

Data protection

In regard to the responsible entity

The responsible party for data processing on this website is:

Framo Morat GmbH & Co. KG
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Managing Director: Gökhan Balkis
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Framo Morat GmbH & Co. KG takes the protection of your personal data very seriously. We treat your personal data as confidential and in accordance with the statutory data protection regulations and this privacy policy. If you use this website, various pieces of personal data will be collected. Personal information is any data with which you could be personally identified. This privacy policy explains what information we collect and what we use it for. It also explains how and for what purpose this happens.

1 SSL or TLS encryption

This site uses SSL or TLS encryption for security reasons and for the protection of the transmission of confidential content, such as the inquiries you send to us as the site operator. You can recognize an encrypted connection in your browser's address line when it changes from "http://" to "https://" and the lock icon is displayed in your browser's address bar.

If SSL or TLS encryption is activated, the data you transfer to us cannot be read by third parties.

2 Recording and processing of data in connection with access over the Internet

The provider of this website automatically collects and stores information in so-called server log files automatically sent by your browser. These are:

- IP address of the requesting processor
- Date and time of access
- Name and URL of the downloaded file
- Volume of data transmitted
- Indication whether download was successful
- Data identifying the browser software and operating system
- Web site from which our site was accessed
- Name of your Internet service provider

These data will not be combined with data from other sources.

The basis for data processing is Art. 6 (1) (f) DSGVO, which allows the processing of data to fulfill a contract or for measures preliminary to a contract.

3 Cookies

Some of our web pages use cookies. Cookies do not harm your computer and do not contain any viruses. Cookies help make our website more user-friendly, efficient, and secure. Cookies are small text files that are stored on your computer and saved by your browser.

Most of the cookies we use are so-called "session cookies." They are automatically deleted after your visit. Other cookies remain in your device's memory until you delete them. These cookies make it possible to recognize your browser when you next visit the site.

You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis whether to accept or reject a cookie. Alternatively, your browser can be configured to automatically accept cookies under certain conditions or to always reject them, or to automatically delete cookies when closing your browser. Disabling cookies may limit the functionality of this website.

Cookies which are necessary to allow electronic communications or to provide certain functions you wish to use (such as the shopping cart) are stored pursuant to Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in the storage of cookies to ensure an optimized service provided free of technical errors. If other cookies (such as those used to analyze your surfing behavior) are also stored, they will be treated separately in this privacy policy.

4 Analysis tools and Advertising

4.1 Google Analytics

This website uses functions of the web analytics service Google Analytics, provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses "cookies." These are text files that are stored on your computer and enable analysis of your use of the website. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there.

The storage of Google Analytics cookies is made on the basis of Art. 6 (1) (f) DSGVO. The website owner has a legitimate interest in the analysis of user behavior in order to optimize both its website and its advertising.

IP anonymization

We have activated the IP anonymization on this website. This means that your IP address is being truncated within Member States of the European Union or other parties to the Agreement on the European Economic Area prior to transmission to the United States. Only in exceptional cases the full IP address is transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, compiling reports on website activity and providing other website and internet related services to the website operator. The IP address transmitted by your browser as part of Google Analytics, will not be merged with other Google data.

Browser plugin

You may refuse the use of cookies by adjusting your browser software; however, we point out that, in this case, you may not be able to use all features of this site to their full extent. You can also prevent the capture of data generated by the cookie and related to your use of the

website (incl. Your IP address) to Google and the processing of these data by Google, by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>

Opposition to data collection

You can prevent the collection of your data by Google Analytics by clicking on the link below. An opt-out cookie will be set, that prevents the recording of your data on subsequent visits to this site: Disable Google Analytics.

More information on using user data to Google Analytics, please see the privacy policy of Google: <https://support.google.com/analytics/answer/6004245?hl=de>

Order processing

We have concluded a contract with Google for commissioned data processing and completely implement the strict requirements of the German data protection authorities in the use of Google Analytics.

4.2 Google Analytics Remarketing

Our websites use the features of Google Analytics Remarketing combined with the cross-device capabilities of Google AdWords and DoubleClick. This service is provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

This feature makes it possible to link target audiences for promotional marketing created with Google Analytics Remarketing to the cross-device capabilities of Google AdWords and Google DoubleClick. This allows advertising to be displayed according to your personal interests, based on your previous usage and surfing behavior on one device (e.g. your mobile phone), also on other devices (such as a tablet or computer).

Once you have given your consent, Google will associate your web and app browsing history with your Google Account for this purpose. That way, any device that signs in to your Google Account can use the same personalized promotional messaging.

To support this feature, Google Analytics collects Google-authenticated IDs of users that are temporarily linked to our Google Analytics data to define and create audiences for cross-device ad promotion.

You can permanently opt out of cross-device remarketing/targeting by turning off personalized advertising in your Google Account; follow this link: <https://www.google.com/settings/ads/on-web/>

The aggregation of the data collected in your Google Account data is based solely on your consent, which you may give or withdraw from Google per Art. 6 (1) (a) DSGVO. For data collection operations not merged into your Google Account (for example, because you do not have a Google Account or have objected to the merge), the collection of data is based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing anonymous user behavior for promotional purposes.

For more information and the Google Privacy Policy, go to: <https://www.google.com/policies/technologies/ads/>

4.3 Google AdWords and Google Conversion-Tracking

This website uses the online advertising program “Google AdWords”, and, as part of Google AdWords, conversion tracking provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”).

The cookie for conversion tracking is set if a user clicks on an Adwords ad placed by Google. Cookies are small text files, which are stored on your computer system. These cookies lose their validity after 30 days as a rule and are not used for personal identification. If the user visits particular pages on this website and the cookie has not yet expired, we and Google can tell that the user has clicked on the ad and was directed to this page.

Every Google AdWords customer is given a different cookie. Cookies can therefore not be tracked through the websites of AdWords customers. The information collected with the aid of conversion cookies is used to create conversion statistics for AdWords customers who have opted for conversion tracking. The customers find out the total number of users who have clicked on their ad and were directed to a page with a conversion tracking tag. They do not receive any information, however, from which users can be personally identified. If you do not want to participate in tracking, you can block this usage by disabling the Google conversion tracking cookie on your Internet browser under user settings. In this case you will not be included in the conversion tracking statistics.

The storage of “Conversion-Cookies” is based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising.

You will find further information about Google AdWords and Google Conversion-Tracking in the Google data protection provisions under the following web address: <https://www.google.de/policies/privacy/>

You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis whether to accept or reject a cookie. Alternatively, your browser can be configured to automatically accept cookies under certain conditions or to always reject them, or to automatically delete cookies when closing your browser. Disabling cookies may limit the functionality of this website.

5 Plugins and Tools

5.1 Vimeo

Our website uses features provided by the Vimeo video portal. This service is provided by Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA.

If you visit one of our pages featuring a Vimeo plugin, a connection to the Vimeo servers is established. Here the Vimeo server is informed about which of our pages you have visited. In addition, Vimeo will receive your IP address. This also applies if you are not logged in to Vimeo when you visit our website or do not have a Vimeo account. The information is transmitted to a Vimeo server in the US, where it is stored. If you are logged in to your Vimeo account, Vimeo allows you to associate your browsing behavior directly with your personal profile. You can prevent this by logging out of your Vimeo account.

For more information on how to handle user data, please refer to the Vimeo Privacy Policy at <https://vimeo.com/privacy>

5.2 YouTube

Our website uses plugins from YouTube, which is operated by Google. The operator of the pages is YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

If you visit one of our pages featuring a YouTube plugin, a connection to the YouTube servers is established. Here the YouTube server is informed about which of our pages you have visited.

If you're logged in to your YouTube account, YouTube allows you to associate your browsing behavior directly with your personal profile. You can prevent this by logging out of your YouTube account.

YouTube is used to help make our website appealing. This constitutes a justified interest pursuant to Art. 6 (1) (f) DSGVO.

Further information about handling user data, can be found in the data protection declaration of YouTube under <https://www.google.de/intl/de/policies/privacy>

5.3 Google Maps

This site uses an API to map service Google Maps. Provider Google Inc. 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

To use the features of Google Maps, it is necessary to save your IP address. This information is usually transmitted to a Google server in the USA and stored there. The provider of this site has no influence on the transfer of this data.

Google Maps is used to help make our website appealing and to support an easy findability of the places we have indicated on the website. This constitutes a justified interest pursuant to Art. 6 (1) (f) DSGVO.

For more information on dealing with user data in the privacy policy of Google: <https://www.google.de/intl/de/policies/privacy/>

5.4 Google Web Fonts

This site uses so-called web fonts, provided by Google, for the uniform representation of fonts. When you open a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly.

To do this, the browser you use must connect to Google's servers. As a result, Google learns that our website has been accessed via your IP address. The use of Google Web Fonts is in the interest of a consistent and attractive presentation of our online services. This constitutes a legitimate interest within the meaning of Art. 6 (1) (f) DSGVO.

If your browser does not support web fonts, a default font will be used by your computer.

For more information about Google Web Fonts, see <https://developers.google.com/fonts/faq> and the privacy policy of Google: <https://www.google.com/policies/privacy/>

6 Contact form

Should you send us questions via the contact form, we will collect the data entered on the form, including the contact details you provide, to answer your question and any follow-up questions. We do not share this information without your permission.

We will therefore process any data you enter onto the contact form only with your consent per Art. 6 (1) (a) DSGVO. You may revoke your consent at any time. An informal email making this request is sufficient. The data processed before we receive your request may still be legally processed.

We will retain the data you provide on the contact form until you request its deletion, revoke your consent for its storage, or the purpose for its storage no longer pertains (e.g. after fulfilling your request). Any mandatory statutory provisions, especially those regarding mandatory data retention periods, remain unaffected by this provision.

7 Registration on this website

You can register on our website in order to access additional functions offered here. The input data will only be used for the purpose of using the respective site or service for which you have registered. The mandatory information requested during registration must be provided in full. Otherwise, we will reject your registration.

To inform you about important changes such as those within the scope of our site or technical changes, we will use the email address specified during registration.

We will process the data provided during registration only based on your consent per Art. 6 (1) (a) DSGVO. You may revoke your consent at any time with future effect. An informal email making this request is sufficient. The data processed before we receive your request may still be legally processed.

We will continue to store the data collected during registration for as long as you remain registered on our website. Statutory retention periods remain unaffected.

8 Processing of data (customer and contract data)

We collect, process, and use personal data only insofar as it is necessary to establish, or modify legal relationships with us (master data). This is done based on Art. 6 (1) (b) DSGVO, which allows the processing of data to fulfill a contract or for measures preliminary to a contract. We collect, process and use your personal data when accessing our website (usage data) only to the extent required to enable you to access our service or to bill you for the same.

Collected customer data shall be deleted after completion of the order or termination of the business relationship. Legal retention periods remain unaffected.

9 Data transferred at the conclusion of a contract for the online shop

We transmit personally identifiable data to third parties only to the extent required to fulfill the terms of your contract with us, for example, to banks entrusted to process your payments. Your data will not be transmitted for any other purpose unless you have given your express permission to do so. Your data will not be disclosed to third parties for advertising purposes without your express consent. The basis for data processing is Art. 6 (1) (b) DSGVO, which allows the processing of data to fulfill a contract or for measures preliminary to a contract.

10 Use and transfer of personal data

All use of your personal data is confined to the purposes stated above, and is only undertaken to the extent necessary for these purposes. Your data is not disclosed to third parties. Personal data will not be transferred to government bodies or public authorities except in order to comply with mandatory national legislation or if the transfer of such data should be necessary in order to take legal action in cases of fraudulent access to our network infrastructure. Personal data will not be transferred for any other purpose.

11 Links to websites operated by other providers

Our web pages may contain links to other providers' webpages. We would like to point out that this statement of data protection conditions applies exclusively to the webpages managed by Framo Morat GmbH & Co. KG. We have no way of influencing the practices of other providers with respect to data protection, nor do we carry out any checks to ensure that they conform with the relevant legislation.

12 Rights of the user: information, correction and deletion

As permitted by law, you have the right to be provided at any time with information free of charge about any of your personal data that is stored as well as its origin, the recipient and the purpose for which it has been processed. You also have the right to have this data corrected, blocked or deleted if your request does not conflict with a legal duty to retain data (eg data retention). You can contact us at any time using the address given in our legal notice if you have further questions on the topic of personal data.

If you wish to receive information about your personal data saved with us, if you desire corrections or deletions or if you have further questions about the use of your personal data that you provided us with, please contact:

privacy@franz-morat.com

13 Acceptance, validity and modification of data protection conditions

By using our Website, you implicitly agree to accept the use of your personal data as specified above. This present statement of data protection is currently valid. As our website evolves and new technologies come into use, it may become necessary to amend the statement of data protection conditions. We reserve the right to change the data protection policy from time to time to always comply with the current legal requirements or to implement changes, for example when introducing new services. Whenever you re-visit our websites, the latest version of the data protection policy will apply.