

# **interlübke Data Protection Declaration**

This data protection declaration provides the user with information about the type, scope, and purpose of the processing of personal data in connection with the online service of the company Lübke GmbH and for its (sub)websites, functions and content, as well as external websites.

We process the following types of data for the efficient provision of our online services:

- Inventory data (e.g. names, addresses)
- Contact data (e.g. email, telephone numbers)
- Content data (e.g. text entries, photographs, videos)
- Usage data (e.g. visited webpages, interest in content, access times)
- Meta/communication data (e.g. device information, IP addresses)

## **Cooperation with Processors and Third Parties**

If we, within the framework of our online services and the resulting processing of data, disclose, transfer, or enable access of these to other persons and companies (processors or third parties) for the purposes of further data processing, this will only occur on a statutory basis (e.g. in the sense of Art. 6 Par. 1 Point B GDPR), on the basis of a legal obligation, if you have consented to this, or on the basis of our legitimate interest as regards the provision of our online services (e.g. if an agent, webhosting provider, etc. is used). If we conclude a “processing agreement” with data processors or third parties, this occurs in the sense of Art. 28 GDPR.

## **Transfer to Third Countries**

If we transfer personal data to a third country (outside the European Union (EU) or the European Economic Area (EEA)) for further processing, or if the disclosure, or rather, transfer of this data to third parties takes place as a consequence of the use of third-party services, then this only takes place when it is necessary for the performance of our (pre)contractual obligations, if you have consented to this, on the basis of our legal obligation, or due to our legitimate interests as regards the provision of our online services (e.g. if an agent, webhosting provider, etc. is used). Subject to any legal or contractual permissions, we only process data ourselves, or have data processed by a third party in a third country, if the preconditions in the sense of Art. 44 et seq. GDPR apply. This means that the processing is only carried out, for example, based on special guarantees, such as the officially recognised assessment that the level of data protection corresponds to that of the EU (e.g. “Privacy Shield” in the USA), or in compliance with recognised contractual “standard contractual clauses”.

## **Hosting**

For the provision of our online services, we claim the following services from our hosting providers: Infrastructure and platform provision, computing capacity, storage space, and corresponding database services, security services, as well as maintenance services.

Either we ourselves or our hosting provider process the above-mentioned inventory data, contact data, content data, contractual data, usage data, and meta/communication data from our customers, interested parties, and visitors to our website for the provision of our online offer. This takes place based on our legitimate interests in the efficient and secure provision of our online services in the sense of Art. 6 Par. 1 Point F GDPR in conjunction with Art. 28 GDPR.

### **Server log files**

You can use our websites without submitting personal data. Every time you access our website, user data is transmitted by your internet browser and stored in protocol files (server log files). This stored data includes e.g. name of the site called up, date and time of the request, amount of data transferred and the provider making the request. This data serves exclusively to ensure smooth operation of our website and to improve our offering. It is not possible to assign this data to a particular person.

### **Collection and processing when using the contact form**

When you use the contact form we will only collect your personal data (name, email address, message text) in the scope provided by you. The data processing is for the purpose of making contact. By submitting your message you agree to the processing of your transmitted data. Processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent.

You can withdraw your consent at any time by contacting us without affecting the legality of the processing carried out with your consent up to the withdrawal. We will only use your email address to process your request. Finally your data will be deleted, unless you have agreed to further processing and use

### **Use of your email address for mailing of newsletters**

We use your email address exclusively to send you a newsletter for our own marketing purposes, if you have explicitly agreed to this. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal. You can unsubscribe from the newsletter at any time using the relevant link in the newsletter or by contacting us. Your email address will then be removed from the distributor.

Your data will be forwarded to a service provider for email marketing in the course of order processing. It will not be forwarded to other third parties.

### **Cookies**

Our website uses cookies. Cookies are small text files which are saved in a user's internet browser or by the user's internet browser on their computer system. When a user calls up a website, a cookie may be saved on the user's operating system. This cookie contains a characteristic character string which allows the browser to be clearly identified when the website is called up again. We use cookies to make our offering more user-friendly, effective and secure. Cookies also allow our systems to recognise your browser after a page change and to offer you services. Some functions of our website cannot be offered without the use of cookies. These services require the browser to be recognised again after a page change.

Our website also uses cookies to allow us to analyse the surfing behaviour of visitors to our website.

We also use cookies to address visitors to other websites with targeted marketing relating to their interests.

Processing is carried out on the basis of § 15 (3) TMG (Telemedia Act) as well as art. 6 (1) lit. f GDPR due to our justified interest in the purposes above. The data collected in this way is pseudonymised using technological measures. It is therefore not possible to connect the data to your person. The data will not be stored together with other personal data pertaining to you.

You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR by contacting us, for reasons relating to your personal situation.

Cookies will be stored on your computer. You therefore have full control over the use of cookies. By choosing corresponding technical settings in your internet browser, you can prevent the storage of cookies and transmission of the data they contain. Cookies which have already been saved may be deleted at any time. We would, however, like to point out that this may prevent you from making full use of all the functions of this website.

Using the links below, you can find out how to manage cookies (or deactivate them, among other things) in major browsers:

Chrome Browser:

<https://support.google.com/accounts/answer/61416?hl=de>

Internet Explorer:

<https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox:

<https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Safari:

<https://support.apple.com/de-de/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

### **Use of Google Analytics**

Our website uses the web analysis service Google Analytics by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; “Google”). The processing of data serves to analyse this website and its visitors. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity and to provide other services to the website operator relating to website and internet use. The IP address communicated by your browser as part of Google Analytics is not associated with any other data held by Google. Google Analytics uses cookies, which make it possible to analyse your use of the website. The information generated by the cookie regarding your use of this website is usually transferred to a Google server in the USA and stored there. IP anonymisation is activated on this website. Google uses this to shorten your IP address beforehand within Member States of the European Union or in other signatories to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. Your data may be transmitted to the USA. Transmission of data to the USA is covered by an adequacy decision by the European Commission. Processing is carried out on the basis of art. 6 (1) lit. f GDPR due to our justified interest in needs-based and targeted design of the website. You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR by contacting us, for reasons relating to your personal situation.

You can prevent the storage of cookies by choosing corresponding technical settings in your internet browser; we would, however, like to point out that this may prevent you from making full use of all the functions of this website. You can also prevent collection of the data (including your IP address) generated by the cookies and related to your use of the website by Google as well as the processing of this data by Google by downloading and installing the browser plug-in [available at the following link](#). You can set an opt-out cookie to prevent collection by Google Analytics across devices. Opt-out cookies prevent the future collection of your data when you visit this website. You need to opt-out on all systems and devices in

use for this to work comprehensively. If you click here, the opt-out cookie is set: [Disable Google Analytics](#)

You can find more detailed information on the terms and conditions of use and data protection at <https://www.google.com/analytics/terms/> and at <https://policies.google.com/?hl=en>.

### **Use of GoogleMaps**

Our website uses Google Inc.'s feature for the embedding of Google Maps (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

This feature visually represents geographical information and interactive maps. Google also collects, processes and uses data on visitors to the website when they call up pages with embedded Google maps. Further information on the data collected and used by Google, your rights and privacy can be found in Google's privacy policy at <https://www.google.com/privacypolicy.html>. You also have the option of changing your settings in the data protection centre, allowing you to administer and protect the data processed by Google. Your data may also be transmitted to the USA. Transmission of data to the USA is covered by an adequacy decision by the European Commission.

You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR by contacting us, for reasons relating to your personal situation.

For this purpose you must turn off the JavaScript application in your browser. However, we wish to point out that doing this may prevent you from using all of the website's functions, for example the interactive map display, in full.

### **Use of Polyfill Service**

In order to guarantee the proper functioning of the interlübke Inspirator tool on different browser types we use the service of Polyfill. You can find more detailed information on the terms and conditions of use as well as on data protection at <https://polyfill.io/docs/privacy-policy>

### **Rights of the affected person**

If the legal requirements are fulfilled, you have the following rights according to art. 15 to 20 GDPR: Right to information, correction, deletion, restriction of processing, data portability. You also have a right of objection against processing based on art. 6 (1) GDPR, and to processing for the purposes of direct marketing, according to art. 21 (1) GDPR.

### **Right to complain to the regulatory authority**

You have the right to complain to the regulatory authority according to art. 77 GDPR if you believe that your data is not being processed legally.

If you wish please contact our Data Protection Officer:  
[datenschutz@interluebke.de](mailto:datenschutz@interluebke.de)

Our complete contact details can be found in our [imprint](#).

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