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## Privacy Policy of Zyagnum AG

according to the requirements of the DS-GVO

A. Privacy Policy of Zyagnum AG in accordance with the DS-GVO

### I. Name and Address of the Responsible Party

The responsible party within the meaning of the General Data Protection Regulation and other national data protection laws of the member states as well as other data protection legal provisions is the:

*Zyagnum AG  
Gräfenhäuser Str. 26  
64293 Darmstadt  
Germany  
Tel.: +49 (0) 6151 365 31 0  
E-mail: [info@zyagnum.com](mailto:info@zyagnum.com)  
Website: [www.zyagnum.com](http://www.zyagnum.com)*

### II. Name and address of the data protection officer

The data protection officer of the data controller is:

*BGfD Bayreuther Gesellschaft für Datenschutz mbH  
Telemannstr. 1  
95444 Bayreuth  
Tel.: 0921 / 16324540  
Email: [info@datenschutz-bayreuth.de](mailto:info@datenschutz-bayreuth.de)  
<https://www.datenschutz-bayreuth.de>*

### III. general information on data processing

#### 1. scope of the processing of personal data

As a matter of principle, we process personal data of our users only insofar as this is necessary for the provision of a functional website as well as our contents and services. The processing of personal data of our users is regularly only with the consent of the user. An exception applies in those cases in which obtaining prior consent is not possible for factual reasons and the processing of the data is permitted by legal regulations.

#### 2. Legal basis for the processing of personal data

Insofar as we obtain the consent of the data subject for processing operations of personal data, subject for processing operations, Article 6 (1) lit. a of the EU General Data Protection Regulation (DSGVO) serves as the legal basis.

When processing personal data that is necessary for the performance of a contract, to which the data subject is a party, Art. 6 (1) (b) DSGVO serves as the legal basis. This also applies to processing operations that are necessary for the performance of pre-contractual measures are necessary.

In the event that vital interests of the data subject or another natural person make it necessary to process personal data, Art. 6 (1) lit. d DS-GVO serves as the legal basis. If the processing is necessary to protect a legitimate interest of our company or a third party and the interests, fundamental rights and freedoms of the data subject outweigh the first of the data subject do not outweigh the first-mentioned interest, then Art. 6 para. 1 lit. f DS-GVO serves as the legal basis for the processing.

### 3. Data deletion and storage period

The personal data of the data subject will be deleted or blocked, as soon as the purpose of the storage ceases to apply. Storage may take place beyond this, if this is required by the European or national legislator in Union-law regulations, laws or other provisions to which the controller is subject, to which the controller is subject. A blocking or deletion of the data also takes place if a storage period prescribed by the aforementioned standards expires, unless there is a necessity for the continued storage of the data for the conclusion or performance of a fulfillment of the contract.

## IV. Provision of the website and creation of log files

### 1. description and scope of data processing

Each time our website is accessed, our system automatically collects data and information from the computer system of the calling computer.

The following data is collected in this process:

- (1) Information about the browser type and the version used
- (2) The operating system of the user
- (3) The user's Internet service provider
- (4) The IP address of the user
- (5) Date and time of access
- (6) Websites from which the user's system accesses our website
- (7) Websites that are accessed by the user's system via our website
- (8) Name and URL of the file accessed
- (9) Message as to whether the retrieval was successful.

This data is also stored in the log files of our system. A storage data together with other personal data of the user does not take place. take place.

## 2. legal basis for data processing

The legal basis for the temporary storage of the data and the log files is Art. 6. Paragraph 1 lit. f DS-GVO.

## 3. purpose of data processing

The temporary storage of the IP address by the system is necessary to enable a delivery of the website to the user's computer. For this purpose, the user's IP address must remain stored for the duration of the session.

The storage in log files is done to ensure the functionality of the website.

In addition, the data serves us to optimize the website and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context.

In these purposes also lies our legitimate interest in data processing according to Art. 6 para. 1 lit. f DS-GVO.

## 4 Duration of storage

The data will be deleted as soon as they are no longer required for the purpose for which they were collected.

are no longer necessary. In the case of the collection of data for the provision of the website, this is

this is the case when the respective session has ended.

In the case of storage of data in log files, this is the case after seven days at the latest.

Storage beyond this period is possible. In this case, the IP addresses of the users are deleted or alienated, so that an assignment of the calling client is no longer is no longer possible.

## 5. possibility of objection and elimination

The collection of data for the provision of the website and the storage of the data in log files is absolutely necessary for the operation of the website. Consequently, there is no on the part of the user to object.

## V. Use of cookies

### a) Description and scope of data processing

Our website uses cookies. Cookies are text files that are stored in the Internet browser or by the

browser or by the Internet browser on the computer system of the user.

stored. When a user calls up a website, a cookie may be stored on the user's operating system of the user. This cookie contains a

string of characters that allows the browser to be uniquely identified when the website is browser when the website is called up again.

We use cookies to make our website more user-friendly. Some elements

of our website require that the calling browser can be identified even after a page can be identified even after a page change.

The following data is stored and transmitted in the cookies:

- (1) Language settings
- (2) Visited pages on this website (so-called referrer URL)
- (3) Opening of the session or access to the website

#### b) Legal basis for data processing

The legal basis for the processing of personal data using cookies is Art. 6 para. 1 lit. f DS-GVO.

#### c) Purpose of the data processing

The purpose of using technically necessary cookies is to make the use of websites simplify the use of websites for the users. Some functions of our website cannot be offered without the

cannot be offered without the use of cookies. For these it is necessary that the browser be recognized even after a page change.

We require cookies for the following applications:

- (1) Recording access to the website.
- (2) Adoption of language settings
- (3) Remembering search terms
- (4) Visited pages on this website (so-called referrer URL)

The user data collected by means of technically necessary cookies are not used for the used to create user profiles. These purposes are also our legitimate interest in the processing of personal data according to Art. 6 para. 1 lit. f DS-GVO.

#### d) Duration of storage, possibility of objection and removal.

Cookies are stored on the user's computer and transmitted by the user to our site. transmitted. Therefore, you as a user also have full control over the use of cookies. By changing the settings in your Internet browser, you can deactivate or restrict the disable or restrict the transmission of cookies. Already stored cookies can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to use all the functions of the website can be used to their full extent.

### VI Newsletter

#### 1. description and scope of data processing

On our website there is the possibility to subscribe to a free newsletter. subscribe. When subscribing to the newsletter, the data from the input input mask is transmitted to us.

In addition, the following data is collected during registration:

- (1) IP address of the calling computer
- (2) Date and time of registration
- (3) Name and first name
- (4) Salutation gg. title
- (5) Gg. Company

For the processing of the data, your consent is obtained in the registration process is obtained and reference is made to this privacy policy.

In connection with the data processing for the dispatch of newsletters, the data will not be no passing on of the data to third parties. The data will be used exclusively for sending the newsletter.

## 2. legal basis for data processing

The legal basis for the processing of data after registration for the newsletter by the User is, in the presence of the User's consent, Art. 6 para. 1 lit. a DS-GVO.

## 3. purpose of data processing

The collection of the user's e-mail address serves to deliver the newsletter.

The collection of the user's e-mail address serves to deliver the newsletter.

The collection of other personal data within the scope of the registration process serves the purpose of

to prevent misuse of the services or the e-mail address used.

## 4. duration of storage

The data will be deleted as soon as they are no longer required for the purpose for which they were collected.

are no longer necessary. Accordingly, the user's e-mail address will be stored for as long as long as the subscription to the newsletter is active.

## 5. possibility of objection and removal

The subscription to the newsletter can be cancelled by the user concerned at any time.

be terminated. For this purpose, a corresponding link can be found in each newsletter.

This also allows the revocation of the consent to the storage of the personal data collected during the registration process.

personal data collected during the registration process.

## VII Contact form and e-mail contact

### 1 Description and scope of data processing

Our website contains a contact form that can be used to contact us electronically.

can be used for electronic contact. If a user makes use of this option, the data

the data entered in the input mask is transmitted to us and stored.

These data are:

At the time the message is sent, the following data is also stored:

- (1) The IP address of the user
- (2) Date and time of registration
- (3) Salutation and title
- (4) First and last name
- (5) e-mail address
- (6) Telephone

- (7) Company
- (8) Field you come from (depending on selection: Medical, Research, Laboratory, Patient, other)
- (9) Subject and message to us

For the processing of the data, your consent will be obtained during the sending process is obtained and reference is made to this privacy policy.

Alternatively, it is possible to contact us via the e-mail address provided. In this case, the user's personal data transmitted with the e-mail will be stored.

In this context, the data will not be passed on to third parties. The data will be used exclusively for the processing of the conversation.

## 2. legal basis for data processing

The legal basis for the processing of the data is, in the presence of consent of the User is Art. 6 para. 1 lit. a DS-GVO.

The legal basis for the processing of data transmitted in the course of sending an email is Art. 6 (1) lit. f DS-GVO. If the e-mail contact is aimed at the conclusion of a contract, the additional legal basis for the processing is Art. 6. Para. 1 lit. b DS-GVO.

## 3. purpose of the data processing

The processing of the personal data from the input mask serves us solely to processing of the contact. In the case of contact by e-mail, this is also the the necessary legitimate interest in processing the data.

The other personal data processed during the sending process serve to prevent misuse of the contact form and to ensure the security of our information technology systems.

## 4. duration of storage

The data will be deleted as soon as they are no longer required for the purpose for which they were collected.

are no longer necessary. For the personal data from the input mask of the contact form and those sent by e-mail, this is the case when the respective conversation with the user has ended. The conversation is ended is ended when the circumstances indicate that the matter in question has been conclusively clarified. has been conclusively clarified.

The personal data additionally collected during the sending process will be deleted deleted after a period of seven days at the latest.

## 5. possibility of objection and elimination

The user has the possibility at any time to revoke his consent to the processing of the personal data at any time. If the user contacts us by e-mail, he can object to the storage of his personal data at any time. In

such a case, the conversation cannot be continued.  
Please address your revocation and removal request to:

Zyagnum AG  
Reistr. 1 | 64319 Pfungstadt, Germany  
Phone: +49 (0) 6151 365 31 0  
Fax: +49 (0) 6151 365 31 10  
E-mail: [info@zyagnum.com](mailto:info@zyagnum.com)

This can be done in writing as well as by e-mail.  
All personal data stored in the course of contacting us,  
will be deleted in this case.

#### VIII. Disclosure of personal data to third parties

##### 1. Google Analytics

###### a) Scope of the processing of personal data

This website uses Google Analytics a web analytics service provided by Google (Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). Google Analytics uses cookies, which are stored on your computer and allow an analysis of the use of the website. enable an analysis of the use. These are cookies from Google itself and so-called third-party cookies. The information generated by the cookies about your use of this website is usually of this website is usually transferred to a Google server in the USA and stored there.

stored there. For data protection compliant processing we use the code "gat.\_anonymizeIp();" to ensure anonymized collection of IP addresses (so-called IP-Masking) to ensure. The use of analysis cookies by Google is announced by announced by our Cookiebot. Users have the option to prohibit the use of cookies by only allowing technically necessary cookies.

###### b) Legal basis for the processing of personal data

The legal basis for the processing of personal data for the use of Google Analytics is the consent of the user Art. 6 para. 1 lit. a DS-GVO.

###### c) Purpose of data processing

This website uses Google Analytics to enable an analysis of usage. The processing of the users' personal data enables us to analyze the surfing surfing behavior of our users. We are in by evaluating the data obtained in the able to compile information about the use of the individual components of our website. compiled. This helps us to constantly improve our website and its user-friendliness. constantly improve. The processing for these purposes is based on the consent of the users, insofar as this is given by the Cookiebot. By anonymizing the IP address, the interest of the users in the protection of their personal data is sufficiently sufficiently taken into account.

#### d) Duration of storage

As a rule, the collected data is deleted as soon as it is no longer required. Deletion therefore takes place at the latest on expiry of the relevant legal retention periods. These are usually between 3 and 10 years.

#### e) Possibility of objection and removal

You can object to the collection of data at any time with effect for the future, by using the following link to download and install the browser add-on to deactivate Google Analytics at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

### 2. plugin and tools

#### a) Google Maps

On our website, we use other Google services such as Google Maps, these are maps of the third-party provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Privacy policy: <https://www.google.com/policies/privacy/>,

Opt-Out: <https://www.google.com/settings/ads/>.

#### a) LinkedIn

This privacy policy also applies to the use of LinkedIn.

Our website uses functions of the network LinkedIn. The provider is the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. With each call of one of our pages that contain functions of LinkedIn, a connection to servers of LinkedIn is established.

LinkedIn is established. LinkedIn is informed that you have visited our web pages with your IP address. If you click on the "Recommend button" of LinkedIn and are logged into your LinkedIn account, it is possible for LinkedIn to associate your visit to our website with you and your user account.

our website to you and your user account. We point out, that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use.

their use

by LinkedIn. You can find more information on this in the privacy policy of LinkedIn at: <https://www.linkedin.com/legal/privacy-policy>

### IX. Rights of the data subject

If personal data is processed by you, you are a data subject within the meaning of the DSGVO

and you are entitled to the following rights vis-à-vis the controller:

#### 1. right to information



You may request confirmation from the controller as to whether personal data concerning you are being processed by us.

If such processing is taking place, you may request the following information from the controller.

Information request:

- (1) the purposes for which the personal data are processed;
- (2) the categories of personal data which are processed;
- (3) the recipients or the categories of recipients to whom the personal data concerning you have been or will be disclosed; and will be disclosed;
- (4) the planned duration of the storage of the personal data concerning you or, if it is not possible to provide specific information in this regard, criteria for determining the storage period;
- (5) the existence of a right to rectification or erasure of the personal data concerning you, a right to restriction of processing by the controller or a right to object to such processing;
- (6) the existence of a right of appeal to a supervisory authority;
- (7) any available information on the origin of the data, if the personal data are not collected from the data subject;
- (8) the existence of automated decision-making, including profiling. pursuant to Article 22(1) and (4) of the GDPR and - at least in these cases - meaningful information about the logic involved and the scope and intended effects of such processing.

You have the right to request information as to whether the personal data concerning you is being

personal data is transferred to a third country or to an international organization.

will be transferred. In this context, you may request to be informed about the appropriate guarantees pursuant to Art. 46 DS-GVO in connection with the transfer.  
be informed.

## 2. right to rectification

You have a right to rectification and/or completion vis-à-vis the Responsible, insofar as the personal data processed that concern you, are inaccurate or incomplete. The controller shall carry out the rectification without carry out the correction.

## 3. right to restriction of processing

Under the following conditions, you may request the restriction of the processing of the Personal Data concerning you:

- (1) if you contest the accuracy of the personal data concerning you for a period of time which enables the data controller to verify the accuracy of the personal data to be verified;
- (2) the processing is unlawful and you object to the erasure of the personal data and request instead the restriction of the use of the personal data instead;

- (3) the controller no longer needs the personal data for the purposes of the processing, but you no longer required for the purposes of processing, but you need it for the assertion, exercise or defense of legal claims; or
- (4) if you object to the processing pursuant to Article 21 (1) of the DS-GVO and it has not yet been determined whether the legitimate reasons of the Controller outweigh your grounds.

If the processing of personal data concerning you has been restricted, this data - apart from its storage - may only be used with your consent or for the assertion, exercise or defense of legal claims or to protect the rights of another natural or rights of another natural or legal person, or for reasons of substantial public interest of the Union or of a Member State.

If the restriction of processing has been restricted in accordance with the above conditions, you will be informed by the controller before the restriction is lifted.

#### 4. right to erasure

##### a) Obligation to erasure

You may request the controller to delete the personal data relating to you without personal data deleted without undue delay, and the controller is obliged to erase such data without undue delay if one of the following reasons applies:

- (1) the personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed, is no longer necessary.
- (2) (2) You revoke your consent on which the processing is based pursuant to Art. 6 para. 1 lit. a or Art. 9 (2) (a) DS-GVO and there is no other legal basis for the processing. legal basis for the processing.
- (3) You object to the processing in accordance with Art. 21 (1) DS-GVO and there are no there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21 (2) DS-GVO.
- (4) The personal data concerning you have been processed unlawfully.
- (5) The erasure of the personal data concerning you is necessary for compliance with a legal obligation under Union law or Member State law to which the controller is to which the controller is subject.
- (6) The personal data concerning you has been processed in relation to offered Information Society services pursuant to Article 8(1) of the DS-GVO.

##### b) Information to third parties

If the controller has made the personal data concerning you public and is obliged to erase it pursuant to Art. 17 (1) of the DS-GVO, it shall take appropriate measures, taking into account taking into account the available technology and the implementation costs measures, including those of a technical nature, in order to prevent the data processing To inform those responsible for processing the personal data, that you, as data subject, request from them the erasure of all links to such personal data or copies or replications of this personal data. data have been requested.

### c) Exceptions

The right to erasure does not exist to the extent that the processing is necessary

- (1) for the exercise of the right to freedom of expression and information;
- (2) for compliance with a legal obligation which requires processing under the law of the Union or the Member States to which the controller is subject, or for the performance of a task carried out in the public interest or in the exercise of exercise of official authority vested in the controller;
- (3) for reasons of public interest in the area of public health. pursuant to Article 9(2)(h) and (i) and Article 9(3) of the GDPR;
- (4) for archiving purposes in the public interest, scientific or historical research purposes or for statistical purposes pursuant to Article 89(1) of the GDPR, to the extent that the right referred to in section a) is likely to make the impedes or seriously impedes the achievement of the purposes of such processing; or impaired, or
- (5) for the assertion, exercise or defense of legal claims.

### 5. right to information

If you have asserted the right to rectification, erasure or restriction of processing asserted against the controller, the controller is obliged to inform all recipients, to whom the personal data concerning you has been disclosed, this rectification or erasure of the data or restriction of processing, unless this proves to be unless this proves impossible or involves a disproportionate effort. associated.

You have the right to be informed by the controller about these recipients. to be informed.

### 6. right to data portability

You have the right to obtain the personal data concerning you that you have provided to the the controller in a structured, common and machine-readable format. machine-readable format. You also have the right to transfer this data to another another data controller without hindrance from the data controller to whom the personal data has been provided, provided that.

- (1) the processing is based on consent pursuant to Art. 6 (1) lit. a DS-GVO or Art. 9 Para. 2 lit. a DS-GVO or on a contract pursuant to Art. 6 Para. 1 lit. b DS-GVO and
- (2) the processing is carried out with the help of automated procedures.

In exercising this right, you also have the right to obtain that the personal data relating to you personal data relating to you be transferred directly from one controller to another, where this is Controller, insofar as this is technically feasible. The freedoms and rights of other persons may not be affected by this.

The right to data portability does not apply to a processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority has been delegated.

## 7. right to object

You have the right to object at any time, for reasons relating to your particular situation object to the processing of personal data relating to you which is carried out on the basis of Article 6 (1) (e) or (f) DS-GVO; this also applies to profiling based on these provisions. profiling based on these provisions.

The controller shall no longer process the personal data concerning you, unless he or she can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the purpose of assertion, exercise or defense of legal claims.

If the personal data concerning you is processed in order to carry out direct advertising you have the right to object at any time to the processing of your personal data concerning you for the purpose of such advertising; this also applies to profiling also applies to profiling, insofar as it is associated with such direct advertising.

If you object to the processing for the purposes of direct marketing, the personal data concerning you will no longer be processed for these purposes. You have the possibility, in connection with the use of services of the Information Society services - notwithstanding Directive 2002/58/EC - to exercise your right to object by means of automated procedures involving the use of technical specifications. are used.

## 8. right to revoke the declaration of consent under data protection law.

You have the right to revoke your declaration of consent under data protection law at any time. revoke. The revocation of consent will not affect the lawfulness of the processing of data consent until the revocation is not affected.

## 9 Automated decision in individual cases including profiling.

You have the right not to be subject to a decision based exclusively on automated processing - including profiling - which produces legal effects vis-à-vis you or which legal effect vis-à-vis you or similarly significantly affects you.

This does not apply if the decision

- (1) is necessary for the conclusion or performance of a contract between you and the responsible party,
- (2) is permissible on the basis of legal provisions of the Union or the Member States to which the controller is subject to, and these legal provisions provide for appropriate measures to safeguard your rights and freedoms as well as your legitimate interests, or
- (3) is made with your express consent.

However, these decisions may not be based on special categories personal data pursuant to Art. 9(1) DS-GVO, unless Art. 9(2) lit. a or g DS-GVO applies and appropriate measures have been taken to protect the rights and freedoms of as well as your legitimate interests have been taken.

With regard to the cases mentioned in (1) and (3), the controller shall take reasonable Measures to safeguard the rights and freedoms as well as your legitimate interests, which shall include, at least, the right to obtain the intervention of a person on the part of the Responsible, to express his or her own point of view and to contest the decision.

#### 10. right to complain to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you are you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your place of residence, place of work or the place of the alleged infringement, if you consider that the processing of personal data relating to you infringes the personal data infringes the GDPR.

The supervisory authority to which the complaint has been lodged shall inform the complainant about the status and outcome of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 DS-GVO.

The supervisory authority responsible for us is:

#### **Hessian Data Protection Commissioner**

Mr. Dr. Michael Ronellenfitsch

Phone: +49 (0) 611/1408-0

Fax: +49 (0) 611 1408-900 or -901

E-mail: [poststelle@datenschutz.hessen.de](mailto:poststelle@datenschutz.hessen.de)