

# CUSTOMER PRIVACY STATEMENT

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*This statement was last revised on May 16th, 2018.*

AP Sensing GmbH, a limited liability company under the German law, having its principle place of business at Herrenberger Str.130, 71034 Böblingen, Germany and its affiliated group companies (also referred to in this document as "AP Sensing") provides this Privacy Statement to make you aware of our privacy practices and the choices you can make about how your personal information is collected and used, both on-line and off-line. By using our online services, you agree as a user that we, AP Sensing acquire, process and use data as listed and described below. To make this notice easy to access, it is available on the bottom of every AP Sensing web page.

Customers are AP Sensing's most valuable asset. We recognize that building a long-term business relationship with you depends a great deal on trust. This trust begins with our commitment to respecting as well as protecting your privacy.

The legal foundation for handling your personal data is - amongst others, the latest revisions of the European Datenschutzgrundverordnung (**DSGVO**), the Bundesdatenschutzgesetz (**BDSG**) and the Telemediengesetz (**TMG**). In this Data Privacy Statement, we inform you about the most important aspects of data processing within our website.

We've structured our web site so that you can visit us without identifying yourself or revealing any personal information. Throughout this Privacy Statement, personal information refers to any information that is unique to an individual, such as name, address, e-mail address, phone number, etc. If you do share your personal information with us, you can be assured that it will only be used to support your relationship with AP Sensing. Any sharing of personal data is on a voluntary basis.

AP Sensing's privacy statement covers 13 main areas: **Notice, Choice, Onward Transfer, Access & Accuracy, Data Security, Tailoring Email Communications and Web Experiences, How AP Sensing Uses Cookies, Registration, Newsletter, Facebook and LinkedIn, Youtube, Google Analytics and Additional Information**. These areas are described in detail below. Please keep in mind that our privacy practices may vary as required by local laws and policies. Comments or questions about our privacy practices can be sent to: [privacy@apsensing.com](mailto:privacy@apsensing.com).

## **Responsible in the legal sense of any privacy laws**

AP Sensing GmbH

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**Our data privacy representative**

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**1. Notice****What information we collect**

During the course of your relationship with us, we may collect personal information to enable you to order products or services, download software updates, make requests, and register for customized communications programs. We may collect such personal information as your name, contact and billing information, transaction and credit card information. To tailor our subsequent communications to you and improve our products and services, we may ask you to provide information regarding your personal or professional interests, demographics, experience with our products and contact preferences. Personal information may be required to determine access eligibility for certain restricted parts of our site. Data collected on-line may be combined with information provided off-line. Following the requirements to avoid or to minimize any unnecessary data storage, we only collect data needed to reasonably run our business or to meet any legal requirements. Personal data will be deleted after the legal storage period, after the reason for the data acquisition is omitted or after request for opt-out.

**How we use the information**

AP Sensing uses your personal information to better understand your needs and provide you with better service. Specifically, we use your personal information to help you complete a transaction, to communicate back to you, provide updates on service and benefits, and to personalize our web sites and communications with you. Credit card numbers are used only for payment processing and are not retained for other purposes. From time to time, we may also use your information to contact you for market research or to provide you with marketing information we think would be of particular interest. We will always give you the opportunity to opt-out of receiving such contact. If you would like to read more about how to opt-out, please follow the directions given below in the "Choice" section of this document. In addition, we will also follow local requirements where applicable.

**Whom we share the information with**

AP Sensing does not sell, rent, or lease your personal information to others. Unless we have your permission or are required by law, we only share your personal information with other AP Sensing entities or business partners who are acting on our behalf for the uses described above. Such AP Sensing entities and business partners are governed by our privacy policies with respect to the use of this data and are bound by the appropriate confidentiality agreements.

## **What rights you do have regarding your personal data**

You have the right to get information at any time and free of charge on stored data on your person. This includes the source and beneficiary of personal data and the purpose for the collection and processing of this data. Furthermore, you have the right to get your personal data corrected, updated, blocked out or deleted. Excluded is data which needs to be archived for legal reasons or for the purpose of correct business transactions. For all questions or requests for correction, block out or deletion of personal data please contact our data privacy representative using the contact data above.

## **2. Choice**

AP Sensing will not use or share your personal information in ways unrelated to the ones described above without first notifying you and offering a choice. We will also provide you the opportunity to let us know if you wish to opt-out at any time of certain or all contact from AP Sensing, and we will do everything we can to honor such requests. This choice may be offered at the bottom of our on-line or off-line communications to you as well as on many of our web registration pages. If you have any difficulty exercising your choices, please send your request to [privacy@apsensing.com](mailto:privacy@apsensing.com).

Your permission will always be secured first, should we ever decide to share your personal information with third parties that are not acting on our behalf and governed by our privacy policy.

## **3. Onward Transfer**

Subject to your permission or as permitted by law, the personal information that you provide to us may be transferred within AP Sensing across state or country borders. This may be done to consolidate data storage or to simplify the management of customer information.

## **4. Access and Accuracy**

AP Sensing strives to keep your personal information accurate. We will provide you with access to your personal information, including making every effort to provide you with online access to your registration data so that you may review, update or correct your information at the AP Sensing site where it was submitted. To protect your privacy and security, we will also take reasonable steps to verify your identity before granting you access or enabling you to make corrections. To access your personal information, return to the web page where you originally entered it and follow the instructions on that web page. If you cannot access your information on the web page, please telephone AP Sensing for assistance, or send your request to [privacy@apsensing.com](mailto:privacy@apsensing.com).

## **5. Data Security**

AP Sensing is committed to ensuring the security of your personal information. To prevent unauthorized access or disclosure, maintain data accuracy, and ensure the appropriate use of personal information, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure it. The use of HTTPS and SSL-encryption for transmission of all sensitive data ensures a high level of data security. Nevertheless, we don't want to miss to point to the general dangers of using the internet, which we don't have influence on. Especially the use of email communication without further precautions is not secure.

## 6. Tailoring E-Mail Communications and Web Experiences

On occasion AP Sensing may employ technologies that enable us to review which recipients have opened our e-mail communications and which links they have accessed in the message. This helps us to tailor our communications in our attempts to send you the most relevant information, as local laws and your preferences and permissions allow. As a registered user, we may also monitor your web browsing session while you are logged-in to AP Sensing.com. In this way we will try to improve our web site through personalization to better meet your needs. Any such monitoring is done in accordance with local laws.

## 7. How AP Sensing Uses Cookies

A cookie is a piece of information either stored temporarily in your browser's memory space (session cookie) or placed on your computer's hard drive (stored cookie). Cookies allow a web application to respond to you as an individual, but without the need to identify you explicitly. Session cookies are destroyed when you terminate your browsing session by shutting down your browser. Stored cookies often have a predetermined expiration date after which they disappear from your hard drive. Cookies can be removed explicitly through functionality built into most web browsers. You may also set your web browser (e.g. Microsoft Internet Explorer© or Mozilla Firefox®) to notify you of cookie placement requests, ask for permission to accept them, or decline cookies completely.

### Adjusting Browser Cookie Settings

For information on how to adjust your browser regarding cookies, please visit

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

for Microsoft Internet Explorer©

or

<https://support.mozilla.com/en-US/kb/cookies-information-websites-store-on-your-computer>

for Mozilla Firefox®.

### Cookie Usage

On occasion AP Sensing may use cookies to help us analyze web traffic or to improve your web navigation experience. To facilitate the analysis, an ID is assigned to help us uniquely identify you each time you return to our web site. One of the major concerns about stored cookies is the fear that they contain personal information and information identifying you that could be accessed by other web sites. AP Sensing only stores a randomly chosen unique ID number and a context, both of which are meaningless to others, but help us uniquely identify you.

By gathering and remembering information about your preferences, the web application can:

- Tailor its operation to your needs, likes and dislikes
- Provide an automated log-in process as a convenience for previously registered customers. This insures that you will be accurately identified and linked with your registration data.
- Be placed on your computer to ensure you are not surveyed multiple times during your visit(s) to an AP Sensing web site. This cookie has a limited life span and will not personally identify you.

Cookies help us provide a better web experience by letting us monitor what's working and what isn't through site traffic analysis. AP Sensing wants to be sure you understand that accepting a cookie in no way gives us access to your computer or any personal information about you, other than the data you chose to share with us. This practice is strictly enforced. While acknowledging the concerns that some visitors have about cookie usage, we believe that the benefit our webpage visitors gain from the use of cookies is worthwhile.

## **8. Registration**

If you choose to register your product(s) in our password protected customer portal to get the latest firmware and other updates, you can do so by filling out the registration form on our web page with mandatory contact name, email address, company name, product serial number and by assigning a password. Company address and phone number information are by choice. By registering, you agree as a user that we, AP Sensing GmbH acquire, process and use the registered data as described. You always have the choice to opt-out and get your personal data updated or removed from our data base by contacting our data privacy representative under the contact information above.

## **9. Newsletter**

When you subscribe to the newsletter you can, if you wish, specify areas of interest. We will use this information, along with your first name, last name and email address, to select information that will be of particular interest to you. We only pass data collected in connection with the newsletter registration to third parties insofar as this is technically necessary for sending out the newsletter. If you no longer wish to receive the newsletter, you can unsubscribe at any time. To do this, simply click on the "unsubscribe" link available in each of our newsletters. Afterwards, you will receive no further newsletters from us and your subscription data will be removed from the database.

## **10. Facebook, LinkedIn Plugin**

Our website features only image links of social networks, such as Facebook or LinkedIn. The provider is Facebook Inc., 1 Hacker Way, Menlo Park, CA, 94025, USA and LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA, respectively. These "Share" buttons are embedded in disabled form, so that there is no direct contact with the servers of the respective social networks. Only when you click on the "Share" button, will a new window open in which you must log on to the selected social network following their privacy rules. The selected page can then be recommended or shared. At no time are data transmitted from our website to the respective operators of the social network without this being initiated by the user.

## **11. Youtube videos**

On some of our web pages Youtube videos are embedded or image links to Youtube are supplied. Provider of this service is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. If you click

on a video link, a connection with the servers of Youtube is established. Unless you are logged in with your personal Youtube account, no personal data can be linked to the video. The provider uses cookies to record non-personalized user behavior. You can block the use of cookies in your browser (see Adjust Browser Cookie Settings).

## **12. Google Analytics**

Our website uses Google Analytics, Mountain View, CA 94043 (USA), a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on users' computers and that allow an analysis of the use of the website by them. The information generated by the cookie about the use of this website by the users are usually transmitted to a Google server in the USA and stored there. IP anonymization has been activated on our website, so that the IP address of the users of Google within Member States of the European Union or in other contracting states of the Agreement on the European Economic Area is shortened beforehand. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. On behalf of the operator of this website, Google will use this information to evaluate users' use of the website, to compile reports on website activity, and to provide other services related to website activity and internet usage to the website operator. The IP address provided by Google Analytics as part of Google Analytics will not be merged with other Google data. You can prevent the storage of cookies by a corresponding setting of your browser software; However, this offer notifies users that you may not be able to use all features of this website in their entirety. In addition, users may prevent the collection by Google of the data generated by the cookie and related to its use of the website (including your IP address) as well as the processing of this data by Google by using the browser plug-in available under the following link download and install. The current link is: <https://tools.google.com/dlpage/gaoptout?hl=en>

## **13. Additional Information**

### **Links to Third Party Web Sites**

Links to third party web sites are provided solely as a convenience to you. If you use these links, you will leave the AP Sensing site. AP Sensing has not reviewed all of these third party sites; does not control and is not responsible for any of these sites, their content or their privacy policies. Thus, we do not endorse or make any representations about them, or any information, software or other products or materials found there, or any results that may be obtained from using them. If you decide to access any of the third party sites linked to this site, you do so entirely at your own risk.

### **Changes to the Privacy Statement**

All material changes to our Privacy Policy and practices will be posted on this page. The revision date shown at the top of the page will be updated accordingly. As the information at this page can be updated at any time it is recommended to visit this page regularly.

### **Contact Information**

Please e-mail questions or comments about our privacy practices to: [privacy@apsensing.com](mailto:privacy@apsensing.com).