

DECLARATION ON DATA PROTECTION AND AT THE SAME TIME INFORMATION OBLIGATION ACCORDING TO ARTICLES 13 AND 14 GDPR

Dear website visitor,

To ensure that you feel secure and comfortable when browsing our website, we would like to inform you about how we handle your data in the following.

Controller

The controller for processing personal data that is collected when you visit this website is:

Company: Softline AG
Legal representative: Dennis Montanje
Address: Gutenbergplatz 1, 04103 Leipzig

Contact

Data protection commissioner: Robert Aumiller

datenschutz@softline-group.com

Phone: +49 89-18917360

Data protection coordinator: Paolo Venuti

datenschutz@softline-group.com

Phone: +49 341-24051-0

What these data protection provisions govern

These data protection provisions govern how personal data is handled. They describe what personal data we collect when our website is used, and how we use this data. Personal data is individual information about personal relationships or factual circumstances relating to an identified or identifiable natural person. This includes information such as your name, address, telephone number and date of birth. Statistical information that cannot be directly or indirectly linked to you – such as the popularity of individual web pages on our website or the number of website users, for example – is not personal data.

Website information

Using newsletters

When registering for one of our newsletters or our information offers, you provide us with your contact details (name, e-mail address, company). We use this information exclusively to send you our e-mail newsletter on a regular basis based on your consent pursuant to Art. 6 (1) p. 1 lit. a GDPR.

This website uses CleverReach to send newsletters. The provider is CleverReach GmbH & Co. KG // CRASH Building, Schafjückenweg 2, 26180 Rastede. CleverReach is a service with which the dispatch of newsletters can be organised and analysed. We have concluded a data processing agreement with CleverReach. The data you enter for the purpose of receiving the newsletter is stored on CleverReach's EU servers and only used for sending and personalising the newsletter. You can unsubscribe at any time via the link provided in the newsletter or by sending us a message to this effect. By unsubscribing, you object to the use of your contact data.

In addition, we use your contact data, which we receive in connection with the sale of a good or service, exclusively for direct advertising in the form of our newsletter for our own similar goods or services to those ordered by you, provided you have not objected to this use. You can object to the use of your contact data at any time without incurring any costs other than the transmission costs according to the basic rates. Your objection (and thus the cancellation of our newsletter) can be exercised by sending a corresponding message to our e-mail address (see imprint).

Using Google Analytics

This website uses Google Analytics, a web analysis service from Google Inc. ('Google'). Google Analytics uses cookies, which are text files that are saved on your computer and allow your website use to be analysed. Information collected by the cookie about your use of this website is generally sent to a Google server in the USA and saved there. However, if IP anonymisation is activated on this website, your IP address is truncated by Google within the European Union Member States or in other signatory states to the Agreement on the European Economic Area before it is sent. A full IP address is only sent to a Google server in the USA and truncated there in exceptional cases. By order of the operator of this website, Google will use this information to evaluate the use of the website, to compile reports about website activities and to provide other services to the website operator that relate to website and internet use. The IP address sent from your browser as part of Google Analytics will not be merged with other Google data. You can prevent cookies from being saved by changing your browser settings; please note that in this case, you may not be able to use all of this website's functions properly. You can also prevent the data generated by the cookie relating to your use of the website (incl. your IP address) from being captured and processed by Google by downloading and installing the [browser plug-in](#). In view of the discussion about the use of analysis tools with a full IP address, please note that this website uses Google Analytics with the 'anonymizelp' extension, which means IP addresses are only further processed if they are truncated, to exclude any direct personal references. For browsers on mobile devices, please click on this [link](#) to prevent future anonymous collection by Google Analytics on this website for your browser by using 'opt-out cookies'.

The legal basis for data processing is point (a) of Article 6(1) of the General Data Protection Regulation (GDPR) (consent). You can withdraw your consent at any time via the cookie settings of our website.

Google AdWords with Conversion Tracking

Our website uses Google AdWords and conversion tracking. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

We use conversion tracking to provide targeted promotion of our site. The legal basis is Art. 6 Para. 1 lit. a) GDPR.

If you click on an ad placed by Google, the conversion tracking we use stores a cookie on your device. These so-called conversion cookies expire after 30 days and do not otherwise identify you personally.

If the cookie is still valid and you visit a specific page of our website, both we and Google can evaluate that you clicked on one of our ads placed on Google and that you were then forwarded to our website.

The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. In addition, we receive information about the number of users who clicked on our advertisement(s) as well as about the pages on our site that are subsequently visited. Neither we nor third parties who also use Google AdWords will be able to identify you from this conversion tracking.

You can also prevent or restrict the installation of cookies by making the appropriate settings in your browser. Likewise, you can use the browser to delete cookies that have already been stored. However, the steps and measures required vary, depending on the browser you use. If you have any questions, please use the help function or consult the documentation for your browser or contact its maker for support.

In addition, Google provides further information with regard to its data protection practices at <https://services.google.com/fh/files/misc/sitestats/de.html>, <http://www.google.com/policies/technologies/ads/> and <http://www.google.de/policies/privacy/> in particular information on how you can prevent the use of your data.

Use of SalesViewer® technology

This website uses SalesViewer® technology from SalesViewer® GmbH on the basis of the website operator's legitimate interests (Section 6 paragraph 1 lit.f GDPR) in order to collect and save data on marketing, market research and optimisation purposes.

In order to do this, a javascript based code, which serves to capture company-related data and according website usage. The data captured using this technology are encrypted in a nonretrievable one-way function (so-called hashing). The data is immediately pseudonymised and is not used to identify website visitors personally.

The data stored by SalesViewer will be deleted as soon as they are no longer required for their intended purpose and there are no legal obligations to retain them.

The data recording and storage can be repealed at any time with immediate effect for the future, by clicking on www.salesviewer.com/opt-out in order to prevent SalesViewer® from recording your data. In this case, an opt-out cookie for this website is saved on your device. If you delete the cookies in the browser, you will need to click on this link again.

LinkedIn Insight Tag

We use the LinkedIn Insight Tag tool for conversion tracking on our website, which you can agree to via the cookie banner. The provider of this tool is the company LinkedIn Ireland Unlimited, Wilton Place, Dublin 2, Ireland.

The tool sets a cookie in your web browser, through which LinkedIn collects the following data, among others: IP address, URL, referrer URL, device and browser properties. The data is anonymised by LinkedIn within seven days and deleted again within 90 days. Softline AG (operator of this website) does not receive any personal data from LinkedIn, only anonymised reports on the demographics of the website target group and the performance of our ads. LinkedIn also provides retargeting for website visitors so that Softline AG, as the owner of the website, can use this data to display targeted advertising outside of its website without identifying the member. For more information on the LinkedIn privacy policy, please click [here](#).

LinkedIn members can control the use of their personal data for advertising purposes in their account settings.

Embedding third-party services and content

YouTube

We use content and service offerings from third-party providers on our website based on our legitimate interests (i.e. interests in analysing, optimising and economically operating our website within the meaning of point (f) of Article 6(1) of the GDPR) to integrate their content and services, such as videos or fonts (hereinafter referred to collectively as 'content'). This assumes that the third-party providers of this content use the users' IP address, as it would not be possible to send content to their browsers without an IP address. The IP address is therefore required in order to display this content. We endeavour to only use such content where the respective providers solely use the IP address to provide content. Third-party providers may also use pixel tags (hidden images, also known as web beacons) for statistical or marketing purposes. Information such as the visitor traffic for this website's pages can be evaluated using the pixel tags. Pseudonymised information can also be stored in cookies on the user's device and may contain technical information about the browser and operating system, referring web pages, the time of the visit and other information about the use of the website, and be linked to such information from other sources.

The legal basis for data processing is point (a) of Article 6(1) of the General Data Protection Regulation (GDPR) (consent). You can withdraw your consent at any time via the cookie settings of our website.

XING

Functions and content from the XING service, provided by XING SE, Dammtorstraße 29–32, 20354 Hamburg, Germany, are integrated into our website. This may include content such as images, videos or text and buttons, where users can like the content and subscribe to content authors or posts. If the user is a member of the XING platform, XING can associate access to the above-mentioned content and functions with the user's profile. [XING privacy policy](#).

LinkedIn

Functions and content from the LinkedIn service, provided by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, may be integrated into our website. This may include content such as images, videos or text and buttons, where users can like the content and subscribe to content authors or posts. If the user is a member of the LinkedIn platform, LinkedIn can associate access to the above-mentioned content and functions with the user's profile. [LinkedIn privacy policy](#).

Facebook

Functions and content from the facebook.com service, provided by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA ('Facebook'), may be integrated into our website. This may include content such as images, videos or text and buttons, where users can like the content and subscribe to content authors or posts. If the user is a member of the LinkedIn platform, LinkedIn can associate access to the above-mentioned content and functions with the user's profile.

If a user does not have a Facebook account, there is still a possibility that Facebook may determine his/her IP address and save it. According to Facebook, only anonymised IP addresses are saved in Germany. Users can find the purpose and scope of data collection and further processing and use of the data by Facebook as well as rights and settings options for protecting privacy in [Facebook's data privacy policy](#). If a user has a Facebook account and does not want Facebook to collect data relating to the user concerning this website and to link it with his/her member data saved by Facebook, the user must sign out of Facebook before using our website and delete its cookies. Other settings and objections to data being used for advertising purposes can be found in [Facebook's profile settings](#) or via the [US site](#) or the [EU site](#). The settings do not differ from platform to platform, i.e. they apply to all devices, for instance desktop computers or mobile devices.

Google Maps

We embed maps from the 'Google Maps' service, provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. You can find the [privacy policy](#) and [opt-out options](#) here.

The legal basis for data processing is point (a) of Article 6(1) of the General Data Protection Regulation (GDPR) (consent). You can withdraw your consent at any time via the cookie settings of our website.

Instagram

Functions and content of the service of Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA, may be integrated within our online offer. We would like to point out that you use this Instagram page and its functions on your own responsibility. This applies in particular to the use of the interactive functions (for example, commenting or rating). When you visit our Instagram page, Instagram collects, among other things, your IP address and other information that is stored on your PC in the form of cookies. This information is used to provide us, as operators of the Instagram pages, with statistical information about the use of the Instagram page. The data collected about you in this context is processed by Instagram Inc. and may be transferred to countries outside the European Union. Instagram describes in general terms what information it receives and how it is used in its privacy policy. There you will also find information on how to contact Instagram and on the options for setting up advertisements. The privacy policy is available at the following link: [Instagram Privacy Policy](#). In what way Instagram uses the data from the visit of Instagram pages for its own purposes, to what extent

activities on the Instagram page are assigned to individual users, how long Instagram stores this data and whether data from a visit to the Instagram page is passed on to third parties, is not conclusively and clearly stated by Instagram and is not known to us. When you access an Instagram page, the IP address assigned to your end device is transmitted to Instagram. According to Instagram, this IP address is anonymised (for "German" IP addresses) and deleted after 90 days. Instagram also stores information about the end devices of its users (for example, as part of the "registration notification" function); this may enable Instagram to assign IP addresses to individual users. If you are currently logged in to Instagram as a user, a cookie with your Instagram ID is stored on your end device. This enables Instagram to track that you have visited this page and how you have used it. This also applies to all other Instagram pages. Instagram buttons embedded in websites enable Instagram to record your visits to these websites and assign them to your Instagram profile. This data can be used to offer content or advertising tailored to you.

If you want to avoid this, you should log out of Instagram or deactivate the "stay logged in" function, delete the cookies on your device and close and restart your browser. This will delete Instagram information that can directly identify you. This allows you to use our Instagram page without revealing your Instagram identifier. When you access interactive features of the site (like, comment, message and more), an Instagram login screen will appear. After any login, you will again be recognisable to Instagram as a specific user. For information on how to manage or delete information about you, please see the following Instagram help section. In summary, Instagram collects information about the content provided and shared as well as the devices used (device attributes, device IDs, device signals, cookies etc.) and collects information (Instagram business tools, login or pixels, etc.). We, as the provider of the information service, do not collect and process any data from your use of our service beyond this.

LimeSurvey

We use software from LimeSurvey GmbH, Barmbecker Straße 7a, 22303 Hamburg, Germany, to integrate surveys on our website. When you visit a website that uses the LimeSurvey survey software, a connection is set up to the company's servers. The following information is collected without your consent and stored until it is automatically deleted: IP address of the requesting computer, date and time of access, name and URL of the accessed file, size of the transferred data as well as information on whether the download was successful, website from which the access was made (referrer URL), browser used and, if relevant, the operating system of your computer as well as the name of your access provider. The named data are processed for the following purposes:

Ensuring a trouble-free connection of the website, ensuring a comfortable use of the website, evaluating system security and stability as well as for further administrative purposes. Further information on data processing and notes on data protection by LimeSurvey can be found in the [data protection declaration of LimeSurvey](#).

We rely the use of LimeSurvey on point (a) of Article 6(1) of the General Data Protection Regulation (GDPR) (consent). By using the surveys, you give us your consent to process your data. This data will be deleted after two years at the latest.

Using our own cookies

This website uses its own cookies to improve usability. Cookies are data sets that are sent from the web server to the user's browser and are saved there to be accessed at a later date. We do not store any personal data in our own cookies.

The legal basis for using cookies is your consent, which is given when you first access our website, and which you can withdraw at any time. You can change your browser settings so that you are notified if cookies are placed on your device. This makes the use of cookies transparent for you.

Information about other data processing processes within the company

Specific information about the application process

Data concerned:	Application details
Purpose of processing:	To carry out the application process
Recipient categories:	Public bodies that are subject to overriding legal regulations. External service providers or other contractors. Other external bodies, if the data subject has given consent for this, or if this is permitted based on an overriding interest.
Third-country transfers:	Processors outside the European Union may also be used within the scope of executing the contract.
Data storage period:	Application data is generally deleted within six months of notification being given of the decision, unless consent has been given for a longer data storage period.

Specific information on the processing of customer data/ prospective client data

Data concerned:	Data shared to execute the contract; where applicable, also additional data for processing on the basis of your explicit consent.
Purpose of processing:	Contract execution.
Recipient categories:	Subsidiaries of Softline AG (Softline Solutions Netherlands B.V., Softline Solutions N.V., Softline Solutions Ltd.). Public bodies that are subject to overriding legal regulations. External service providers, factoring companies or other contractors. Other external bodies, if the data subject has given consent for this, or if this is permitted based on an overriding interest.
Third-country transfers:	Processors outside the European Union may also be used within the scope of executing the contract.
Data storage period:	The data storage period is based on statutory retention duties and is generally 10 years.

Specific information about processing employee data

Data concerned:	Data shared to execute the contract; where applicable, also additional data for processing on the basis of your explicit consent.
Purpose of processing:	Contract execution.
Recipient categories:	Public bodies that are subject to overriding legal regulations. External service providers or other contractors. Other external bodies, if the data subject has given consent for this, or if this is permitted based on an overriding interest.
Third-country transfers:	Processors outside the European Union may also be used within the scope of executing the contract.
Data storage period:	The data storage period is based on statutory retention duties and is generally 10 years.

Specific information about processing supplier data

Data concerned:	Data shared to execute the contract; where applicable, also additional data for processing on the basis of your explicit consent.
Purpose of processing:	Contract execution.
Recipient categories:	Public bodies that are subject to overriding legal regulations. External service providers or other contractors. Other external bodies, if the data subject has given consent for this, or if this is permitted based on an overriding interest.
Third-country transfers:	Processors outside the European Union may also be used within the scope of executing the contract.
Data storage period:	The data storage period is based on statutory retention duties and is generally 10 years.

Specific information on the handling of business cards

Data concerned:	Data provided for contact purposes in the form of business cards; where applicable, also additional data for processing on the basis of your explicit consent.
Purpose of processing:	Business initiation.
Recipient categories:	Employees of the Softline Group.
Third-country transfers:	No processing of personal data is done outside the European Union.

Data storage period: When handing over or exchanging business cards, you provide us with personal data such as your telephone number and e-mail address. We use this information exclusively to stay in contact with you. In addition, we will send you further information about our services. If you do not purchase any products or services from our portfolio, we will delete your contact data after 5 years. You have the right to information, deletion or correction at any time.

Specific information on the use of video conferencing systems

Data concerned: Data provided for the use of the video conferencing software or the webinar software (in particular first name, surname, e-mail address; optional: sound transmission; optional: image transmission; optional: questions when using chat functions); to the extent technically necessary, processing of data from your system to establish the connection with the provider of the conferencing software.

Purpose of processing: Video conferencing or webinar realisation.

Recipient categories: Participants of the video conference.

Public bodies that are subject to overriding legal regulations.

External service providers or other contractors among other things, data processing and hosting.

Other external bodies, if the data subject has given consent for this, or if this is permitted based on an overriding interest.

Third-country transfers: Processors outside the European Union are used; standard contractual clauses have been concluded with the service provider accordingly.

Data storage period: Video conferences are only recorded with the previously documented consent of the participants. The technical data is deleted if it is no longer required. The duration of data storage is also based on the statutory retention duties and is generally 10 years.

Your rights as a user

Pursuant to Article 77 of the GDPR, you have the right to lodge a complaint with a supervisory authority if you are of the opinion that the processing of data relating to you violates data protection regulations. The right to lodge a complaint can, in particular, be asserted with a supervisory authority in the Member State in which you reside, in which your place of work is located, or in which the suspected violation occurred.

In addition, you may at any time assert your claims to information, correction or deletion or to restriction of the processing or the exercise of your right of objection against the processing as well as the right to data transfer.