

Privacy policy

HANS J. MICHAEL GmbH - Manager: Gudrun Gaiser, Marcel Klöpfer

We are very pleased about your interest in our company. Data protection is of particular importance for the management of Hans J. Michael GmbH. Using the website of the Hans J. Michael GmbH basically is possible without any indication of personal data. However, if a data subject wishes to use our company's special services through our website, personal data processing may be required. If the processing of personal data is required and there is no legal basis for such processing, we generally seek the consent of the affected person.

The processing of personal data, such as the name, address, e-mail address or telephone number of an affected person, always takes place in accordance with the General Data Protection Regulation and in accordance with the country-specific data protection provisions applicable to Hans J. Michael GmbH. With this privacy policy, our company informs the public about the kind, scope and purpose of the personal information we collect, use and process. Furthermore, affected persons will be informed about their rights with this privacy statement.

Responsible for the processing, the Hans J. Michael GmbH has implemented numerous technical and organizational measures to ensure the most possible complete protection for personal data processed through this website. Nevertheless, Internet-based data transmissions can basically have security gaps so that an absolute protection can't be guaranteed. For this reason, each affected person is free to use personal data in alternative ways, such as by telephone, to forward to us.

Content:

1. Name and contact data of the responsible body
2. Collection and storage of personal data; kind, purpose and use
3. Transfer of data to third party
4. Your rights as affected person
5. Your right to contradict
6. Data processing via our website

1. Name and contact data of the responsible body

This privacy police applies to us

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as responsible body.

2. Collection and storage of personal data; kind, purpose and use

If you engage us, the following data is collected:

- Titel, first name, last name
- Address
- E-mail address
- Phone number (Network and/or mobile)
- Fax number (if available)

In addition, all information are collected which are necessary for the fulfillment of the contract with you.

The collection of personal data takes place

- to identify you as a customer;
- to advise you appropriately;
- to fulfill our contractual obligations to you;
- to comply with our legal obligations;
- for our correspondence with you;
- for billing or if necessary in the context of reminder;
- for permissible direct mail purposes - e.g. information about new products;
- to assert any claims against you.

The processing of the personal data takes place on the occasion of your inquiry to us and is needed for the purposes of processing your order and for the fulfillment of obligations under the underlying contract.

The collected personal data will be stored until the end of the legal storage obligation for merchants (10 years after the end of the calendar year in which the contractual relationship was terminated) and then will be deleted. By way of exception, this does not apply if we are obliged to retain for longer periods due to tax or commercial storage requirements (in accordance with HGB, StGB or AO) or if you have agreed to an extended storage.

3. Transfer of data to third party

A transfer of your personal data to third parties does not take place. There are only exceptions to this, as far as this is necessary for the implementation of contractual relationships with you. This includes, in particular, the transfer to service providers commissioned by us (so-called processor) or other third parties whose activity is necessary for the contract implementation (eg shipping companies or banks). The transferred data may only be used by the third parties for the mentioned purposes.

4. Your rights as affected person

As an affected person, you have various rights:

- Right to withdraw: You can revoke your permission for data collecting at any time. The data processing, which is based on the revoked permission may then no longer be continued.
- Right to information: You can request your personal data information processed by us. This applies in particular for the purposes of the data processing, the categories of personal data, if applicable the categories of recipients, the duration of storage, if applicable the origin of your data and if necessary for the existence of an auto-informed decision-making including profiling and, where appropriate, meaningful information about their details.

- Right of correction: You may request the correction of incorrect data as well as complete your personal data stored by us.
- Right to cancel: You may request the deletion of your personal data stored by us, as far as their processing is not required to exercise the right to freedom of expression and information, to fulfill a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims is.
- Right to restriction of processing: You may request the restriction of the processing of your personal data, as far as the accuracy of the data is disputed by you, the processing is unlawful, but you reject its deletion. You also have this right if we no longer need the information but you need it to assert, exercise or defend your rights. In addition, you have this right if you have objected to the processing of your personal data.
- Right of data transferability: You may request that we transfer the personal information you have provided to us in a structured, common and machine-readable format. Alternatively, you may request, as far as possible, the direct transfer of personal information you have provided us to another person in charge.
- Right to complain: You may complain to the responsible supervisory authority for us, e.g. if you believe that we are processing your personal information in an unlawful manner. The responsible authority for us is:

Der Landesbeauftragte für den Datenschutz Baden-Württemberg
 Dr. Jan Wacke
 Postfach 10 29 32, 70025 Stuttgart
 Königstraße 10a, 70173 Stuttgart
 Phone: +49(0)711/ 615541-0
 Telefax: +49(0)711/615541-15
 e-mail: poststelle@lfdi.bwl.de
 Website: www.baden-wuerttemberg.datenschutz.de

5. Your right of contradiction

If we process your personal data on the basis of a legitimate interest, you have the right to contradict to this processing. If you would like to exercise your right of contradiction, a text message by fax or e-mail is sufficient. Contact data you can find under item 1 of this privacy policy.

6. Online data processing

6.1 Collection of general data and information

The website of Hans J. Michael GmbH collects a series of general data and information each time the website is accessed by an affected person or an automated system. This general data and information is stored in the log files of the server. (1) The browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrers), (4) the sub-web pages, via which can be accessed, (5) the date and time of access to the website, (6) the Internet Protocol (IP) address, (7) the Internet service provider of the accessing system and (8) other similar data and information used in the event of attacks on our information technology systems.

When using this general data and information, Hans J. Michael GmbH does not draw any conclusions about the concerned person. Rather, this information is required to (1) correctly deliver the contents of our website, (2) to optimize the content of our website and to advertise it, (3) to

ensure the continued functioning of our information technology systems and the technology of our website, and (4) to provide law enforcement authorities with the necessary information for prosecution in case of a cyberattack. This anonymously collected data and information are evaluated by the Hans J. Michael GmbH on the one hand statistically and further with the aim to increase the privacy and data security in our company, to ultimately ensure an optimal level of protection of the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by an affected person.

6.2 Contact options on our website

Due to legal regulations, the website of Hans J. Michael GmbH includes information that enables quick electronic as well as direct communication contact to our company, which also includes a general address of the so-called electronic mail (e-mail address). If an affected person contacts a responsible person by e-mail or via our contact form, the transmitted personal data will be stored manually in our data acquisition system. Such personal information provided on a voluntary basis to the responsible person is stored for the purposes of processing or contacting the affected person. There is no disclosure of this personal data to third parties.

6.3 HJM Newsletter

If you would like to receive the newsletter offered on the website, we need your e-mail address as well as information that allows us to verify that you agree as owner of the given e-mail address and with the receipt of the newsletter. To ensure that you agree with the receipt of our newsletter, we use the double-opt-in procedure. With this, the potential recipient can be included in a distribution list. Afterwards, the user receives a confirmation e-mail to agree the application legally. Only when the confirmation was made, the address is actively included in the distribution list. We use this data exclusively for the delivery of the requested information and offers.

For this service Newsletter Software Newsletter2Go / Sendinblue is used. Your data will be transmitted to Sendinblue GmbH. Sendinblue GmbH is prohibited from selling your data and using it for purposes other than sending our newsletters. Sendinblue GmbH is a German, certified provider, which was selected according to the requirements of the General Data Protection Regulation and the Federal Data Protection Act.

Further information: <https://www.sendinblue.com/legal/termsfuse/>

The permission to storage of the data, the e-mail address and their use for sending the newsletter can be revoked at any time via the unsubscribe link in the newsletter or on our website <https://www.cleanroom-hjm.com/newsletter.html>

7. Analysis tools and advertising

7.1. Google Tag Manager

We use the Google Tag Manager. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Google Tag Manager is a tool that enables us to integrate tracking or statistical tools and other technologies on our website. The Google Tag Manager itself does not create any user profiles, does not store any cookies and does not carry out any independent analyses. It is only used to manage and display the tools integrated via it. However, Google Tag Manager records your IP address, which may also be transmitted to Google's parent company in the United States. Translated with DeepL.com (free version)

The Google Tag Manager is used on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the fast and uncomplicated integration and management of various tools on its website. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g. device fingerprinting) within the meaning of the TTDSG. Consent can be revoked at any time.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA, which is intended to ensure compliance with European data protection standards for data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000001L5AAI&status=Active>

7.2. Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Analytics enables the website operator to analyze the behavior of website visitors. The website operator receives various usage data, such as page views, length of visit, operating systems used and origin of the user. This data is summarized in a user ID and assigned to the respective end device of the website visitor.

We can also use Google Analytics to record your mouse and scroll movements and clicks, among other things. Google Analytics also uses various modeling approaches to supplement the collected data records and uses machine learning technologies for data analysis.

Google Analytics uses technologies that enable the recognition of the user for the purpose of analyzing user behavior (e.g. cookies or device fingerprinting). The information collected by Google about the use of this website is generally transmitted to a Google server in the USA and stored there.

The use of this service is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG. Consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. You can find details here:

<https://privacy.google.com/businesses/controllerterms/mccs/>.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA, which is intended to ensure compliance with European data protection standards for data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000001L5AAI&status=Active>

7.2.1 IP anonymization

Google Analytics IP anonymization is activated. As a result, your IP address will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Browser Plugin

You can prevent the collection and processing of your data by Google by downloading and installing the browser plug-in available at the following link:
<https://tools.google.com/dlpage/gaoptout?hl=de>.

You can find more information on how Google Analytics handles user data in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>

7.2.2 Google signals

We use Google signals. When you visit our website, Google Analytics records your location, search history and YouTube history as well as demographic data (visitor data), among other things. This data can be used for personalized advertising with the help of Google Signal. If you have a Google account, the visitor data from Google Signal is linked to your Google account and used for personalized advertising messages. The data is also used to compile anonymous statistics on the user behavior of our users.

7.2.3. Auftragsverarbeitung

Wir haben mit Google einen Vertrag zur Auftragsverarbeitung abgeschlossen und setzen die strengen Vorgaben der deutschen Datenschutzbehörden bei der Nutzung von Google Analytics vollständig um.

Google Analytics e-commerce measurement

This website uses the "e-commerce measurement" function of Google Analytics. With the help of e-commerce measurement, the website operator can analyze the purchasing behavior of website visitors to improve its online marketing campaigns. Information such as orders placed, average order values, shipping costs and the time from viewing to purchasing a product is recorded. This data can be summarized by Google under a transaction ID that is assigned to the respective user or their device.

8. Google Ads

The website operator uses Google Ads. Google Ads is an online advertising program of Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Ads ermöglicht es uns Werbeanzeigen in der Google-Suchmaschine oder auf Drittwebseiten auszuspielen, wenn der Nutzer bestimmte Suchbegriffe bei Google eingibt (Keyword-Targeting). Ferner können zielgerichtete Werbeanzeigen anhand der bei Google vorhandenen Nutzerdaten (z. B. Standortdaten und Interessen) ausgespielt werden (Zielgruppen-Targeting). Wir als Websitebetreiber können diese Daten quantitativ auswerten, indem wir beispielsweise analysieren, welche Suchbegriffe zur Ausspielung unserer Werbeanzeigen geführt haben und wie viele Anzeigen zu entsprechenden Klicks geführt haben.

The use of this service is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG. Consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://policies.google.com/privacy/frameworks> and <https://business.safety.google/controllerterms/>.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA, which is intended to ensure compliance with European data protection standards for data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000001L5AAI&status=Active>

8.1. Google Ads Remarketing

This website uses the functions of Google Ads Remarketing. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

With Google Ads Remarketing, we can assign people who interact with our online offer to specific target groups in order to subsequently show them interest-based advertising in the Google advertising network (remarketing or retargeting).

Furthermore, the advertising target groups created with Google Ads Remarketing can be linked to Google's cross-device functions. In this way, interest-based, personalized advertising messages that have been adapted to you depending on your previous usage and surfing behavior on one device (e.g. cell phone) can also be displayed on another of your devices (e.g. tablet or PC).

If you have a Google account, you can object to personalized advertising at the following link: <https://adssettings.google.com/anonymous?hl=de>.

The use of this service is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG. Consent can be revoked at any time.

Further information and the data protection provisions can be found in Google's privacy policy at: <https://policies.google.com/technologies/ads?hl=de>.

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8.2 Target group formation with customer matching

Among other things, we use Google Ads Remarketing customer matching to create target groups. Here, we transfer certain customer data (e.g. email addresses) from our customer lists to Google. If the customers in question are Google users and are logged into their Google account, they are shown suitable advertising messages within the Google network (e.g. on YouTube, Gmail or in the search engine).

8.3. Google Conversion-Tracking

This website uses Google Conversion Tracking. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

With the help of Google conversion tracking, Google and we can recognize whether the user has performed certain actions. For example, we can evaluate which buttons on our website were clicked how often and which products were viewed or purchased particularly frequently. This information is used to create conversion statistics. We find out the total number of users who have clicked on our ads and what actions they have taken. We do not receive any information with which we can personally identify the user. Google itself uses cookies or comparable recognition technologies for identification purposes.

The use of this service is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG. Consent can be revoked at any time.

You can find more information about Google Conversion Tracking in Google's privacy policy: <https://policies.google.com/privacy?hl=de>.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA, which is intended to ensure compliance with European data protection standards for data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000001L5AAI&status=Active>

The data protection measures are always subject to technical renewal. For this reason, we ask you to inform yourself about our data protection measures at regular intervals by viewing our privacy policy.

In case of doubt, the German version shall apply.

This Privacy Policy was created in February 2021, last updated in July 2024.

hans j. michael gmbh

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