

## Privacy policy for the [www.roboception.com](http://www.roboception.com) website

Thank you for your interest in our website [www.roboception.com](http://www.roboception.com) (the "website"). This website is operated by Roboception GmbH ("Roboception") and gives you, the user (the "user" or "you"), the opportunity to find out about our company and our products. As the user, you can also register a user account and purchase our products using this website.

The following provides information on the data that we collect and what we use it for if you visit our website or order a product. This privacy policy explains the legal basis and the purpose for which this occurs. We also inform you of your rights in relation to the use of personal data. If you have any questions regarding the use of your personal data by us, please contact us as the controller (contact under Section 1).

### 1. Controller

The operator of this website and the controller for data processing on this website is:

Roboception GmbH  
Kaflerstrasse 2  
81241 Munich, Germany

Telephone: 49 (0) 89 8895079-0

Email: [info@roboception.de](mailto:info@roboception.de)

### 2. Revocation of your consent for data processing

Many data processing operations are only possible with your express consent. You have the right to revoke any consent that you have already provided at any time with effect for the future. An informal email notification is sufficient to exercise this right (contact under Section 1). The lawfulness of the data processing that occurred up to the date of revocation remains unaffected by the revocation.

### 3. General information on data processing on our website

Various personal data is collected when you use this website.

"Personal data" is any data that can be used to identify you directly or indirectly (such as your name, address, email address, telephone number, IP address).

The collection and processing of personal data in principle only takes place if this is permitted by law or you have consented to the specific use. Once the purpose of the data processing no longer applies, the data is deleted, unless you have consented to further use or statutory retention obligations exist that prevent deletion. Specifically, the following data processing operations take place:

## 4. Data collection on our website and the creation of log files

### 4.1 Description of the data processing

Users can visit our website without registering. However, when visiting the website and accessing a file, our IT system collects access data about this process in a log file. Roboception or the webspace provider collects this information in server log files, which your browser automatically transmits to us. This information includes:

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the accessing display device, shortened
- Time of the server request
- IP address

This data is collected automatically as soon as you enter our website. This data is not combined with other data sources.

Access to services, such as the Template Service, is only possible after successful registration.

### 4.2 Legal basis

The data processing is based on Article 6 (1) point f GDPR, which permits data processing if a legitimate interest exists, if such interest is not overridden by the interests or fundamental rights and freedoms of the user.

### 4.3 Purpose

The temporary storage of this data is required in order to present the contents of the website to the user. The collection of this information is therefore necessary to display our website. This also includes the storage of the user's IP address for the duration of the session. The storage in log files takes place in order to ensure and optimise the functionality of the website and to improve our services. It is also used to ensure the security of our IT system. These purposes represent the legitimate interests of Roboception in data processing in accordance with Article 6 (1) point f GDPR.

### 4.4 Duration of storage

This data is deleted if further storage is no longer required for the purpose for which the data was saved. For the provision of the website, this is the case at the end of the respective session. If the data is saved in log files, this is the case after seven days. Further storage is possible, if the users' IP addresses are deleted or shortened so that any assignment to the accessing user is not possible.

## 5. Registration as a user with a customer account

### 5.1 Description of the data processing

Users can register on the website with a customer account. Registration with a customer account is necessary to order products or use services offered. Personal data is collected and stored to create the customer account.

The following data is entered in an input screen and transmitted to us:

Name, email address, username, name of the company and VAT number.

To order products, you also need to provide a delivery and invoice address. When using the services, additional data may be requested, such as images or application-specific process information (CAD models).

The affected personal data is treated as confidential and is not forwarded to third parties, unless this is necessary to process the order or Roboception is required to do so by law.

### 5.2 Legal basis of the data processing

When registering with a customer account without ordering a product, the legal basis for processing the personal data is the user's consent to process their personal data for the customer account, Article 6 (1) point a GDPR.

If the user orders products, the data is required to complete and process the order. The legal basis for the processing is Art. 6 (1) point b GDPR.

### 5.3 Purpose of the processing

The user data is only processed if the user is registered for this purpose. User registration with a customer account is required in order to purchase our products on the website or for the use of the services offered

The personal data collected as part of the registration is exclusively used to create and provide a customer account and to perform and execute the contract on ordered Roboception products, and to enable access to and use of the services offered, not for other purposes. The data to be provided is required to register with a customer account and/or to perform the contract.

## 5.4 Duration of storage

The personal data is only collected and stored for the duration of the relevant registration with the customer account. In case of registration, this therefore only takes place for the duration of the existence of a customer account or the duration of the performance of the contract. The data is then deleted, unless mandatory statutory retention obligations exist.

## 5.5 Opportunity to object

Users have the opportunity to amend and update the stored data at any time using their customer account. Roboception will delete the customer account, if the user sends an email to [info@roboception.de](mailto:info@roboception.de) that contains their customer account details and a request for deletion. Statutory retention obligations exist for certain data for the performance of the contract (such as for invoices); in this case, the necessary data is deleted after the expiration of the statutory retention obligation.

When registering as part of a product order, the data is required to perform the contract. In this respect, the user has no right of objection with regard to the data processing.

## 6. Enquiries via the contact form

### 6.1 Description of the data processing

If you send us enquiries using the "Request offer" form, the contact form or use the services offered, we will save your details from the enquiry form, including the contact data that you have provided, in order to process the enquiry and for any follow-up questions. We will not pass this data on without your consent.

The following data is transmitted to us via the input screen and saved for this purpose: first name and surname, company, contact partner, email address, order confirmation number and any personal details that you provide in the enquiry text, as well as all uploaded photos, files and process information

To process this data, the user's consent is obtained and reference is made to this privacy policy as part of the transmission process. Alternatively, a telephone number is provided to establish contact. In this case, the user's personal data provided over the phone is stored.

### 6.2 Legal basis of the processing

The processing of the data entered in the contact form or the service offers takes place on the basis of your consent in accordance with Article 6 (1) point a GDPR. If, in the event of telephone contact, no consent for data processing and storage is seen in the user's call, this is justified in accordance with Article 6 (1) point f GDPR. Otherwise, the user's enquiry cannot be processed.

## 6.3 Purpose of the processing

The data transmitted via the contact form or the service offers must be processed in order to process the enquiry and any subsequent requests. In the event of telephone contact, this also forms the legitimate interest in processing the data.

## 6.4 Duration of storage

We only store the data that you enter in the contact form or the service offers until it is no longer required to achieve the purpose of their collection. In the event that contact is established using the contact form or over the phone, this is the case once the relevant enquiry has been processed and completed. Moreover, we will delete the data before this occurs, if you request that we delete the data or revoke your consent to store the data. Mandatory statutory provisions, in particular retention periods, remain unaffected.

## 6.5 Opportunity to object and eliminate

Users may revoke the consent to process their data using the contact form at any time with effect for the future. An informal email notification to us at [info@roboception.de](mailto:info@roboception.de) is sufficient to exercise this right. We then delete the data communicated to us via the contact form or the service offers and will no longer process the enquiry.

## 7. Registration for the newsletter and product recommendations via email to existing customers

### 7.1 Description of the data processing

The website provides the opportunity to subscribe to a free newsletter by email. In this case, you transmit your first name, surname and email address to us via the input screen, which we then store and process. The display device's IP address as well as the date and time of registration are also collected.

If you have ordered products on the website, via our online shop, and have provided your email address, we take the opportunity to send product recommendations for our own similar products, to the extent permitted by law, if we have informed you of this when concluding the contract and you have not submitted a corresponding objection.

The personal data that Roboception processes to send the newsletter is not passed on to external companies. The data is exclusively used to send the newsletter and the product recommendation.

## 7.2 Legal basis of the processing

The legal basis for processing personal data to send the newsletter is Article 6 (1) point a GDPR if the user has provided their consent. The legal basis for product recommendations as a result of a preceding product sale is Art. 6 (1) point f GDPR in connection with Section 7 (3) UWG (German fair trade law).

## 7.3 Purpose of the processing

The personal data collected for the newsletter is used to send the newsletter. The same applies for product recommendations to customers who have purchased products.

## 7.4 Duration of storage

The user's name and email address are stored for the newsletter's subscription period or until they unsubscribe from the newsletter. Any other data collected as part of the registration process is generally deleted after 7 days.

## 7.5 Opportunity to object and eliminate

The user can unsubscribe from the newsletter at any time and object to the receipt of emailed product recommendations via a separate link provided at the end of every newsletter. There is also the option of unsubscribing from/revoking the future receipt of the newsletter by emailing [info@roboception.de](mailto:info@roboception.de).

## 8. Use of cookies and tools

### 8.1 What are cookies?

In order to make visiting our website more attractive and to enable the use of certain functions, we use so-called cookies on various pages. These are small text files that are stored on your terminal device. These text files are used to archive information for a limited period of time. Your browser saves the cookies in the form of a readable text file as soon as you visit our website. If you are registered with us, the cookies help us to recognize your display device (computer, tablet or smartphone) the next time you visit our website. Certain cookies might contain personal data.

### 8.2 Which cookies do we use?

By type, we divide the cookies we use into the following classes: necessary cookies, function, analysis & statistics and advertising & marketing. Necessary cookies enable you to use our website (so-called session cookies). If this cookie is turned off, it may not be possible to access our pages. Session cookies are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies).

Other cookies remain on your display device and enable us or our partner companies (third-party cookies) to recognize your browser on your next visit (so-called persistent cookies). Persistent cookies are automatically deleted after a specified period of time, which may differ depending on the cookie. We do not use cookies for advertising purposes on our website, however, such so-called retargeting cookies may be used on our social media presences via the third-party provider of the platform. We refer to this separately below. You can find more details in the following overview of the cookies used.

### **8.3 For what purposes and according to which legal basis do we use cookies?**

Most of the cookies we use do not store any information that identifies or makes you identifiable as a person. Rather, these cookies provide us with general and anonymized information about the visitors to our website, the offers accessed, the browsers and operating systems used, and the cities from which our visitors come. In doing so, we record the IP address in abbreviated form and in such a way that individual recognition and assignment is not possible. The IP address is also recorded in order to recognize potential attackers and to block them if necessary. The logs remain stored on the server for 4 weeks and are then automatically deleted.

In part, the cookies are used to simplify the ordering process by storing settings. Insofar as personal data is also processed by individual cookies used by us, the processing is carried out in accordance with Article 6 (1) point b GDPR for the performance of the contract with you.

Insofar as we collect data with cookies, this is done on the one hand to gain knowledge for the optimization of the functionalities and contents of our website. With such functional cookies, we pursue a legitimate interest (Article 6 (1) point f GDPR), because it allows us to technically adapt our offer to meet your needs and makes it easier for you to call up our pages. On the other hand, we use cookies to evaluate the use of our website and our online offer on the basis of statistical data.

We only carry out this processing if you have given us your consent to the use of these cookies for analysis & statistics (Article 6 (1) point a GDPR). Once you have given your consent, you can revoke it at any time with effect for the future. Until revocation, the data processing remains permissible.

You can view or change your cookie settings at any time on the Roboception website under "Manage Consent".

### **8.4 How can you disable cookies?**

You can set your browser so that you are informed about the setting of cookies and can decide individually about their acceptance or exclude the acceptance of cookies for certain cases or in general. Each browser differs in the way it manages cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You can find this for each browser at the following links:

- Internet Explorer: <http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>
- Edge: <https://support.microsoft.com/de-de/help/4027947/microsoft-edge-delete-cookies>
- Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>
- Chrome: <http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>
- Safari: <https://support.apple.com/de-de/guide/safari/sfri11471/12.0/mac/10.14>
- Opera: <https://help.opera.com/de/latest/web-preferences/#cookies>

Alternatively, you can obtain information about the setting of cookies from the Digital Advertising Alliance at the Internet address [www.aboutads.info](http://www.aboutads.info) and make settings for this purpose.

## 8.5 Third Party cookies

In some cases, we work together with partners who help us to make our Internet offering more interesting for you. For this purpose, cookies from partner companies may also be stored on your display device when you visit our online offers, such as our website and our social media presences (third-party cookies). The information about the use of such cookies and the scope of the data collected in each case can be found in more detail below.

The cookies from third-party providers used by us partly lead to data processing in the USA. In this case, too, we use the cookies only with your consent (Article 6 (1) point a GDPR). Consent is given through a separate cookie consent dialog of the third-party provider, if available. While these providers (e.g., Google, Microsoft, Facebook) have committed to comply with the data protection provisions of the EU-US Privacy Shield, the legal framework for transatlantic data transfers agreed upon by the European Commission and the United States (IMPLEMENTING COMMISSION DECISION (EU) 2016/1250 of 12. July 2016 pursuant to Directive 95/46/EC of the European Parliament and of the Council on the adequate protection provided by the EU-U.S. Privacy Shield (notified under Docket No. C(2016) 4176)). In addition, these providers are registered with the U.S. Department of Commerce's Privacy Shield program. However, the European Court of Justice has declared this agreement invalid and found that the U.S. does not have a level of data protection comparable to the EU (ECJ, judgment of July 16, 2020 - C-311/18, para. 200, Facebook/Schrems II). In the meantime, the third-party providers with whom we work have therefore accepted the EU standard contractual clauses (SCC) to maintain the European data protection standard and made them part of the user agreements. The laws of the USA give various security authorities unlimited surveillance powers, including through the use of monitoring programs that make it possible to collect and analyze data. The U.S. providers are obliged under national laws to grant the security authorities access to the data they process, even if this data is processed at a foreign company. By granting consent, there is a risk that the data collected via cookies will become part of the surveillance in the USA. No legal remedy or efficient judicial procedure is available against such monitoring in the USA.

Users can avoid this by not consenting to the setting of cookies by third-party providers from the USA.



## 8.6 Overview of cookies used

Necessary Cookies	Duration	Description
cookieLawInfo-checkbox-	11 months	This cookie is set by the GDPR Cookie Consent plugin. The cookies are used to store the user's consent for the cookies in the given category.
CookieLawInfoConsent		This cookie is set by the GDPR Cookie Consent plugin. It stores data required for cookie consent. It stores data required for cookie consent.
mtm_consent	12 months	This cookie is set by Matomo. It is used to store whether the user's consent was given.
mtm_consent_removed	12 months	This cookie is set by Matomo. It is used to store whether the user's consent was given.
pll_language		This cookie is set by Polylang. To save the selected language setting.
store_notice[notice id]	session	This cookie is set by WooCommerce. It allows customers to reject the store hints.
viewed_cookie_policy	11 months	The cookie is set by the plugin GDPR Cookie Consent and is used to store whether the user has consented to the use of cookies or not. No personal data is stored.
woocommerce_cart_hash	session	This cookie is set by WooCommerce. Helps determine when shopping cart content/data changes.
woocommerce_items_in_cart	session	This cookie is set by WooCommerce. It helps WooCommerce determine when cart content/data changes.

Necessary Cookies	Duration	Description
woocommerce_recently_viewed	session	This cookie is set by WooCommerce. Required for the Recently viewed products widget.
wordpress_logged_in_		This cookie is set by WordPress. To save logged in users.
wordpress_sec_	15 days	This cookie is set by WordPress. Stores account data to provide protection from hackers.
wp_woocommerce_session_	2 days	This cookie is set by WooCommerce. It contains a unique code for each customer, which can be assigned to shopping cart data in the database.

Analyse Cookies	Duration	Description
_pk_id	13 months	This cookie is set by Matomo. It is used to store some details about the user, such as the unique visitor ID.
_pk_ref	6 months	This cookie is set by Matomo. It is used to store the association information that the user originally used to visit the website.
_pk_ses, _pk_cvar, _pk_hsr	30 minutes	This cookie is set by Matomo. Short-lived cookies used to temporarily store various data for the visit.
_pk_testcookie		This cookie is set by Matomo. It should be deleted immediately after creation (it is used to check whether the visitor's browser supports cookies).

## 9. Matomo (Piwik)

### 9.1 Description of the data processing

We use the open source web analysis tool Matomo (formerly Piwik; also refer to [www.matomo.org](http://www.matomo.org)) on our website. Matomo also uses cookies (also refer to Section 8), which are stored on your display device and which enable the use of the website to be analyzed for marketing and optimisation purposes. The information on the use of this website generated by the use of Matomo is stored on our in-house server in Germany and exclusively evaluated internally. There is an data processing agreement with the service provider.

The IP address is anonymised immediately after processing and before storage so that no personal reference to the website visitor exists. The data collected using Matomo is only used for the statistical evaluation of user access to improve the website and is not combined with personal data; this also applies for the future. It is not forwarded to third parties.

### 9.2 Legal basis and purpose of the processing

The storage of Matomo cookies takes place based on Article 6 (1) point f GDPR. Roboception has a legitimate interest in analyzing the user behavior in order to optimise the website.

We use the Matomo web analysis tool to compile reports on the website activities. These purposes also represent the legitimate interest in processing personal data in accordance with Article 6 (1) point f GDPR.

### 9.3 Duration of storage, opportunities to object

You can object to the Matomo analysis. Various opportunities are available in this respect:

For instance, you can prevent the installation of cookies by changing the settings in your browser software accordingly. If you want to prevent the analysis of your behavior on the web in general, you can activate the "Do Not Track" option in your current web browser.

You can prevent the placement of web analysis cookies in your browser. In this case, no statistical data will be collected and evaluated. If you would like to opt in to this option, you will find the option to place the Matomo deactivation cookie in your browser by checking the appropriate box under the following link: <https://matomo.org/privacy-policy/>.

If you remove the cookies stored in your browser, please note that this will also delete the Matomo deactivation cookie for this website. The Matomo deactivation cookie only applies for the specific display device on which it was stored. If you use another display device, you would have to object to the Matomo analysis once again.

## 10. Integration of social media and other services

We refer to our profiles in social networks on our website. You can only access these profiles via our website if you give your consent to call up our profile (Article 6 (1) point a GDPR). While the providers that provide social networks (e.g. Google, Facebook, Instagram, LinkedIn, Twitter, YouTube) have committed to comply with the data protection provisions of the EU-US Privacy Shield, the legal framework for transatlantic data transfers agreed upon by the European Commission and the United States (IMPLEMENTING COMMISSION DECISION (EU) 2016/1250 of 12. July 2016 pursuant to Directive 95/46/EC of the European Parliament and of the Council on the adequate protection provided by the EU-U.S. Privacy Shield (notified under Docket No. C(2016) 4176)). In addition, these providers are registered with the U.S. Department of Commerce's Privacy Shield program. However, the European Court of Justice has declared this agreement invalid and found that the U.S. does not have a level of data protection comparable to the EU (ECJ, judgment of July 16, 2020 - C-311/18, para. 200, Facebook/Schrems II). Against this backdrop, the providers of social networks have made the EU standard contractual clauses part of the user agreements with us. The laws of the U.S. give various security authorities unlimited surveillance powers, including through the use of surveillance programs that make it possible to collect and analyze data. U.S. providers are required by national law to provide security authorities with access to the data they process, even if the data is processed at a foreign company. By granting consent, there is a risk that the data collected about visits to the social network or other service will become part of mass surveillance in the USA. No legal remedy or efficient judicial procedure is available against such surveillance in the USA.

### 10.1 Integration of Youtube-Videos

We have made YouTube videos available on our website so that YouTube videos can be played directly on our pages. The "extended data protection mode" applies here, so that YouTube only collects data about you if you consent. The transfer of your data to YouTube thus only takes place with the granting of your consent (Article 6 (1) point a GDPR).

YouTube is a service offered in the EU, EEA and Switzerland by Google Ireland Limited Gordon House, Barrow Street Dublin 4. Ireland, and in the USA by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

We have linked the YouTube videos on our website in such a way that an enhanced data protection mode applies (so-called privacy-enhanced mode). Calling up one of our pages on which Youtube videos are located, as well as clicking on these videos, does not yet result in your data being transmitted to Google. When clicking on the video, you will be redirected to the Youtube platform and you will be asked to give your consent.

If you have given this consent or call up a video directly on YouTube (e.g. in our YouTube channel), your data may be transferred to a Google server in the USA and stored there. Google evaluates your use of our video offering on YouTube in this way in order to compile anonymized reports on video views for us and to provide us with other services related to video use. Google is certified under the EU-US Privacy Shield, but from a European perspective this alone does not provide an adequate level of data

protection: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>. There is a contract with Google in accordance with the EU's standard data protection clauses. For the use of our YouTube channel, we have concluded a contract between jointly responsible parties with Google. In it, we have undertaken to inform you about this data processing when using our channel on YouTube.

For more information on data protection at the Google service "YouTube", please refer to the privacy policy of the provider at: <https://policies.google.com/privacy?hl=de&gl=de>.

## 10.2 Social media appearances and use of social media icons on our pages

We do not use social plug-ins as active buttons on our website. We only refer to our offer on the following social networks via icons:

- Instagram: Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland;
- Facebook: Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland;
- YouTube: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland;
- LinkedIn: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland;
- Twitter: International Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2, Ireland

We only display the social media icons on our site. They are designed as inactive icons. To protect your privacy, we use a solution that only transmits the address of our server to these services and not your IP address if you have activated a social media icon by clicking on it.

When you click on such a social media icon on our site, it is activated with your consent and a connection to these third-party providers is established via your web browser in a separate tab (tab card). These third-party providers can thereby track the visit to our pages. If you are a member of one of the social networks, you can share the content of our site with other members from your social network by activating the button. Through your participation in social networks or by visiting or calling up our social media sites, your data may be processed outside the EU. This may give rise to risks because, for example, it may be more difficult to enforce your rights.

When you call up a social network, cookies are usually stored on your display device to record user behavior. If you have a user account on the respective network and are logged in there, your usage behavior can be stored for your user account. The social networks may analyze the usage behavior and use it for market research and advertising purposes. This may result in advertising being displayed to you within and outside the social networks. We have no influence on this.

We have no influence on the data collected and stored about you by the social networks. Through our above-mentioned social media presences, we receive evaluations of user data and can address users with interest-based advertising. If users interact with our social media presence and are logged in with a user account, we can in principle also recognize the user profile and see the content of comments or

postings on our presence. This data processing therefore takes place under joint responsibility with the respective provider of the social network.

For the evaluation of data in connection with our social media appearances, we have therefore concluded a joint responsibility agreement with the providers in each case (Article 26 GDPR). In this, we have undertaken to provide you with this information on data protection. You can find further information in the data protection provisions of the respective social networks. You can also assert the rights to which you are entitled against us. However, the provider of the social network can fulfill your rights more comprehensively because the data for use and evaluation is also stored there.

## 10.3 Instagram

We operate a social media presence at <https://www.instagram.com/roboception>, which we use to display photos and posts about our company, provide information about our services and communicate with customers. When using and accessing our Instagram page, user data will also be processed by the Irish-based company Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin and the US-based Meta Platforms, Inc., 1601 Willow Road, Menlo Park, California 94025 (hereinafter "Facebook"). Through Instagram, Facebook enables, among other things, a system by which Facebook distributes advertisements through its network.

We analyze the views and interactions on our Instagram page. For this purpose, Facebook creates usage profiles, but only provides us with anonymous data in this regard, so-called page insights. This is aggregated data that provides us with information about how users interact with our Instagram page. The statistics generated are transmitted to us exclusively in anonymized form. We do not have access to the underlying data. With regard to this Insight service, we process your personal data together with Facebook. For this reason, we have concluded the contract between jointly responsible parties.

You can access our Instagram page regardless of whether or not you have a user account with Instagram itself. In doing so, we process your personal data when you interact with our Instagram page, for example, when you post a comment, click a Like button or send us a message. We do not share the data with third parties. The terms of use of Facebook at: <https://help.instagram.com/519522125107875> are also authoritative.

The legal basis for this data processing is, depending on the nature of your activity, your consent (Article 6 (1) point a GDPR) or our legitimate interest (Article 6 (1) point a GDPR) in customer-oriented marketing. Instagram users can revoke a given consent when publishing their comment or like at any time with effect for the future by deleting the comment or the content in question. A revocation does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

Facebook offers the option to object to certain data processing; information and opt-out options in this regard can be found at <https://www.facebook.com/policies/cookies/> and for logged-in users at <https://www.facebook.com/settings?tab=ads>.

Instagram users can influence the extent to which their usage behavior may be recorded during their visit to our Instagram page at <https://www.facebook.com/ads/preferences>.

In addition, corresponding settings can be made at <https://www.facebook.com/settings> and [https://www.instagram.com/accounts/login/?next=/accounts/privacy\\_and\\_security/](https://www.instagram.com/accounts/login/?next=/accounts/privacy_and_security/) or the data processing can be objected to at: <https://www.facebook.com/help/contact/367438723733209>.

Data processing via cookies used by Facebook can also be prevented by settings in the browser.

According to its own information, Facebook only transfers user data to countries for which an adequacy decision has been issued by the European Commission in accordance with Article 45 GDPR or on the basis of appropriate guarantees in accordance with Article 46 GDPR.

Facebook Inc. and all its affiliated companies are certified under the EU-US Privacy Shield, but from a European perspective this alone does not provide an adequate level of data protection: (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>). Therefore, there is also a contract in accordance with the EU's standard data protection clauses.

## 10.4 Facebook

In addition to this website, we also operate a Facebook page at <https://www.facebook.com/roboception/>, through which we present our company, provide information about our services and communicate with our customers and interested parties. In principle, we only process personal data when you interact with our Facebook page, e.g. when you post a comment, click a like button or send us a message.

The legal basis for data processing in this regard is, depending on the nature of your activity, Article 6 (1) point b GDPR (e.g., if you send us a contract-relevant inquiry), or your consent pursuant to Article 6 (1) point a GDPR (e.g., if you "like" a post of ours, comment on it, or upload content to our Facebook page).

You can revoke a given consent at any time with effect for the future by deleting the comment or the content in question. A revocation does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

We can analyze the calls and interactions on our Facebook page. For this purpose, Facebook creates usage profiles, but only provides us with anonymous data in this regard, so-called page insights. This is aggregated data that provides us with information about how users interact with our Facebook page.

When using and accessing our Facebook page, your personal data will also be processed by the Irish-based company Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin as well as the U.S.-based Meta Platforms, Inc., 1601 Willow Road, Menlo Park, California 94025 (hereinafter "Facebook"). In addition to the processing described above, Facebook also processes your data for analysis and advertising purposes or personalized advertising. To the best of our knowledge, Facebook also uses cookies that store your usage behavior (also across different display devices). This allows

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Facebook to play out targeted advertising within its own platform as well as on third-party sites. Facebook creates the personal user profiles on the basis of effective consent pursuant to Article 6 (1) point a GDPR. Further information can be found in Facebook's privacy policy, which is available here: <https://www.facebook.com/about/privacy/>.

According to its own information, Facebook only transfers user data to countries for which there is an adequacy decision by the European Commission pursuant to Article 45 GDPR or on the basis of appropriate guarantees pursuant to Article 46 GDPR.

Facebook Inc. and all its affiliated companies are certified under the EU-US Privacy Shield, but from a European perspective this does not provide an adequate level of data protection (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

We have concluded a contract with Facebook in accordance with the EU's standard data protection clauses.

You can revoke your consent at any time with effect for the future. The lawfulness of the processing carried out on the basis of the consent until the revocation remains unaffected. You can delete a comment or uploaded content yourself at any time.

Facebook offers the option to object to certain data processing; information and opt-out options in this regard can be found at <https://www.facebook.com/policies/cookies/> and for logged-in users at <https://www.facebook.com/settings?tab=ads>.

## 10.5 YouTube

We have a social media presence at [https://www.youtube.com/channel/UCtveX7ySvJoGfT\\_XLnHyqRw](https://www.youtube.com/channel/UCtveX7ySvJoGfT_XLnHyqRw), which we use to present video posts about our company, provide information about our products and services, and communicate with customers. YouTube is a service offered in the EU, the EEA and Switzerland by Google Ireland Limited Gordon House, Barrow Street Dublin 4, Ireland, and in the USA by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. When using and calling up our YouTube page, user data is also processed by Google Ireland Limited and Google LLC, based in the USA.

We analyze the calls and interactions on our YouTube page. For this purpose, Google creates usage profiles, but only provides us with anonymous data in this regard, so-called page insights. This is aggregated data that provides us with information about how users interact with our YouTube page. The statistics generated are transmitted to us exclusively in anonymized form. We have no access to the underlying data. With regard to this analysis service, we process your personal data together with Google. For this reason, we have concluded a contract between jointly responsible parties.

You can access our YouTube page regardless of whether or not you have a user account with YouTube itself. In doing so, we process your personal data when you interact with our YouTube page, e.g., submit a comment or click a Like button. We do not share the data with third parties.



Within the EU, the legal basis for this data processing is your consent (Article 6 (1) point a GDPR). You can revoke a given consent when publishing your comment or like at any time with effect for the future by deleting the comment or the content in question. A revocation does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

Data processing via cookies used by Google can also be prevented by settings in your browser.

Google is certified under the EU-US Privacy Shield, but from a European perspective this alone does not provide an adequate level of data protection:

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Further information on data protection at the Google service "YouTube" can be found in the provider's privacy policy at: <https://policies.google.com/privacy?hl=de&gl=de>.

## 10.6 LinkedIn

We operate a social media presence at <https://www.linkedin.com/company/roboception-gmbh/>, which we use to display photos and posts about our company, provide information about our products and services, publish job advertisements where applicable, and communicate with customers. When using and calling up our LinkedIn page, user data is also processed by the Irish-based company LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland and the US-based LinkedIn Corporation, 1000 W Maude Ave, Sunnyvale, CA 94085 (hereinafter "LinkedIn"). Via LinkedIn, among other things, a system is made possible by LinkedIn distributing advertising via its network.

We analyze the calls and interactions on our LinkedIn page. For this purpose, LinkedIn creates usage profiles, but only provides us with anonymous data in this regard, so-called page analyses. This is aggregated data that provides us with information about how users interact with our LinkedIn page. The statistics generated are transmitted to us exclusively in anonymized form. We do not have access to the underlying data. With regard to this analysis service, we process your personal data together with LinkedIn. For this reason, we have concluded the contract between jointly responsible parties with LinkedIn (Article 26 GDPR).

You can access our LinkedIn page regardless of whether or not you have a user account with LinkedIn itself. In doing so, we process your personal data when you interact with our LinkedIn page, e.g. submit a comment, click a Like button or send us a message. We do not share the data with other third parties. The terms of use of LinkedIn at: [https://de.linkedin.com/legal/user-agreement?trk=hb\\_ft\\_userag](https://de.linkedin.com/legal/user-agreement?trk=hb_ft_userag) are also authoritative.

The legal basis for this data processing is, depending on the nature of your activity, your consent (Article 6 (1) point a GDPR) or our legitimate interest (Article 6 (1) point f GDPR) in marketing to customers. LinkedIn users can revoke a given consent when publishing their comment or like at any time with effect for the future by deleting the comment or the content in question. A revocation does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

LinkedIn offers the possibility to object to certain data processing; information and opt-out options in this regard can be found at [https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out?trk=microsites-frontend\\_legal\\_cookie-policy](https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out?trk=microsites-frontend_legal_cookie-policy).

Users of LinkedIn can influence the extent to which their usage behavior may be recorded when visiting our LinkedIn page at <https://www.linkedin.com/psettings/advertising>.

Data processing via cookies used by LinkedIn can also be prevented by browser settings.

LinkedIn only transfers user data to countries for which an adequacy decision has been issued by the European Commission in accordance with Article 45 GDPR or on the basis of appropriate guarantees in accordance with Article 46 GDPR. The LinkedIn Corporation is certified under the EU-US Privacy Shield, but this does not provide an adequate level of data protection:

(<https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&status=Active>).

## 10.7 Twitter / X

We operate a social media presence at <https://www.twitter.com/roboceptiongmbh>, which we use to display photos and posts about our company, provide information about our services and communicate with customers. When using and accessing our Twitter / X page, user data will also be processed by the Irish-based company Twitter International Unlimited Company, One Cumberland Place, Fenian Street, Dublin (hereinafter "Twitter / X") as well as the U.S.-based X Corp., 1355 Market Street, Suite 900, San Francisco, CA 94103.

We analyze the views and interactions on our Twitter / X page. For this purpose, Twitter / X creates usage profiles, but only provides us with anonymous data in this regard, so-called analytics. This is aggregated data that provides us with information about how users interact with our Twitter page. The statistics generated are transmitted to us exclusively in anonymized form. We have no access to the underlying data. With regard to this service, we process your personal data jointly with Twitter / X. For this reason, we have concluded the contract between jointly responsible parties.

You can access our Twitter / X page regardless of whether or not you have a user account with Twitter / X itself. In doing so, we process your personal data when you interact with our Twitter page, for example when you submit a tweet, click a like button or send us a message. We do not share the data with third parties. The terms of use of Twitter / X at: <https://twitter.com/de/tos> are also authoritative.

The legal basis for this data processing is, depending on the nature of your activity, your consent (Article 6 (1) point a GDPR) or our legitimate interest (Article 6 (1) point a GDPR) in customer-oriented marketing. Twitter / X users can revoke a given consent when publishing their comment or like at any time with effect for the future by deleting the comment or the content in question. A revocation does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

Twitter / X offers the option to object to certain data processing; information and opt-out options in this regard can be found at <https://help.twitter.com/de/rules-and-policies/x-cookies>.

Twitter / X users can influence the extent to which their usage behavior may be recorded during their visit to our Instagram page at <https://help.twitter.com/de/safety-and-security/privacy-controls-for-tailored-ads>.

In addition, corresponding settings can be made at <https://twitter.com/settings/account/personalization>.

Data processing via cookies used by Twitter / X can also be prevented by settings in the browser.

According to its own information, Twitter / X only transfers user data to countries for which an adequacy decision has been issued by the European Commission in accordance with Article 45 GDPR or on the basis of appropriate guarantees in accordance with Article 46 GDPR.

Twitter / X is certified under the EU-US Privacy Shield, but from a European perspective this alone does not provide an adequate level of data protection: (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>). Therefore, there is also a contract in accordance with the EU's standard data protection clauses.

## 11. Protecting your data

Roboception constantly endeavours to take appropriate precautions to prevent unauthorised access to the users' personal data and the unauthorised use or corruption of this data and to minimise the associated risks.

However, please note that the transmission of data over the internet (e.g. communication via email) may contain security gaps. The seamless protection of data against access by third parties is not possible.

## 12. Questions on data protection and user rights

You have the right to obtain information on the source, recipients and purpose of your stored personal data at any time, free of charge. You also have the right to request the rectification, blocking or deletion of this data. To do so, and if you have other questions on the topic of data protection, you can contact us at any time using the contact details provided in Section 1. You are also entitled to lodge a complaint with the competent supervisory authority.

Specifically, as the data subject, you have the following rights in your relationship with us as the controller:

## 12.1 Right of access

You have the right to obtain confirmation as to whether we are processing any of your personal data. If such processing exists, you can request the following information:

- the purposes for which the personal data is being processed;
- the categories of personal data concerned;
- the recipients or categories of recipient to whom the personal data has been or will be disclosed;
- the envisaged period for which the personal data will be stored, or, if specific information is not available, the criteria used to determine that period;
- the existence of the right to request that the controller rectify or delete the concerned personal data, a right to restrict the processing by the controller or a right to object to such processing;
- the right to lodge a complaint with a supervisory authority;
- where the personal data is not collected from the data subject, any available information as to its source;
- the existence of automated decision-making, including profiling, referred to in Article 22 (1) and (4) GDPR and, at least in those cases, meaningful information about the logic involved as well as the significance and the envisaged consequences of such processing for the data subject.

Users have the right to request information on whether the concerned personal data is being transmitted to a third country or an international organisation and on the appropriate guarantees pursuant to Art. 46 GDPR in connection with the transmission.

## 12.2 Right to rectification

You have the right to rectification and/or completion, if the processed personal data is incorrect or incomplete.

## 12.3 Right to restriction of processing

You can request the restriction of the processing of the concerned personal data when one of the following applies:

- if you contest the accuracy of your personal data, for a period enabling us to verify the accuracy of the personal data;
- the processing is unlawful and you oppose the deletion of the personal data and request the restriction of its use instead;
- Roboception no longer needs the personal data for the purposes of the processing, but you require this data for the establishment, exercise or defence of legal claims, or
- if you have objected to processing pursuant to Article 21 (1) GDPR pending the verification whether the legitimate grounds of the controller override your legitimate grounds.

Where the processing of your personal data has been restricted, such personal data shall, with the exception of storage, only be processed with your consent or for the establishment, exercise or defence of legal claims, or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State.

If the processing is restricted in accordance with the aforementioned requirements, we will inform you before the restriction is lifted.

## 12.4 Right to deletion

You can demand that we immediately delete your personal data and we are obliged to immediately delete this data if one of the following grounds applies:

- your personal data is no longer necessary in relation to the purposes for which it was collected or otherwise processed;
- you withdraw your consent on which the processing is based according to Art. 6 (1) point a or Art. 9 (2) point a GDPR, and there is no other legal ground for the processing;
- you object to the processing pursuant to Article 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Article 21 (2) GDPR;
- your personal data has been unlawfully processed;
- your personal data has to be deleted for compliance with a legal obligation in Union or Member State law to which Roboception is subject;
- your personal data has been collected in relation to the offer of information society services referred to in Article 8 (1) GDPR.

## 12.5 Right of notification

If you have asserted the right to rectification, deletion or restriction of the processing in relation to us, we are obliged to notify all recipients, to which your personal data has been disclosed, of this rectification or deletion of the data or restriction of the processing, unless this proves to be impossible or involves disproportionate effort. You have the right to be informed of these recipients.

## 12.6 Right to data portability

You have the right to receive your personal data, which you have provided to us, in a structured, commonly used and machine-readable format. You also have the right to transmit this data to another controller without hindrance from the controller to which the personal data has been provided, where:

- the processing is based on consent pursuant to Article 6 (1) point a GDPR or on a contract pursuant to Article 6 (1) point b GDPR; and
- the processing is carried out by automated means.

In exercising this right, you have the right to have the personal data transmitted directly from one controller to another, where technically feasible. This must not adversely affect the rights and freedoms of others. The right to data portability does not apply for the processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

## **12.7 Right to object**

You have the right to object, on grounds relating to your particular situation, to the processing of your personal data which is based on Article 6 (1) points e and f GDPR at any time. Roboception will no longer process your personal data unless we demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or for the establishment, exercise or defence of legal claims.

If your personal data is processed for direct marketing purposes, you have the right to object, at any time, to the processing of your personal data for such marketing, which includes profiling to the extent that it is related to such direct marketing.

If you object to the processing for direct marketing purposes, your personal data will no longer be processed for such purposes.

In the context of the use of information society services, and notwithstanding Directive 2002/58/EC, you may exercise your right to object by automated means using technical specifications.

## **12.8 Automated individual decision-making, including profiling**

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision:

- is necessary for entering into, or performance of, a contract between you and the controller;
- is authorised by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests;
- or
- is based on your explicit consent.

## **12.9 Right to lodge a complaint with a supervisory authority**

The data subject has the right to lodge a complaint with the competent supervisory authority in the event of breaches of data protection laws. The competent supervisory authority in data protection matters is the state data protection officer in the federal state in which Roboception is domiciled. A list of data protection officers and their contact details is provided in the following link: [https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html).

## 13. Amendments

To ensure that the privacy policy complies with the legal provisions, Roboception reserves the right to amend the policy at any time. This also applies if the privacy policy has to be adapted as a result of a change to our offer on the website. The new privacy policy applies from the user's next visit to the website.

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