registration will only be complete once you click on this link. This double-opt-in process allows us to ensure a third party has not registered for our newsletter using your email address.

We shall erase your data once it is no longer required for the purpose for which it was collected or you withdraw your consent as described above.

Our newsletter contains pixel-sized files. When you open the newsletter, these tracking pixels establish a connection to the Pardot server, which allows us to compile evaluation reports and analyses (e.g. on when the newsletter was opened and certain links were clicked on). We shall obtain your consent to the processing of your data during the registration process by asking you to tick the box 'Consent'. We shall also include a link to this privacy notice.

Pardot also uses cookies, which are small text files that are stored on your computer, provided you have granted your consent thereto, and enable us to analyse your user behaviours by creating a user profile. You can object to the storage of these cookies at any time by changing your browser settings or withdrawing your consent by contacting our data protection officer. However, please be aware that denying cookies or withdrawing your consent may restrict the functionality and user friendliness of our website.

Your data shall not be transferred to third parties in relation to the processing required to send marketing emails, with the exception of Salesforce. It shall solely be used for marketing purposes.

The legal basis for data processing once you have registered for our newsletter is Art. 6(1) lit. a GDPR. We collect this personal data during the registration process in order to prevent the misuse of our services or the email address used to register. The legal basis for this processing is Art. 6(1) lit. f GDPR. Your data shall be erased once it is no longer required to achieve the purpose for which it was collected.

You can object to receiving marketing emails at any time. Each newsletter features an unsubscribe link for this purpose. You can also unsubscribe by sending us an email. You will then be removed from the active marketing email mailing list.

The legality of the data processing carried out on the basis of your consent prior to the withdrawal is not affected by this.

You are not required to disclose your personal data in relation to marketing content. All disclosures are solely voluntary in nature. If you do not want to provide the personal data required in relation to marketing emails, you will not be able to receive this content.

## **Cookies**

We use cookies to make our website more attractive and allow you to use certain features. Cookies are small text files that are stored on your computer. We are permitted by law to store certain technically necessary cookies on your device where absolutely necessary to ensure the smooth provision of our website (functional and necessary cookies). The data subject is free to decide whether to accept or deny all other types of cookies.

When you visit our website, a cookie will be stored on your operating system. This cookie contains a string of characters that enable us to identify your browser each time you visit our website. Certain cookies we use are deleted at the end of your browser session, namely when you close your browser. Other cookies remain stored on your computer and allow us or our cookie partners to recognise your browser next time you visit our website (persistent cookies). Persistent cookies are automatically deleted after a specified period, which can vary from cookie to cookie. You can delete cookies at any time in your browser settings. User data collected by cookies is not used to create user profiles.

There are several types of cookies, including functional cookies, necessary cookies, analytics cookies and marketing cookies.

[Click here to read an overview of the cookies we use on our website.](#)

The legal basis for the processing of personal data using cookies is Art. 6(1) lit. f GDPR.

We use cookies in order to make our website easier to use. Certain features on our website will not work without the use of cookies. They require that your browser can be recognised when you change websites. User data collected by cookies is not used to create user profiles. In the above cases, we also have a legitimate interest in the respective processing as per Art. 6(1) lit. f GDPR.

You can delete stored cookies and set your browser to notify you each time a new cookie is set and allow you to decide whether to accept cookies on a case-by-case basis, or to deny cookies in certain cases or in general. Denying cookies may restrict the functionality of our website.

**We use the following tools for marketing purposes:**

### **GOOGLE ANALYTICS**

We use Google Analytics, a web analysis service provided by Google Inc. ('Google') to help analyse use of our website. Please note that on this website, Google Analytics code is supplemented by "gat.\_anonymizeIp();" to ensure the anonymised collection of IP addresses (IP masking).

Google Analytics uses 'cookies', which are text files placed on your computer, to collect standard internet log information and visitor behaviour information in an anonymous form. Certain cookies we use are deleted at the end of your browser session, namely when you close your browser (session cookies). Other cookies remain stored on your computer and allow us to recognise your browser next time you visit our website (persistent cookies).

Persistent cookies are automatically deleted after a specified period, which can vary from cookie to cookie. You can delete cookies at any time in your browser settings.

Information on your use of this website generated by the cookie is transferred to a Google server located in the US and stored there. However, Google will truncate your IP address within Member States of the European Union or in other states that are parties to the Agreement on the European Economic Area before it is transferred to the US. Only in exceptional cases will

your full IP address sent to a Google server in the US and truncated there. Google will use this information on behalf of the operator of this website on the basis of a written data processing agreement to analyse your use of the website, to compile reports on your website activity, and to provide other services regarding website activity and Internet usage for the website operator. Furthermore, Google shall also transfer this information to third parties such as the US authorities where required by law or if the respective third parties process this data on behalf of Google. Google shall not merge your IP address with other data collected by Google in any case.

You can delete cookies stored in your browser or set your browser to notify you each time a new cookie is set and decide whether to accept cookies on a case-by-case basis, or deny cookies in certain cases or in general. You can prevent Google from collecting and processing your data by downloading and installing the plugin using the following link: <http://tools.google.com/dlpage/gaoptout?hl=de> Denying cookies may restrict the functionality of our website. The legality of the data processing carried out on the basis of your consent prior to the withdrawal is not affected by this.

The legal basis for the processing of personal data for analysis purposes using cookies is Art. 6(1) lit. f GDPR. Our legitimate interest in this regard lies in analysing user behaviour on our website.

You can learn more about Google's terms of use and privacy policy at <http://www.google.com/analytics/terms/de.html> and <https://www.google.de/intl/de/policies/>.

## **GOOGLE REMARKETING**

The Logicalis website uses the Remarketing and Similar Audience features provided by Google Inc. ('Google'). These features allow us to target you as a user who has already visited our website with personalised, interest-based ads. You can learn more about Google Remarketing and read Google's privacy information at: <http://www.google.com/privacy/ads/>

Google sets cookies to execute this feature. These cookies collect information on website visits and anonymous data on how our website is used. Google does not collect, process or store any personal data concerning you. If you subsequently visit another website in the Google display network, you will be displayed ads that are most likely related to the previously visited product areas and information topics.

You can prevent the use of the Remarketing feature by permanently deactivating Google cookies. You can deactivate Google cookies by clicking on the following link, and downloading and installing the plugin: <https://www.google.com/settings/ads/plugin?hl=de>. Alternatively, you can also deactivate the use of cookies from third-party providers by visiting the Network Advertising Initiative website at <http://www.networkadvertising.org/choices> and managing your browser's opt-out settings.

The legal basis for the processing of personal data for analysis purposes using cookies is Art. 6(1) lit. f GDPR. We have a legitimate interest in the display of personalised and interest-related ads.

## **GOOGLE ADWORDS**

We are a Google AdWords customer and therefore use Google AdWords. If you are forwarded to our website by an ad placed by Google, Google AdWords will place a cookie on your computer. If you visit certain pages of our website and the cookie has not expired, we will be informed, along with Google, that you have clicked on the ad and been forwarded to this page. Each Google AdWords customer receives a different cookie. This means that cookies cannot

be traced via the websites of AdWords customers. Information collected using the cookie is used to create statistics for us. It allows us to determine the total number of users who have clicked on our ads and been forwarded to our website. When you click on an ad, your IP address will be forwarded to Google.

## **GOOGLE TAG MANAGER**

We use Google Tag Manager on our website. Tag Manager records interactions on our website and sends them to the related tools (Google Analytics, Google Remarketing, Google AdWords). Tag Manager itself does not analyse data, this is instead performed by the respective tool. As such, Google Tag Manager does not process any personal data.

## **PREVENTING TRACKING BY GOOGLE**

When you visit our website, you will be informed about our use of cookies for analysis purposes. Our cookie banner will also contain a link to this privacy notice.

You can delete cookies stored in your browser or set your browser to notify you each time a new cookie is set and decide whether to accept cookies on a case-by-case basis, or deny cookies in certain cases or in general. You can prevent Google from collecting and processing your data by downloading and installing the plugin using the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>. Denying cookies may restrict the functionality of our website. The legality of the data processing carried out on the basis of your consent prior to the withdrawal is not affected by this.

## **YOUTUBE VIDEOS**

Our website features embedded YouTube videos. Privacy-enhanced mode is used for embedding YouTube videos to prevent YouTube from storing cookies on your computer when you visit our website due to the embedded videos. This ensures that YouTube does not process any information concerning you solely on the basis of your visit to our website until you decide to watch the video.

By clicking on the play button, your computer will establish a connection to the servers of YouTube and Double Click, a Google company. If you are logged into your YouTube account when you watch the video, YouTube will be able to directly link your surfing behaviour to your personal profile. You can prevent this by logging out of your YouTube account. However, data will nevertheless be sent to both companies regardless of whether you are logged into YouTube or not, or whether you have a YouTube account. We are unable to say precisely which data YouTube or Google will collect in this regard. Google and YouTube can provide more information on which data is collected, and this data is solely collected or processed by YouTube. You can learn more about this processing in the YouTube privacy policy at: <https://www.google.de/intl/de/policies/privacy>.

## **Social Media**

Our website contains links to our pages on YouTube, Facebook, Twitter, LinkedIn and our social media feeds. These buttons and the Twitter plugin are solely used on our website to link to the respective sites and do not transfer any personal data to Facebook, Twitter or YouTube, for example.

## **LinkedIn Insight Tag**

Our website uses the LinkedIn tool "LinkedIn Insight Tag" from LinkedIn Ireland Company (LinkedIn Ireland, Wilton Plaza, Wilton Place, Dublin 2, Ireland). With your consent to the

storage of cookies when visiting our website, we activate a cookie from LinkedIn. This tool creates a cookie in your web browser which enables the collection of, among other things, the following data: IP address, device and browser properties and page events (e.g. page views). This data is only collected if you are a LinkedIn member and are recognised as such by LinkedIn via log-in or cookies. The use of LinkedIn Insight is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in effective advertising measures including social media. The consent can be revoked at any time.

LinkedIn does not share personal data with Logicalis, but offers anonymised reports on website audience and display performance. This data is encrypted, anonymised within seven days and the anonymised data is deleted within 90 days.

In addition, LinkedIn offers the possibility of retargeting via the Insight Tag. Logicalis can thus use this data to display targeted advertising outside its own website without identifying you as a website visitor. Further information on data protection at LinkedIn can be found in the [LinkedIn data protection information](#).

LinkedIn members can control the use of their personal data for advertising purposes in their personal LinkedIn account settings. To deactivate the Insight tag on our website ("opt-out"), [click here](#).

## Google Maps

This website uses the maps service Google Maps provided by Google Inc. Storage of your IP address is required to use the features of Google Maps. This information is generally sent to a Google server in the US and stored there. As the provider of our website, we do not have any influence on this transmission of data.

You can read the terms of use for Google Maps at: [https://www.google.com/intl/de\\_de/help/terms\\_maps.html](https://www.google.com/intl/de_de/help/terms_maps.html).

The legal basis for this processing is 6(1) lit. f GDPR. Our legitimate interest in this processing lies in displaying the location of our branches and giving you the ability to plan your journey to one of these branches.

You can deactivate the Google Maps feature and consequently prevent the transfer of data to Google in a quick and easy manner: Deactivate JavaScript in your browser. Please note that you will not be able to use the map feature in this case.

## SSL encryption

We are committed to protecting your personal data. Therefore, we only transfer your data with SSL encryption. SSL stands for Secure Socket Layer. You can check whether your connection is encrypted by checking whether the address line in your browser has changed from 'http://' to 'https://'. Certain browsers also additionally display a lock symbol and the address line is highlighted in green.

## Data subject rights

As the data subject, you are entitled to several rights:

- **The right to withdraw consent** as per Art. 7(3) GDPR: You can withdraw consent previously granted to us at any time. Data processing based on your withdrawn consent shall consequently no longer take place in the future.

- **The right to object** as per Art. 21 GDPR: You reserve the right to lodge an objection to the processing of your data, even when the respective processing is legal, e.g. the use of your data for direct marketing purposes (as per Art. 21(2) and (3) GDPR) and Logicalis is not required to process the data according to a legal provision (as per Art. 21(1) GDPR):
- **The right to access** as per Art. 15 GDPR: You have the right to receive information concerning your personal data processed by us or a copy thereof. This applies in particular to the purposes for data processing, the categories of data processing, the categories of recipients, where necessary, and the retention periods, or the criteria used to determine the retention period, in addition to the origin of the data not directly collected from you or your company.
- **The right of rectification** as per Art. 16(1) and (2) GDPR: You are entitled to demand the rectification or completion of incorrect personal data stored by us.
- **The right of erasure** as per Art. 17(1) GDPR: You can demand the erasure of your personal data stored by us, provided the processing thereof is not required to exercise our right to freedom of expression and information (as per Art. 17(3) lit. a GDPR), to fulfil a legal obligation, for reasons of public interest or for the establishment, exercise or defence of legal claims (as per Art. 17(3) lit. b GDPR).
- **Right to restrict processing (blocking)** as per Art. 18 GDPR: You are entitled to demand processing of your personal data is restricted in cases where you dispute the legality thereof (as per Art. 18(1) lit. a GDPR), the processing is unlawful and you oppose the erasure of the personal data (as per Art. 18(1) lit. b GDPR). Furthermore, you are entitled to this right in the case that we no longer require your data, yet you require it for the establishment, exercise or defence of legal claims (as per Art. 18(1) lit. c GDPR). You can also exercise this right if you lodge an objection to the processing of your personal data for the duration of the review of the circumstances (as per Art. 21(1) GDPR):
- **Right to data portability** as per Art. 20 GDPR: You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format. Alternatively, you can demand that we transmit those data to another controller (as per Art. 20(1) GDPR) where feasible.
- **Right to lodge a complaint with a supervisory authority** as per Art. 77 GDPR: You reserve the right to lodge a complaint with a supervisory authority with jurisdiction over us if you consider that the processing of personal data relating to you infringes the pertinent data protection regulations. The competent supervisory authority is:

**Hessian Data Protection and Freedom of Information Commissioner, PO box 3163,  
65021 Wiesbaden.**

**You can lodge a complaint using the following link:**  
**<https://datenschutz.hessen.de/service/beschwerde>**

Please contact our data protection officer if you have any queries related to the collection, processing or use of your personal data, to exercise your rights or withdraw previously granted consent. The contact details can be found above. Our data protection officer will provide information and statements on your rights free of charge.

### **Amendments to this privacy notice**

We reserve the right to amend this privacy notice in the future and update it from time to time, and adapt it to account for statutory and general developments. Any amendments to this privacy notice shall be published on this site, including information on the date of publication.



Last amended: October 2021