



Deutsche Gesellschaft für  
Galvano- und Oberflächentechnik e.V.

## Privacy Statement **ONLINE** (version: 23 May 2018)

We would like to inform you in the following about the collection and processing of personal data when using our website. Personal data is all data which relates to you personally, such as name, address, email addresses and user behaviour (see Article 4 paragraph 1 GDPR).

### 1. Name and contact details of the controller

This Privacy Statement applies to data processing carried out by the following controller:

#### **Deutsche Gesellschaft für Galvano- und Oberflächentechnik e.V.**

Office / delivery address: Itterpark 4, 40724 Hilden  
Correspondence address: Postfach 10 10 63, 40710 Hilden  
Telephone: +49 2103 25 56 50  
Fax: +49 2103 25 56 56  
Internet: [www.dgo-online.de](http://www.dgo-online.de)  
Email: [dgo.info@zvo.org](mailto:dgo.info@zvo.org)

Association register: VR 30777 Düsseldorf Local Court (AG)  
Registered  
Board Members: Rainer Venz, Chairman  
Professor Thomas Lampke, 1st Deputy Chairman  
Dr Helmut Schillinger, 2nd Deputy Chairman

Managing Director: Christoph Matheis

### 2. Processing of personal data/legal grounds/duration of storage

#### a) When visiting the website

When accessing our websites

[www.dgo-online.de](http://www.dgo-online.de)  
[www.innoemat.de](http://www.innoemat.de)  
<https://alti2de.dgo-online.de>

information is automatically sent to the server of our website by the browser on your device. This information is stored temporarily in a so-called log file. The following data is automatically collected in this regard and is stored until deleted automatically:

- IP address of the accessing computer;
- date and time of the access;
- time zone difference to GMT;
- name and URL of the requesting file (actual site accessed);
- website from which the access takes place (referrer URL);
- access status/http status code;
- browser used (also language and version of the browser software) and, if applicable, the operating system of your computer and its user interface, as well as the name of your Internet access provider;
- data volume transferred.

The aforementioned data will be processed by us for the following purposes:



Deutsche Gesellschaft für  
Galvano- und Oberflächentechnik e.V.

## Privacy Statement **ONLINE** (version: 23 May 2018)

- to establish a stable connection to the website;
- to ensure convenient use of our website;
- to analyse system security and stability;
- for additional administrative purposes.

The legal grounds for the data processing are set out in Article 6 paragraph 1 sentence 1 point (f) GDPR. Our legitimate interest is as described in the purposes of data collection listed above. Under no circumstances will we use the collected data to identify you personally.

Moreover, we only use cookies with your express agreement during your visit to our website.

Furthermore, we use the AWstats analytics service, a free web analysis software marketed under GNU General Public License, in order to design and optimise our pages to meet the needs of our visitors. For more information in this regard, refer to Sections 4 and 5 of this Privacy Statement.

### **b) When registering for our newsletter**

Where you have given your express consent according to Article 6 paragraph 1 sentence 1 point (a) GDPR, we will use your email address to send you our regular newsletter. You only need to provide an email address to receive the newsletter.

It is possible to unsubscribe at any time, for example by clicking on the link at the end of every newsletter. Alternatively, you can also send your unsubscribe request to us at any time by email to [dgo.info@zvo.org](mailto:dgo.info@zvo.org). Your data will only be processed for the purpose of sending the newsletter for as long as no unsubscribe request has been submitted by you.

### **c) When using our contact form**

Where you have enquiries of any kind, you may contact us using a form provided on the website. When using the contact form, a valid email address must be provided, so that we know who sent the enquiry and so that we are able to respond to it. Additional information can be provided voluntarily.

The data processing for the purpose of making of contact with us takes place in accordance with Article 6 paragraph 1 sentence 1 point (a), based on the consent which you issued voluntarily. The personal data collected by us for the use of the contact form will be erased once we have responded to your enquiry, except where legal storage obligations prevent this or the enquiry relates to the use of services and/or registration for an event. In these cases, the data processing takes place as described under (d) below.

### **d) When requesting services, registering for events or applying for membership**

Where you are interested in membership of our association, i.e. are interested in and/or wish to register for services or events offered by us or our service company, ZVO Service GmbH, we collect and process the following data which you provide to us:

- title, first name, surname;
- a valid email address;
- address (home address or address of your company);
- telephone number (landline and/or mobile);



Deutsche Gesellschaft für  
Galvano- und Oberflächentechnik e.V.

## Privacy Statement **ONLINE** (version: 23 May 2018)

- fax number;
- information required to process your enquiry and for the performance of a contract which will be concluded.

This data is collected:

- to identify you as a (potential) customer or (potential) member
- to correspond with you
- to check your enquiry, deal with your enquiry/perform the contract
- to issue invoices
- to exercise any claims against you or to defend any claims against us
- for further customer support and marketing of our own similar products/events.

The data processing described above takes place based on your enquiry and is necessary according to Article 6 paragraph 1 sentence 1 point (b) GDPR for the purposes stated above to process your enquiry and/or for the mutual fulfilment of obligations under the pre-contractual relationship or under the actual contractual relationship.

In addition, we would like to remain in contact with you after the contract has been performed or has come to an end and inform you in electronic form of similar products, services and events, for example using the email address provided by you. We base data processing for the purposes of customer loyalty and marketing on a legitimate interest according to Article 6 paragraph 1 point (f) GDPR, whereby in a balanced consideration of interests in respect of your fundamental rights and freedoms, we also see the benefit of informing you of events in good time by means of this contact.

You can object to this data processing for the purpose of long-term customer loyalty and marketing at any time in accordance with Article 21 GDPR, whereby we refer once again and explicitly to Section 5 of this Privacy Statement.

The personal data which is collected to respond to your query or for the performance of a contract will be stored until the contract has been performed in full and will then be erased, except where we are obliged to store the data for a longer period for compliance with storage and documentation obligations under fiscal and commercial laws (in particular the German Commercial Code (HGB) or the German Fiscal Code (AO)) or you have consented to the continued storage of the personal data in accordance with Article 6 paragraph 1 sentence 1 point (a) GDPR. Data which is processed for the purpose of customer loyalty according to Article 6 paragraph 1 point (f) GDPR will be processed until the legitimate interest no longer applies and will then be erased, at the latest when you state your objection to the data processing. Compliance with statutory storage obligations will be ensured in regard to this data as well.

### **3. Transfer of data**

Your personal data will not be transferred to third parties, except for the following purposes.

We only pass on your personal data to third parties where:

- you have issued your express consent in accordance with Article 6 paragraph 1 sentence 1 point (a) GDPR;
- it is legally permitted and necessary according to Article 6 paragraph 1 sentence 1 point (b) GDPR for the performance of a contract with you;

## Privacy Statement **ONLINE** (version: 23 May 2018)

- a legal obligation exists for disclosure under Article 6 paragraph 1 sentence 1 point (c) GDPR; and
- the disclosure is necessary under Article 6 paragraph 1 sentence 1 point (f) GDPR for the establishment, exercise or defence legal claims and there is no reason to assume that you have an overriding legitimate interest in the non-disclosure of your data.

Where we use external service providers to process your data and where they receive access to your personal data (such as our IT service provider, copy or letter shops), they have been carefully selected and commissioned, are required to adhere to our instructions, are regularly audited and are also obliged in the same way that we are to take technical and organisational measures to ensure that the data is processed in accordance with your fundamental rights and freedoms.

### **4. Cookies**

We use cookies on our website to improve ease-of-use, but only with your express consent. Cookies are small files that are created automatically by your browser and are saved on your device (laptop, tablet, smartphone or similar) when you visit our site.

Cookies do not damage your device and do not contain any viruses, trojans or other malware. Information is placed in the cookie that relates to your specific device. This does not mean, however, that we receive direct knowledge of your identity.

Exclusively session cookies are used for visitors to our website; they only remain on your device for the duration of your visit to our website.

#### **a) Transient cookies/session cookies**

The cookies are used firstly to make our service more convenient for you. For instance, we use transient cookies (which include session cookies in particular) to recognise if you have already visited individual pages of our website. Specifically, a so-called session ID is saved with these cookies, which is used to associate various requests by your browser with the session on our website. This allows recognition of your computer if you return to our website. These cookies are automatically deleted after you leave our website (for session cookies, refer to Section 4 subsection 3).

#### **b) Persistent/temporary cookies**

In order to optimise ease-of-use, we also use temporary cookies that are saved on your device for a temporary period. Should you visit our site again in order to use our services, the Internet browser used by you automatically recognises that you have already visited us, which information you have provided and settings you have made so that you do not need to repeat the entries. You will not be recognised automatically if you have deleted the cookies in your browser.

#### **c) Analysis cookies**

We also use cookies in order to collect statistics concerning the use of our website and for the purpose of optimising our service for you (refer to Section 5). Should you visit our site again in order to use our services, the Internet browser used by you automatically recognises that you have already visited us, which information you have provided and settings you have made so that you do not need to repeat the entries. You will not be recognised automatically if you have deleted the cookies in your browser.



Deutsche Gesellschaft für  
Galvano- und Oberflächentechnik e.V.

## Privacy Statement **ONLINE** (version: 23 May 2018)

You can prevent the installation of the cookies by adjusting the settings of your browser. Please take note that if you do so, you may not be able to fully use all of the functions of this website.

In addition, you can prevent the collection of the data generated by the cookie which relates to your use of the website (including your IP address), as well as the processing of this data, by installing and activating AddBlocker in your browser and disabling cookies in your browser settings.

### **d) Legal grounds/settings, disabling and objection options**

The data processed by the cookies is necessary for the aforementioned purposes on the basis of your consent in accordance with Article 6 paragraph 1 point (a) GDPR and in order to protect our legitimate interests and those of third parties according to Article 6 paragraph 1 sentence 1 point (f) GDPR.

Most browsers accept cookies automatically. However, you can configure your browser in such a way that no cookies are saved on your computer or you are always alerted before a new cookie is placed. Please bear in mind that you may not be able to use all of the functions of our website if you disable cookies completely. For additional information about cookies and how to adjust your browser settings, visit: <http://www.allaboutcookies.org/ge/>.

When you visit our web pages, you are asked in a cookie layer pop up whether you wish to accept the cookies used on our website site or whether you wish to disable these settings. Should you decide not to accept the cookies, an opt-out cookie will then be placed on your browser. The purpose of this cookie is solely to identify your objection. Certain functions of our website may no longer be available to you if you disable cookies. Please bear in mind that for technical reasons, an opt-out cookie will only apply to the browser on which it was placed. You must repeat the opt-out process if you delete cookies or use a different browser or device. These setting options do not apply to cookies that are placed by other providers during your visit to third-party websites.

However, you can use your browser menu to delete all cookies at any time. Please refer to the help function of your browser for more information. However, disabling cookies may mean that certain functions are no longer available to you. You may also visit the following website to manage and disable the use of cookies by third-party providers: <http://www.youronlinechoices.com/de/prferenzmanagement>.

This website is not operated by us, which means we accept no responsibility and have no influence over its content and availability.

### **5. Analysis tools/tracking**

The legal ground for the tracking measures listed in the following and carried out by us is Article 6 paragraph 1 sentence 1 point (f) GDPR. By using these tracking measures, we seek to ensure that our website fulfils user requirements and is constantly optimised. We also use tracking measures in order to collect statistics concerning the use of our website and for the purpose of optimising our service for you. These interests are considered legitimate under the regulation above.

The respective purposes of the data processing and the data categories can be found in the relevant tracking tools. We specifically use the **AWstats** analytics service, a free web analysis software marketed under GNU General Public License, in order to design and optimise



Deutsche Gesellschaft für  
Galvano- und Oberflächentechnik e.V.

## Privacy Statement **ONLINE** (version: 23 May 2018)

our pages to meet the needs of our visitors. Pseudonymised usage profiles are created and cookies are used in this context (refer to Section 4).

The information generated by the cookie relating to your use of this website, such as:

- browser type/version;
- operating system used;
- referrer URL (the previously visited site);
- host name of the accessing computer (IP address);
- time of the server request;

are saved on the web server of our provider in Germany. The information is used for the analysis of website use, to compile reports concerning the website activities and to provide additional services connected to the use of the website and the use of the Internet for purposes of market research and ensuring that this website suits the needs of its visitors. This information may also be passed on to third parties, if required by law. The IP addresses are anonymised so that an association with individual persons is not possible (IP masking).

You can prevent the installation of the cookies by adjusting the settings of your browser. Please take note that if you do so, you may not be able to fully use all of the functions of this website.

In addition, you can prevent the collection of the data generated by the cookie which relates to your use of the website (including your IP address), as well as the processing of this data, by installing and activating AddBlocker in your browser and disabling cookies in your browser settings.

### **6. Data processing when using maps/other tools by external providers**

Some of the offerings integrated on our website may include content or services by third-party providers, such as city maps. Fonts of other websites, in particular Google Web Fonts, are not integrated. Neither is the external verification service Google reCAPTCHA used.

Integration of third-party content will always involve transmission of the user's IP address to the third-party provider, as the content cannot otherwise be sent to the user's browser. The IP address is therefore necessary in order to display this content. In addition, the providers of the third-party content may place their own cookies and process user data for their own purposes. The data they process may be used to compile usage profiles about users. As far as possible, we will use this content according to the principles of data economy and data avoidance and select third-party providers with reliable privacy policies.

#### **Maps by the Google Maps service**

On our website, we use Google Maps (API) of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Maps is a web service which displays interactive maps in order to visually represent geographical information. By using this service, our location is shown to you and any journey made easier. This represents a legitimate interest in accordance with Article 6 paragraph 1 point (f) GDPR.

When accessing sub-pages in which Google Maps is integrated, information concerning your use of our website (such as your IP address) is transferred to Google servers in the USA and



## Privacy Statement ONLINE (version: 23 May 2018)

stored there. This takes place regardless of whether you are signed into a Google account or do not even possess a user account with Google. Where you are signed into Google, your data will be associated directly with your account. You must sign out of your Google account before clicking on the button if you do not want your data to be associated with your Google profile. Google stores your data (even for users who are not signed in) as usage profiles that are analysed by Google. This analysis takes place in particular as set out in Article 6 paragraph 1 point (f) GDPR based on the legitimate interest of Google to show personalised advertising, conduct market research and/or adjust its website to suit the needs of users.

You have a right to object to the creation of these user profiles, although you can only exercise this right by contacting Google. Please read the Google Privacy Policy in this respect, which can be accessed at: <https://www.google.com/policies/privacy>. The objection option (opt-out) should be accessible at the following link: [www.google.com/settings/ads/](http://www.google.com/settings/ads/).

Google LLC, headquartered in the USA is certified for the US-European data protection treaty "Privacy Shield", which ensures compliance with the level of data protection that applies in the EU according to the (criticised) opinion of the EU Commission.

Where you do not agree to the future transfer of your data to Google when using Google Maps, you may also disable the web services by Google Maps completely by disabling the JavaScript application in your browser. In this case, it will no longer be possible to use Google Maps (and its map) on this website.

The Google Terms of Service can be viewed at <http://www.google.de/intl/de/policies/terms/regional.html>, and the additional Terms of Service for Google Maps are available at [https://www.google.com/intl/de\\_US/help/terms\\_maps.html](https://www.google.com/intl/de_US/help/terms_maps.html). For detailed information concerning data protection in connection with the use of Google Maps, visit the Google website ("Google Privacy Policy"): <http://www.google.de/intl/de/policies/privacy/>

## 7. Rights of data subjects

You have the right:

- in accordance with Article 7 paragraph 3 GDPR, to withdraw your consent which you have issued to us. This means that we may not continue the data processing which was based on this consent in the future (for example the publication of your participant data for other participants via mobile apps);
- in accordance with Article 15 GDPR, to request information whether we process personal data relating to you. Should this be the case, you can also, in particular, obtain information concerning the purposes of the processing, the categories of personal data, the categories of recipients to whom your data has been disclosed or will be disclosed, the planned duration of storage, your right to rectification, erasure, restriction of processing or objection, your right to lodge a complaint, the origins of your data where it was not gathered by us, as well as concerning the existence of automated decision making including profiling and, if applicable, meaningful information concerning the specifics;
- in accordance with Article 16 GDPR, to request the immediate rectification of incorrect personal data or the completion of incomplete personal data relating to you which is stored by us.

## Privacy Statement **ONLINE** (version: 23 May 2018)

- in accordance with Article 17, to request the erasure of your personal data stored by us, except where processing is necessary in order to exercise the right to freedom of expression and information, for compliance with legal obligations, for reasons connected to the public interest or for the establishment, exercise or defence of legal claims;
- in accordance with Article 18 GDPR, to request that the processing of your personal data be restricted where the correctness of the data is contested by you, where the processing is unlawful but you reject its erasure and we no longer require the data, but you require it for the establishment, exercise and defence of legal claims, or you have objected to processing in accordance with Article 21 GDPR;
- in accordance with Article 20 GDPR, to receive your personal data which you have provided to us in a structured, commonly used and machine-readable format or to request transfer of the data to another controller; and
- in accordance with Article 77 GDPR, to lodge a complaint with a supervisory authority. As a rule, you can contact the supervisory authority at your habitual place of residence, place of work or our registered address.

### **8. Right of objection**

*Where your personal data is processed on the basis of legitimate interests in accordance with Article 6 paragraph 1 sentence 1 point (f) GDPR, you have the right in accordance with Article 21 GDPR to raise an objection to the processing of your personal data and to present reasons for this connected to your specific circumstances.*

*Should you wish to exercise your right of objection, it is sufficient to send an email to [dgo.info@zvo.org](mailto:dgo.info@zvo.org) or a written notification to Deutsche Gesellschaft für Galvano- und Oberflächentechnik e.V. Itterpark 4, 40724 Hilden (Postfach 10 10 63, 40710 Hilden).*

### **9. Data security**

We use the common SSL procedure (secure socket layer) and the highest level of encryption which is supported by your browser during your visit to the website. This is generally 256-bit encryption. Should your browser not support 256-bit encryption, we use 128-bit v3 technology instead. You will be able to tell whether an individual page of our Internet presence is transferred in an encrypted form if you see an icon of a closed key, i.e. padlock, in the lower status bar of your browser.

We also use suitable technical and organisational measures in order to protect your data against accidental or intentional manipulation, partial or total loss or destruction or unauthor-





Deutsche Gesellschaft für  
Galvano- und Oberflächentechnik e.V.

## Privacy Statement **ONLINE** (version: 23 May 2018)

ised third-party access. Our security measures are constantly improved in line with technical developments.

### **10. Currency and amendments of this Privacy Statement**

This Privacy Statement is currently valid and is dated May 2018. It may become necessary to amend this Privacy Statement in line with the ongoing development of our website and services or due to changes in legal or official regulations. The current Privacy Statement as amended can be accessed and printed out at any time at: <https://www.dgo-online.de> / Datenschutz