

## **AVENTICS Corporation DATA PRIVACY POLICY**

### **Introduction**

Thank you for visiting the AVENTICS website and for your interest in our company and products. The protection of your privacy in processing personal data, as well as the security of all business data is an important concern that we take into consideration in our business processes. We process personal data collected during your visit to our website confidentially and only in accordance with statutory regulations. Data protection and information security are an integral part of our corporate policy.

Pages on the AVENTICS website may contain links to websites of other providers which are not covered by this Data Privacy Policy.

### **Who is responsible for your personal data?**

The AVENTICS Corporation is the controller of the personal data you submit to us and is responsible for your personal data. The AVENTICS GmbH, Germany acts as the personal data processor and processes the personal data on behalf of the AVENTICS Corporation.

### **What kind of personal data do we collect and use?**

When you visit our website, by default we store

- the name of your Internet service provider,
- the website that linked you to our website,
- the pages you visit on our website,
- the data and duration of your visit.

Beyond that, we use personal data only if you provide it voluntarily for the following purposes:

- to create and manage your personal account at AVENTICS,
- to process your orders and returns via our online services,
- to send text message notifications of delivery status,
- to contact you in the event of any problems with the delivery of your items,
- to answer your queries and to inform you of new or changed services,
- to send marketing offers such as newsletters and catalogues,
- to make analyses in order to provide you with relevant marketing offers and information,
- to test and improve our systems by which the services are provided,
- to prevent misuse or improper use of our services.

We will keep your data for as long as necessary to fulfil the purposes above or for as long as we are required by law. After this your personal data will be deleted.

In order to participate in many features, services and/or programs of this website, we may require that you provide us with certain specific information, such as

- your full name,
- company information,
- company address,
- business e-mail address,
- business telephone number,
- payment information of your company and/or
- other information specific to you and/or your company.

You can choose whether or not to provide us with this information, but if you choose not to provide any required information, your experience on this website may be diminished and some features may not be available or may not work as intended.

### **How do we use your personal data?**

We use your personal data for the purpose of technical administration of its websites, customer management, product surveys, and marketing, only to the extent required. Your data is only used within the AVENTICS group and our dealer organization. Data that is forwarded to third parties, is only used to provide you with the services mentioned above, for example shipping agents in connection with the delivery of goods, payment providers (e.g. in the case of a payment via credit card) and media agencies for distribution of newsletters.

In addition to the other times or occasions on which we might disclose information about users of our website, we might also disclose information when required by law or in the good-faith belief that such disclosure is necessary to: (a) comply with a legal process; (b) enforce this Data Privacy Policy; and/or (c) protect the rights, property or personal safety of AVENTICS, its partners or users or the public.

### **Cookies**

We use cookies to enhance and simplify your visit. A cookie is a small text file that a website saves on your computer or mobile device when you visit the website. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the website or browse from one page to another.

There are two types of cookies: permanent and temporary (session cookies). Permanent cookies are stored as a file on your computer or mobile device for no longer than 12 months. Session cookies are stored temporarily and disappear when you close your browser session.

We use permanent cookies to store tracking information, backend access as well as agreement to the cookie notification. We use session cookies to store the Google tracking data, login information and session data (e. g. cart within the checkout process).

You can control and/or delete cookies as you wish - for details, see [aboutcookies.org](http://aboutcookies.org). You can erase cookies from your computer or mobile device using your browser. Additionally, you can choose to disable cookies in your browser settings, or to receive a notification each time a new cookie is sent to your computer or mobile device. Please note that if you choose to disable cookies, some functions on the website may no longer be available.

### **Google Analytics and DoubleClick**

This website uses Google Analytics, a web analytics service of Google Inc. ("Google"). Google Analytics uses "cookies", small text files that are saved on your computer and enable an analysis of how you use the website. The information generated by the cookie about your use of this website is normally transferred to a Google server in the US and saved there. As the IP anonymization is activated on this website, your IP address will be truncated by Google prior to transmission. Full IP addresses will only be transferred to and saved on a Google server in exceptional cases. 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 for website operators and providing them with other services relating to website and Internet usage. The IP address communicated by your browser within the scope of Google Analytics will not be associated with any other data held by Google. You may choose to prevent cookies being saved by selecting the appropriate settings in your browser; however, please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the transmission of data generated by cookies related to your use of the website (including your IP address) to Google as well as processing of this data by Google by going to the following link (<http://tools.google.com/dlpage/gaoptout?hl=en>) to download and install the Google Analytics Opt-out Browser Add-on. An opt-out cookie will be stored on your device, which will prevent the future recording of your data when visiting this website. The opt-out only works in this browser and for this domain. If you delete the cookies in this browser, the opt-out cookie will be deleted and you must click this link again. For mobile devices we provide a button for the opt-out. Please note that on this page Google Analytics has been extended to include the code "gat.\_anonymizeIp();" in order to ensure anonymized recording of IP addresses ("IP masking"). The IP addresses are only processed in their short form, in order to prevent them from being directly linked to a particular person. Further information on terms of service and privacy is available at [www.google.com/analytics/terms/us.html](http://www.google.com/analytics/terms/us.html) or <https://www.google.com/intl/en/policies/privacy/>.

Google uses a DoubleClick cookie on websites in the Google Network and for specific Google services, in order to support AdWords customers and publishers with placing and managing advertisements on the web. When you access a website and display or click on an advertisement placed via a website in the Google Network, a DoubleClick cookie may be placed in your browser. The DoubleClick cookie identifier assigned to your browser is the same as that used when visiting websites in which the DoubleClick advertising program is used. If your browser already has a DoubleClick cookie, another DoubleClick cookie will not be attached. Further information about the use of DoubleClick cookies in conjunction with the advertising program from DoubleClick can be found in the [DoubleClick Privacy FAQ section](#).

Should you not wish to be part of this, you can deactivate this in the Ads settings (<https://support.google.com/ads/answer/7029158?hl=en>).

### **E-mail Advertising (Newsletters)**

We would also like to use your data to inform you about our products and services and to possibly survey you by e-mail. Participation in such campaigns is completely voluntary. Should you disapprove of this, you can inform us at any time so that we can block your data accordingly. In such a case, please [contact us](#). In the event that you have registered yourself for our newsletter, we process and store the IP address that was used during the registration process for protocol purposes only.

### **Consent**

By using or accessing this website or placing an order with AVENTICS, you consent to the collection and use of information by us as specified above or as we otherwise see fit unless you inform us otherwise by means of the procedure identified below. If we decide to change this Data Privacy Policy, we will make an effort to post those changes on this website so that you will always be able to understand what information we collect, how we use that information and under what circumstances we may disclose that information to others. We may use comments, information or feedback that you may submit in any manner that we may choose without notice or compensation to you.

### **Your rights**

You have the right to request information about the personal data we hold on you at any time free of charge. If your data is incorrect, incomplete or irrelevant, you can ask to have the information corrected or removed. We cannot remove your data when there is a legal storage requirement, such as book-keeping rules or when there are other legitimate grounds to keep the data, such as unsettled debts. You can withdraw your consent to us using the data for marketing purposes at any time. You can contact us either by sending a letter or by sending an e-mail. Our contact details you can find [here](#).

### **Security**

We take security measures to protect any of your data that we manage from manipulation, loss, destruction, access by unauthorized persons, or unauthorized disclosure. Our security measures are continuously improved in line with technological developments.

For certain features available through this website, we may require the use of encryption technologies provided for your protection and/or your use of a UserID and password after setting up a User Account. We use reasonable precautions to protect the privacy of your UserID, password and User Account information by utilizing an SSL connection. Accordingly, your UserID, password and User Account information are encrypted using an SSL connection and are not expected to be read in an intelligible form as they travel to this website. You, however, are ultimately responsible for protecting your UserID, password and User Account

information from disclosure to third parties, and you are not permitted to circumvent the use of required encryption technologies. You agree to: (a) immediately notify AVENTICS of any unauthorized use of your UserID, password and/or User Account, and/or any other breach of security, and (b) ensure that you exit from your User Account at the end of each session. While we may provide certain encryption technologies and use other reasonable precautions to protect your confidential information and provide suitable security, we do not and cannot guarantee or warrant that information transmitted through the Internet is secure, or that such transmissions are free from delay, interruption, interception or error.

### **Information from private individuals under 18**

This website is not intended or designed to attract individuals under the age of eighteen (18). We do not collect personally identifiable data from any person that we know to be under the age of eighteen (18). If we learn that a user under the age of eighteen (18) is publicly posting or sharing personally identifiable information on or through this website, then we will use reasonable measures to block that user from accessing these areas of this website.

### **Privacy outside this website**

This website may contain links to various other websites, including links to third party service providers. AVENTICS is not and cannot be responsible for the privacy practices or the content of any of those other websites. Other than under agreements with certain reputable organizations and companies, and except for third party service providers whose services you voluntarily elect to utilize, we do not share any of the personal information that you provide to us with any of the websites to which this website links, although we may share aggregate, non-personally identifiable data with those other websites. Please check with those websites in order to determine their privacy policies and your rights under them.

### **Contact details / Data Privacy Officer**

If you have additional questions or comments of any kind, if you see anything on this website that you think is inappropriate or if you would like to have any or all of your personal information withheld from third party organizations and companies and/or from third party service providers, please let us know by e-mail or by sending your comments or requests to:

AVENTICS Corporation

1953 Mercer Road  
Lexington, KY 40511

Phone: +1 (859) 254 8031  
[info.us@aventics.com](mailto:info.us@aventics.com)

The contact details of our Data Privacy Officer are as follows:

Jean-Christophe Baron  
[cso@aventics.com](mailto:cso@aventics.com)