

Data Protection

Data Privacy Statement as per EU-GDPR

BRAUN Lighting Solutions e.K. thanks you for visiting our website and for your interest in our company and our products. This Data Privacy Statement explains the type, scope and purposes of the collection and use of personal data by the responsible provider on this website (hereinafter BRAUN). The legal basis of data privacy can be found in the EU Data Protection Ordinance (GDPR) and the new Federal Data Protection Act.

1. Name and contact details of the person responsible for the processing the data:

This data privacy information applies for the processing of data be the responsible person:

BRAUN Lighting Solutions e.K. (hereinafter: BRAUN),
Nunsdorfer Ring 2-10, D-12277 Berlin, Deutschland
Email: info@braun-lighting.com
Telefon: +49 (0)30 - 7007763100
Fax: +49 (0)30 - 7007763101

2. Collection and storage of personal data as well as type and purpose of their use

a) When visiting the website

When you visit our website www.braun.lighting the browser used on your device automatically sends information to the server on our website. This information is temporarily stored in a so-called log file. The following information is recorded without your intervention and stored until it is automatically deleted:

- IP address of the requesting computer,
- Date and time of access,
- Name and URL of the retrieved file,
- Website from which access is made (referrer URL),
- The browser used and, if applicable, the operating system of

3. Forwarding of data

Your personal data will not be transmitted to third parties for purposes other than those listed below. We will only pass on your personal data to third parties if:

- You have given your express consent pursuant to Art. 6 Sec. 1 No. 1 a GDPR,
- The disclosure pursuant to Art. 6 Sec. 1 No. 1 f GDPR is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data,
- In the event that a legal obligation exists for the transfer pursuant to Art. 6 Sec. 1 No. 1 lit. c GDPR, and
- This is legally permissible and is necessary for the processing of contractual relationships with you in accordance with Art. 6 Sec. 1 No 1 lit. b GDPR.

4. Cookies

We use cookies on our site. These are small files that your browser automatically creates and that are stored on your device (laptop, tablet, smartphone, etc.) when you visit our site. Cookies do no damage to your end device, do not contain viruses, trojans or other malware. Information is stored in the cookie in connection with the specifically used terminal device. However, this does not mean that we immediately become aware of your identity.

The use of cookies serves, on the one hand, to make the use of our offer more pleasant for you. For example, we use so-called session cookies to recognize that you have already visited individual pages of our website. These will be deleted automatically after leaving our site. In addition, we also use temporary cookies that are stored on your end device for a specified period of time to optimize user-friendliness. If you visit our site again to use our services, it will automatically recognize that you have already been with us and what entries and settings you have made so that you do not have to enter them again. On the other hand, we use cookies to statistically record the use of our website and to evaluate it for you for the purpose of optimizing our offer (see Section 5). These cookies enable us to automatically recognize that you have already been with us when you return to our site. These cookies are automatically deleted after a defined period of time.

6. Rights of the persons concerned

You have the right to:

- Request information about your personal data processed by us in accordance with Art. 15 GDPR. In particular, you may request information about the purposes of processing, the category of personal data, the categories of recipients to whom your data have been or will be disclosed, the planned storage period, the existence of a right to rectification, deletion, restriction of processing or objection, the existence of a right of appeal, the origin of your data, if these have not been collected by us, and the existence of automated decision-making including profiling and, if applicable, meaningful information on their details;
- Immediately request the correction of incorrect or complete personal data stored by us in accordance with Art. 16 GDPR;
- Request the deletion of your personal data stored by us in accordance with Art. 17 GDPR, unless the processing is necessary to exercise the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims;
- Restrict the processing of your personal data as per Art. 18 GDPR if you dispute the accuracy of the data, if the processing is unlawful but you refuse to delete the data and we no longer need the data, but if you need it to assert, exercise or defend legal claims or if you have filed an objection to the processing pursuant to Art. 21 GDPR;
- Obtain the personal data you have provided to us in a structured, current and machine-readable format or to request its transfer to another person responsible pursuant to Art. 20 GDPR;
- Revoke your consent to us at any time, as per Art. 7 Sec. 3 GDPR. As a result, we are no longer allowed to continue processing data based on this consent in the future;
- Complain to a supervisory authority pursuant to Art. 77 GDPR. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our office.

7. Administration, financial accounting, office organization, contact administration

We process data within the framework of the administrative tasks as well as the organization of our company, financial

your computer as well as The name of your access provider. The mentioned data will be processed by us for the following purposes, to:

- Ensure a smooth connection to the website,
- Ensure comfortable use of our website,
- Evaluation of system security and stability as well as
- Other administrative purposes.

The legal basis for data processing is Art. 6 Sec. 1 No. 1 lit. f General Data Protection Regulation (GDPR). Our legitimate interest follows from the purposes listed above for data collection. Under no circumstances do we use the data collected for the purpose of drawing conclusions about you personally.

In addition, we use cookies and analytic services when you visit our website. You will find more detailed explanations under sections 4 and 5 of this data protection statement.

b) When registering for our newsletter

If you have expressly consented according to Art. 6 Sec. 1 No. 1 a GDPR, we will use your e-mail address to send you our newsletter on a regular basis. To receive the newsletter it is sufficient to provide an e-mail address.

You can unsubscribe at any time, for example via a link at the end of each newsletter. Alternatively, you are welcome to send a request to cancel your subscription at any time to privacy@braun-lighting.com by e-mail.

c) When using our contact form

If you have any questions, we offer you the opportunity to contact us using the form provided on the website. A valid e-mail address is required so that we know who sent the request and can respond to it. Further information can be provided voluntarily. The data will be processed for the purpose of contacting us in accordance with Art. 6 Sec. 1 No. 1 a GDPR on the basis of your voluntary consent. The personal data collected by us for the use of the contact form will be automatically deleted after your request has been processed.

The data processed by cookies is required for the aforementioned purposes in order to protect our legitimate interests and those of third parties pursuant to Art. 6 Sec. 1 No. 1 lit. f GDPR. Most browsers automatically accept cookies. However, you can configure your browser so that no cookies are stored on your computer or a message always appears before a new cookie is created. However, the complete deactivation of cookies can result in your not being able to use all the functions of our website.

5. Analytic tools

The tracking measure listed below and used by us is performed on the basis of Art. 6 Sec. 1 No. 1 f GDPR. With the tracking measure used, we want to ensure that our website is designed to meet requirements and is continually optimized. On the other hand, we use the tracking measure to statistically record the use of our website and to evaluate it for the purpose of optimising our offer. These interests are to be regarded as legitimate in terms of the aforementioned provision.

Matomo (formerly PIWIK)

We use the open source software Matomo to analyze and statistically evaluate the use of the website. Cookies are used for this purpose (see section 4). The information generated by the cookie about website usage is transmitted to our servers and combined in pseudonymous user profiles. Should individual pages of our website be called up, the following data will be stored:

- Two bytes of the IP address of the user's requesting system (anonymized procedure, e.g.: 192.168.xxx.xxx)
- Website requested
- Website from which access is made (referrer)
- Sub-pages of the website requested by the user
- Duration of the visit to the website
- Frequency of the website access

The information is used to evaluate the use of the website and to enable a demand-oriented design of our website.. The information is not passed on to third parties. Under no circumstances will the IP address be linked to other data relating to the user. The IP addresses are anonymized so that an assignment is not possible (IP masking). Your visit to this website is currently being recorded by Matomo web analysis.

accounting and compliance with legal obligations, e.g. archiving. We process the same data that we process as part of the performance of our contractual services. The principles upon which this occurs are based on Art. 6 para. 1 lit. c. DSGVO, Art. 6 Sec. 1 lit. f., Art. 28 DSGVO. Data subjects are affected by the processing: Customers, interested parties, business partners and website visitors. The purpose and our interest in the processing lies in the administration, financial accounting, office organization and archiving of data, i.e. in tasks which serve the continuation of our business activities, our understanding of our tasks and provision of our services. The deletion of the data with regard to contractual services and contractual communication corresponds to the information provided in these processing activities.

We disclose or transmit data to the tax authorities, consultants, such as tax consultants or auditors, as well as other fee offices and payment service providers.

Furthermore, we store information on suppliers, event organizers and other business partners on the basis of our business interests, e.g. for the purpose of making contact at a later date. We store this data, which is mainly company-related, permanently.

8. Right of objection

If your personal data are processed on the basis of legitimate interests pursuant to Art. 6 Sec. 1 No 1 f GDPR, you have the right to object to the processing of your personal data pursuant to Art. 21 GDPR, provided there are reasons for this which arise from your particular situation or the objection is directed against direct advertising. In the latter case, you have a general right of objection, which we will implement without your specifying a particular reason. If you wish to exercise your right of revocation or objection, simply send an e-mail to info@braun-lighting.com.

9. Data security

We use the most common SSL (Secure Socket Layer) method in connection with the highest level of encryption supported by your browser. Usually this is a 256-bit encryption. If your browser does not support 256-bit encryption, we use 128-bit v3 technology instead. Whether a single page of our website is transmitted in encrypted form is indicated by the closed display of the key or lock symbol in the lower status bar of your

Matomo-Tracking-Einstellungen:

browser. We also use suitable technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or unauthorized access by third parties. Our security measures are continuously improved in line with technological developments.

10. Validity and amendment of this Data Privacy Statement

This Data Privacy Statement is currently valid and has the status May 2018. Due to the further development of our website and the offers above or due to altered legal or official requirements, it may become necessary to change this Data Privacy Statement. The latest, applicable Data Privacy Statement can be accessed or printed at any time on our website at www.braun-lighting.com/dataprivacy.