

## Data Protection Declaration

The following data protection declaration applies to the use of our website including the online offer contained therein at [www.serva.de](http://www.serva.de) (hereinafter "website") as well as general data processing for business contacts.

We attach great importance to data protection. Your personal data is collected and processed in compliance with the applicable data protection regulations, in particular the European Union's General Data Protection Regulation (GDPR).

### **1. Responsible**

Responsible for the collection, processing and use of your personal data within the meaning of Art. 4 No. 7 GDPR is

SERVA Electrophoresis GmbH  
Carl-Benz-Straße 7  
69115 Heidelberg, Germany  
Phone: +49 6221 13840-0  
E-mail: [info@serva.de](mailto:info@serva.de)

If you wish to object to the collection, processing or use of your data by us in accordance with these data protection regulations as a whole or for individual measures, you can address your objection to the person responsible.

You can save and print out this data protection declaration at any time.

### **2. General purposes of processing**

We use personal data for the purpose of operating the website and for:

- The online shop process
- Processing of orders
- Within the scope of customer service
- Managing the user account
- Newsletter dispatch
- For registrations for seminars and webinars
- When taking part in competitions and surveys
- When making contact

### **3. Which data we use and why**

#### **3.1 Hosting**

The hosting services we use serve to provide the following services: Infrastructure and platform services, computing capacity, storage and database services, security services and technical maintenance services that we use to operate the website.

We or our hosting provider process inventory data, contact data, content data, contract data, usage data, meta- and communication data of customers, interested parties and visitors to this website on the basis of our legitimate interests in an efficient and secure provision of our website in accordance with Art. 6 Para. 1 S. 1 f) GDPR in conjunction with Art. 28 GDPR.

### 3.2 Access data

- We collect information about you when you use this website. We automatically collect information about your usage behavior and interaction with us and record data about your computer or mobile device. We collect, store and use data about every access to our website (so-called server log files). Access data includes:
  - Name and URL of the retrieved file
  - Date and time of retrieval
  - transferred data volume
  - Message about successful retrieval (HTTP response code)
  - Browser type and browser version
  - operating system
  - Referrer URL (i.e. the previously visited page)
  - Websites accessed by the user's system through our website
  - Internet service provider of the user
  - IP address and the requesting provider

We use this log data without allocation to your person or other profiling for statistical evaluations for the purpose of operating, security and optimisation of our website, but also for anonymous recording of the number of visitors to our website (traffic) and the extent and type of use of our website and services, as well as for billing purposes in order to measure the number of clicks received from cooperation partners. Based on this information, we can provide personalized and location-based content, analyze traffic, troubleshoot and correct errors, and improve our services. This is also our legitimate interest pursuant to Art 6 para. 1 sentence 1 f) GDPR.

We reserve the right to check the log data subsequently if there is a justified suspicion of illegal use based on concrete evidence. We store IP addresses in the log files for a limited period of time if this is necessary for security purposes or for the provision or billing of a service, e.g. if you use one of our offers. After the order process has been cancelled or payment has been received, we will delete the IP address if this is no longer required for security purposes. We also store IP addresses if we have a concrete suspicion of a criminal offence in connection with the use of our website. In addition, we store the date of your last visit as part of your account (e.g. when registering, logging in, clicking on links, etc.).

### 3.3 Cookies

We use so-called session cookies to optimize our website. A session cookie is a small text file that is sent by the respective servers when you visit a website and stored temporarily on your hard drive. This file as such contains a so-called session ID, with which you can assign various requests of your browser to the common session. This will allow your computer to be recognized when you return to our website. These cookies are deleted after you close your browser. They are used, for example, to enable you to use the shopping basket function across several pages.

We also use persistent cookies (also small text files that are stored on your terminal device) to a small extent, which remain on your terminal device and enable us to recognize your browser the next

time you visit our website. These cookies are stored on your hard disk and are deleted automatically after the specified time. Their life span is 1 month to 10 years. This enables us to present our services to you in a more user-friendly, effective and secure manner and, for example, to display information on the site that is specifically tailored to your interests.

Our legitimate interest in the use of cookies pursuant to Art. 6 para. 1 sentence 1 f) GDPR is to make our website more user-friendly, effective and secure.

The following data and information are stored in the cookies:

- log-in information
- language settings
- entered search terms
- information on the number of visits to our website and use of individual functions of our website.

When the cookie is activated, it is assigned an identification number and your personal data is not assigned to this identification number. Your name, IP address or similar data that would allow the cookie to be assigned to you will not be placed in the cookie. Based on the cookie technology, we only receive pseudonymous information, for example about which pages of our shop have been visited, which products have been viewed, etc. We do not collect any personal data from you. You can set your browser so that you are informed in advance about the setting of cookies and can decide in individual cases whether you want to exclude the acceptance of cookies for certain cases or in general, or that cookies are completely prevented. This may limit the functionality of the website.

### **3.4 Data for the fulfilment of our contractual obligations**

We process personal data that we need to fulfil our contractual obligations, such as name, address, e-mail address, ordered products, billing and payment data. The collection of this data is necessary for pre-contractual measures as well as for the conclusion of the contract.

The data will be deleted after expiry of the warranty periods and statutory retention periods. Data associated with a user account (see below) will always be retained for the duration of the account. The legal basis for the processing of this data is Art. 6 Par. 1 S. 1 b) GDPR, because this data is required so that we can fulfil our contractual obligations towards you.

### **3.5 User account**

You can create a user account on our website. If you wish, we need the personal data requested during login. When logging in later, only your e-mail or user name and the password you have chosen are required.

For the new registration we collect master data (e.g. name, address), communication data (e.g. e-mail address) and access data (user name and password).

To ensure your proper registration and to prevent unauthorized registrations by third parties, you will receive an activation link by e-mail after registration to activate your account. Only after successful registration do we permanently store the data transmitted by you in our system.

You can have us delete a user account once it has been created at any time without incurring any costs other than the transmission costs according to the basic tariffs. A message in text form to the

contact data (e.g. e-mail, fax, letter) mentioned under point 1 is sufficient for this. We will then delete your stored personal data, as far as we do not have to store them for the processing of orders or due to legal storage obligations.

The legal basis for the processing of these data is your consent pursuant to Art. 6 para. 1 sentence 1 a) GDPR.

### **3.6 Newsletter**

To register for the newsletter, the data requested in the registration process is required. The registration for the newsletter is logged. After registering, you will receive a message at the e-mail address provided asking you to confirm your registration ("double opt-in"). This is necessary to prevent third parties from registering with your e-mail address.

You can revoke your consent to receive the newsletter at any time and thus cancel the newsletter. We store the registration data as long as it is required for sending the newsletter. We store the logging of the registration and the shipping address as long as there was an interest in proving the originally given consent, as a rule these are the limitation periods for civil law claims, i.e. a maximum of three years.

The legal basis for sending the newsletter is your consent in accordance with Art. 6 para. 1 sentence 1 a) in connection with Art. 7 GDPR in conjunction with § 7 para. 2 no. 3 UWG. The legal basis for logging the registration is our legitimate interest in proving that the dispatch was carried out with your consent.

You can cancel your registration at any time without incurring any costs other than the transmission costs according to the basic rates. A message in text form to the contact data (e.g. e-mail, fax, letter) mentioned under point 1 is sufficient for this. Of course you will also find an unsubscribe link in every newsletter.

### **3.7 Product recommendations**

We will send you regular product recommendations by e-mail, independent of the newsletter. In this way, we will provide you with information about products from our offer that you may be interested in based on your recent purchases of goods or services from us. In doing so, we strictly comply with legal requirements. You can object to this at any time without incurring any costs other than the transmission costs according to the basic tariffs. A message in text form to the contact data (e.g. e-mail, fax, letter) mentioned under point 1 is sufficient for this. Of course, you will also find a unsubscribe link in every e-mail.

The legal basis for this is the legal permission according to Art. 6 para. 1 sentence 1 f) GDPR in conjunction with § 7 para. 3 UWG.

### **3.8 E-Mail contact**

If you contact us (e.g. via contact form or e-mail), we will process your details to process your inquiry and in the event that follow-up questions arise.

If the data processing takes place for the execution of pre-contractual measures which take place at your request or, if you are already our customer, for the execution of the contract, the legal basis for this data processing is Art. 6 Para. 1 S. 1 b) GDPR.

We will only process further personal data if you give your consent (Art. 6 para. 1 sentence 1 a) GDPR or if we have a legitimate interest in processing your data (Art. 6 para. 1 sentence 1 f) GDPR. For example, there is a legitimate interest in replying to your e-mail.

#### **4.1 Use of etracker, YouTube and Goolge AdWords**

##### **4.1 Use of etracker**

The provider of this website uses the services of etracker GmbH, Hamburg, Germany ([www.etracker.com](http://www.etracker.com)) to analyse usage data. Here, cookies are used which enable the statistical analysis of the use of this website by its visitors as well as the display of usage-relevant content or advertising. Cookies are small text files that are stored by the Internet browser on the user's device. etracker cookies do not contain any information that could identify a user.

The data generated with etracker is processed and stored by etracker solely in Germany by commission of the provider of this website and is thus subject to strict German and European data protection laws and standards. In this regard, etracker was checked, certified and awarded with the ePrivacyseal data protection seal of quality (<https://www.eprivacy.eu/kunden/vergebene-siegel/firma/etracker-gmbh/>).

The data is processed on the legal basis of Art. 6 Section 1 lit f (legitimate interest) of the EU General Data Protection Regulation (GDPR). Our legitimate interest is the optimization of our online offer and our website. As the privacy of our visitors is very important to us, etracker anonymizes the IP address as early as possible and converts login or device IDs into a unique key with which, however, no connection to any specific person can be made with. etracker does not use it for any other purpose, combine it with other data or pass it on to third parties.

You can object to the outlined data processing at any time provided it is related to your person. Your objection has no detrimental consequences for you.

Further information on data protection with etracker can be found here:

<https://www.etracker.com/datenschutz/>.

##### **4.2 Use of YouTube components with extended data protection mode**

On our website we use components (videos) from YouTube, LLC 901 Cherry Ave, 94066 San Bruno, CA, USA, a company of Google Inc, Amphitheatre Parkway, Mountain View, CA 94043, USA. Here we use the option "extended data protection mode" provided by YouTube. When you access a page that has an embedded video, it connects to the YouTube servers and displays the content on the website by notifying your browser. According to YouTube, only data is transmitted to the YouTube server in "extended data protection mode", especially which of our websites you have visited when you watch the video. If you are logged in to YouTube at the same time, this information will be associated with your YouTube account. You can prevent this by logging out of your member account before visiting our website. For more information about YouTube's privacy practices, visit the following link:

<https://www.google.de/intl/de/policies/privacy/>.

##### **4.3 Use of Google-Adwords**

We also use the Google advertising tool "Google-Adwords" to promote our website. In this context we use the analysis service "Conversion-Tracking" of the company Google Inc. ("Google"). If you accessed our website via a Google ad, a cookie is stored on your computer. Cookies are small text files that your Internet browser stores on your computer. These so-called "conversion cookies" lose their validity after 30 days and do not serve your personal identification. If you visit certain pages of our website and the cookie has not yet expired, we and Google may recognize that you as a user have clicked on one of our ads placed on Google and have been redirected to our page. The information collected with the help of the "conversion cookies" is used by Google to generate visit statistics for our website. These statistics show us the total number of users who clicked on our ad and also which pages of our website were subsequently accessed by the respective user. However, we or others who advertise via "Google-Adwords" do not receive any information with which users can be personally identified. You can prevent the installation of "conversion cookies" by making the appropriate settings in your browser, such as browser settings that generally deactivate the automatic setting of cookies or specifically only block cookies from the "googleadservices.com" domain. You can obtain the relevant data protection declaration from Google under the following link: <https://www.google.de/policies/privacy/>.

## 5. Storage time

Unless specifically stated, we only store personal data for as long as is necessary to fulfil the purposes pursued.

In some cases, the legislator provides for the storage of personal data, for example in tax or commercial law. In these cases, the data will only be stored by us for these legal purposes, but will not be processed in any other way and deleted after expiry of the legal retention period.

Expected periods of the storage obligations applicable to us and our legitimate interests:

- Fulfilment of commercial, tax and professional retention periods. The periods for storage and documentation specified there are two to ten years.
- Preservation of evidence under the statute of limitations. According to §§ 195 ff. of the German Civil Code (BGB), these limitation periods can be up to 30 years, whereby the regular limitation period is three years.

## 6. Your rights as a data subject

According to the applicable laws, you have various rights regarding your personal data. If you wish to assert these rights, please send your request by e-mail or by post to the address specified in section 1, clearly identifying yourself. Below you will find an overview of your rights.

### 6.1 Right to confirmation and information

You have the right to clear information about the processing of your personal data.

In detail:

You have the right to receive confirmation from us at any time as to whether personal data relating to you will be processed. If this is the case, you have the right to request from us free of charge

information about the personal data stored about you together with a copy of this data.

Furthermore, there is a right to the following information:

1. processing purposes;
2. the categories of personal data being processed;
3. the recipients or categories of recipients to whom the personal data have been or are still being disclosed, in particular recipients in third countries or international organisations;
4. if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining this duration;
5. the existence of a right to have your personal data concerning you corrected or deleted or to have the data controller restrict or object to such processing;
6. the existence of a right of appeal to a supervisory authority;
7. if the personal data is not collected from you, all available information about the origin of the data;
8. the existence of automated decision making including profiling in accordance with Art. 22 para. 1 and 4 GDPR and - at least in these cases - meaningful information about the logic involved and the scope and intended effects of such processing for you.

If personal data are transferred to a third country or an international organisation, you have the right to be informed of the appropriate guarantees in accordance with Art. 46 GDPR in connection with the transfer.

## 6.2 Right to correction

You have the right to ask us to correct and, if necessary, complete any personal data concerning you. In detail:

You have the right to request us to correct any inaccurate personal data concerning you without delay. Taking into account the purposes of the processing, you have the right to request the completion of incomplete personal data - also by means of a supplementary declaration.

## 6.3 Right to cancellation ("Right to oblivion")

In a number of cases we are obliged to delete personal data concerning you.

In detail:

Pursuant to Art. 17 para. 1 GDPR, you have the right to demand that we delete personal data concerning you without delay, and we are obliged to delete personal data without delay if one of the following reasons applies:

1. personal data are no longer necessary for the purposes for which they were collected or otherwise processed.
2. you withdraw your consent, on which the processing was based pursuant to Art. 6 para. 1 sentence 1 a) GDPR or Art. 9 para. 2 a) GDPR, and there is no other legal basis for the processing.
3. you file an objection to the processing pursuant to Art. 21 para. 1 GDPR and there are no overriding legitimate grounds for the processing, or you file an objection to the processing pursuant to Art. 21 para. 2 GDPR.
4. The personal data have been processed unlawfully.
5. The deletion of personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which we are subject.

6. The personal data was collected in relation to information society services offered in accordance with Art. 8 para. 1 GDPR.

If we have made the personal data public and we are obliged to delete them pursuant to Art. 17 para. 1 GDPR, we will take appropriate measures, including technical measures, taking into account the available technology and implementation costs, to inform those responsible for data processing who process the personal data that you have requested them to delete all links to this personal data or copies or replications of this personal data.

## 6.4 Right to limitation of processing

In a number of cases you are entitled to request us to restrict the processing of your personal data. In detail:

You have the right to request us to restrict processing if one of the following conditions is met:

1. you dispute the accuracy of your personal data for a period of time that enables us to verify the accuracy of your personal data,
2. the processing is unlawful and you have refused to delete the personal data and have instead requested the restriction of the use of the personal data;
3. we no longer need the personal data for the purposes of processing, but you do need the data to assert, exercise or defend legal claims, or
4. you have filed an objection against the processing pursuant to Art. 21 para. 1 GDPR, as long as it is not yet clear whether the justified reasons of our company outweigh yours.

## 6.5 Right to Data Transferability

You have the right to receive, transmit or have us transmit personal data concerning you in machine-readable form.

In detail:

You have the right to receive the personal data concerning you that you have provided to us in a structured, current and machine-readable format, and you have the right to transmit this data to another person in charge without our interference, provided that

1. processing is based on consent pursuant to Art. 6 para. 1 sentence 1 a) GDPR or Art. 9 para. 2 a) GDPR or on a contract pursuant to Art. 6 para. 1 sentence 1 b) GDPR and
2. processing is carried out using automated methods.

When exercising your right to data transferability in accordance with paragraph 1, you have the right to request that the personal data be transferred directly by us to another person responsible, insofar as this is technically feasible.

## 6.6 Right of objection

You have the right to object to the lawful processing of your personal data by us if this is justified by your particular situation and if our interests in the processing do not outweigh yours.

In detail:

You have the right to object at any time, for reasons arising from your particular situation, to the processing of personal data concerning you on the basis of Art. 6 para. 1 sentence 1 e) or f) GDPR; this also applies to profiling based on these provisions. We no longer process personal data unless we can prove compelling grounds for processing that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

If we process personal data for direct marketing purposes, you have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising; this also applies to profiling, insofar as it is associated with such direct marketing.

You have the right to object to the processing of personal data concerning you, for scientific or historical research purposes or for statistical purposes in accordance with Art. 89 para. 1 GDPR, for reasons arising from your particular situation, unless the processing is necessary to fulfil a task in the public interest.

### **6.7 Automated decisions including profiling**

You have the right not to be subject to a decision based exclusively on automated processing - including profiling - that has legal effect against you or significantly impairs you in a similar manner. An automated decision making based on the collected personal data does not take place.

### **6.8 Right to revoke consent under data protection law**

You have the right to revoke your consent to the processing of personal data at any time.

### **6.9 Right of appeal to a supervisory authority**

You have the right of appeal to a supervisory authority, in particular in the Member State where you are staying, working or suspected of having infringed the law, if you believe that the processing of personal data concerning you is unlawful.

## **7. Data security**

We make every effort to ensure the security of your data in accordance with the applicable data protection laws and technical possibilities.

Your personal data will be transmitted encrypted. This applies to your orders and also to the customer login. We use the SSL (Secure Socket Layer) coding system, but point out that data transmission over the Internet (e.g. communication by e-mail) can have security gaps. A complete protection of data against access by third parties is not possible.

To secure your data, we maintain technical and organisational security measures in accordance with Art. 32 GDPR, which we constantly adapt to the state of the art.

Furthermore, we do not guarantee that our offer will be available at certain times; disruptions, interruptions or failures cannot be ruled out. The servers we use are regularly and carefully secured.

## **8. Disclosure of data to third parties, no data transfer to non-EU countries**

In principle, we only use your personal data within our company.

If and to the extent that we involve third parties in the performance of contracts (such as logistics service providers), these personal data are only received to the extent to which the transfer is necessary for the corresponding service.

In the event that we outsource certain parts of data processing ("order processing"), we contractually oblige contractors to use personal data only in accordance with the requirements of data protection laws and to ensure the protection of the rights of the data subject.

A data transmission to places or persons outside the EU outside the case mentioned in this declaration in paragraph 4 does not take place and is not planned.

## 9. Data Protection Officer

If you have any questions or concerns, please contact our data protection officer directly. The data protection officer of SERVA Electrophoresis GmbH Mr. Carsten Jockel can be reached at +49 6404 950317 or [datenschutzbeauftragter@serva.de](mailto:datenschutzbeauftragter@serva.de) ([info@serva.de](mailto:info@serva.de)).