

*Effective February 2016*

## **COMPAREX USA PRIVACY POLICY**

### **Protecting your personal data**

COMPAREX USA attaches great importance to ensuring that your personal data are collected, used, processed and erased in accordance with the current applicable regulations as stipulated by the federal data protection legislation. Protecting your data is a matter of great importance to our company.

### **Using your data**

We collect information about customers in electronic form and use it exclusively for the purposes of processing contracts, customer administration, product registration, technical support and for marketing purposes to the extent which is necessary and permissible. Information is only passed to subsidiaries of COMPAREX USA where such business relationships exist. No information is passed other third parties. Information is only passed to official state bodies in accordance with the legal requirements.

If you do not want your data used for analyses purposes you can decline this service and exclude your IP-address permanently by clicking [here](#).

### **Collecting data**

On this website anonymous data is collected and processed by a web analysis tool for continuous improvement. When creating anonymous user profiles pseudonyms are generated. For that in some circumstances cookies creating and saving anonymous information are used. In no case (never) these data is used to identify specific visitors (even if this was possible) or specific pseudonyms.

### **The right to information, amendment, erasure and blocking**

All our customers have a right to receive information about data concerning them which is held by us. Customers may at any time withdraw permission for the use of their data for advertising purposes. Customers may apply to us for information about who is receiving their data.

Upon request the information held by us can be amended or erased. If data cannot be erased for legal reasons it will be blocked instead. The data will then be erased once the minimum legal storage term has expired.

### **Data protection principles**

Our customers may at any time ask for information about the scope and purpose of data processing. If permission has been given for data to be used or transferred for advertising purposes this may be withdrawn at any time and customers may also request that they be informed about any further recipients of their data. In addition, data will also be corrected, blocked or erased on request.

### **Our customer portals on the internet**

The data stored for the use of customer portals will also only be used for the services made available through the customer portals. By subscribing to the newsletter your usage pattern will be recorded with

the aim of optimizing personalized communication with you as our customer for the purposes of offering future tailored solutions.

## **Cookies**

Cookies are small files to be stored temporarily to facilitate the exchange of information. COMPAREX USA only uses cookies where personalized and modified browsing is required. If you do not want cookies you can deactivate this function on your browser. Where cookies are used on our website its functionality may be adversely affected by deactivating them.

## **Secure transactions with SSL encryption**

The data you enter on our online shop is protected from being accessed by third parties by the use of secure encryption techniques. SSL (Secure Socket Layer) ensures that your personal data can only be transferred over the internet in encrypted form and can be decrypted only by our servers.

You can check whether you have a secure and encrypted connection with SSL by looking for the padlock symbol in the status bar on your browser and the URL address will change from http:// to https://.

## **Google analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States.

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 other services relating to website activity and internet usage.

The IP-address, that your Browser conveys within the scope of Google Analytics, will not be associated with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on 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 opt-out from being tracked by Google Analytics with effect for the future by downloading and installing Google Analytics Opt-out Browser Addon for your current web browser.

As an alternative to the browser Addon or within browsers on mobile devices, you can click here to opt-out of Google Analytics in order to not being tracked by Google Analytics within this website in the future (the opt-out applies only for the browser in which you set it and within this domain). An opt-out cookie will be stored on your device, which means that you'll have to click this link again, if you delete your cookies

Additional information about terms of use and data protection you find here and here. We recommend that on this website the Google Analytics code was enlarged by „gat\_anonymizelp();“ to track IP-addresses anonymously (IP masking).

## How to contact us

If you have any questions or comments about this Privacy Policy, or if you would like us to update information we have about you or your preferences, please contact [info@comparex.com](mailto:info@comparex.com).