

## Privacy Policy

## Privacy Policy

EXCON would like to thank you for your visit to this website and your interest in our services. To ensure that you feel secure and comfortable during your visit, we would like to inform you in the following about the handling of your data.

### Usage data

In order to improve the quality of our websites, we store data for statistical purposes concerning every access to our websites. This record consists of:

- The website from which the file was requested,
- The name of the file,
- The date and time of the request,
- The quantity of data transferred,
- The access status (file transferred, file not found),
- A description of the type of web browser used,
- The IP address of the requesting computer truncated to the last three digits.

This data is stored in anonymised form in accordance with the Telemedia Act (TMG). This prevents the creation of user profiles linked to individual persons.

### Data transfer to third parties

We will only transfer the data we collect and store concerning you to third parties if we are legally entitled or required to do so (e.g. for contractual purposes or law enforcement purposes) or if you expressly request us to do so. In these cases, we strictly observe the provisions of the General Data Protection Regulation. The scope of data transfer is kept to a minimum.

### Contact form

We only collect personal data via our contact form if this is necessary for the purpose you would like to pursue (establishing contact). We will use your personal data to answer your inquiry. To use our contact form, we require your name and e-mail address. You can provide us with additional information, such as your company address, but you are not required to do so.

### Login area

As our customer, you can also access data and evaluations for specific services online in a protected-access area. To do so, you will receive an individual username and password from us. We use this data exclusively to offer and provide our service.

### Newsletter

On our website, we offer you the option of subscribing to our newsletter. For this purpose, we only

---

require your e-mail address and your last name; also providing your first name is voluntary and will only be used for personalised contact in the newsletter. You can unsubscribe from the newsletter at any time, e.g. by sending an e-mail to [insights@excon.com](mailto:insights@excon.com) or by following the relevant link at the end of each newsletter.

## Use of PURL

From time to time we also offer the use of personalized websites (PURL). For a personal greeting on this website we use the data known to us including title, first name and last name.

The legal basis for the processing of this data is Art. 6, para. 1 (a) GDPR.

Before using the website, you consented to the following personalized processes:

- Retrieval and storage of user behavior and online activity
- Saving progress in the use of this website's online offering
- Analysis of website usage for the delivery of interest-specific content
- Storage of interests
- Processing the collected data for the purposes of personalized offers or advertising
- Analysis to optimize the website's functionality

If you no longer consent to this and are no longer interested in this offer, please send a short message requesting the deletion of your data to [info@excon.com](mailto:info@excon.com)

## Cookies

Cookies are small files stored on a visitor's hard drive. They make it possible to obtain information over a specific period of time and to identify the visitor's computer. For better user management and personalised presentation of services, we use permanent cookies. We also use so-called session cookies, which are automatically deleted when you close your browser. You can change your browser settings so that you will be informed when cookies are set. This ensures that the use of cookies will be transparent for you. You can also deactivate the storage of cookies in your browser settings or change your browser settings so that cookies will only be stored for the duration of your current connection to the internet.

You can find detailed information regarding the [cookies](#) used by EXCON [here](#).

## Google Analytics

To design our website based on user needs, we create pseudonymised usage profiles with the help of Google Analytics. Google Analytics uses so-called "cookies", text files stored on your computer that make it possible to analyse your use of the website. The information generated by the cookie about your use of this website is generally transferred to a Google server in the USA and stored there. Since we have activated IP anonymisation on this website, your IP address will be truncated by Google within the member states of the European Union or in other states party to the Agreement on the European Economic Area before transfer. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and truncated there. Google will use this information to analyse your use of the website on our behalf, to compile reports about website activity and to perform other services associated with website use and internet use on our behalf.

You can object to the creation of this pseudonymised usage profile at any time. There are multiple ways to do so:

1.) One way to object against web analysis via Google Analytics is to set an opt-out cookie that instructs Google not to store or use your data for the purpose of web analysis. Please note that for

this solution, web analysis will only be prevented as long as the opt-out cookie is stored by the browser. If you would like to set this opt-out cookie now, please [click here](#).

2.) You can also prevent the storage of cookies used for profiling through corresponding settings in your browser software.

3.) Depending on the browser you use, you have the option of installing a browser plug-in that prevents tracking. To do so, please [click here](#) and install the browser plug-in available for download there.

## Social Media

For reasons of data privacy, we have consciously decided against embedding social plug-ins directly on our website. When you access our website, this means that as a rule, no data is transferred to providers of social media services. This prevents profiling by third parties. However, we do not want to deny this option to users who would prefer to use social plug-ins. For this reason, we offer you the option of activating these plug-ins in various places on our website. Please note that activating a social plug-in means that specific data may be transferred to the provider of the social media service. This data includes:

- The address of the website on which the activated social plug-in is located,
- Date and time of website access or activation of the social plug-in,
- Information about the browser and operating system used or your current IP address

If you are already logged in to the corresponding social media service at the time the social plug-in is activated, the provider will also be able to determine your username and potentially your real name from the data outlined above. We have no influence over the scope, nature and purpose of data processing conducted by this provider. Please note that providers of social media services are fully capable of creating pseudonymised or even individualised usage profiles using the data outlined above. After activating a social plug-in, you can deactivate it again at any time. However, this has no influence on the data that was previously transferred to the provider of the social media service.

You will know a social plug-in is deactivated if it is shaded grey or the corresponding switch is inactive (left position). No external content will be loaded and no data will be transferred. The first time you click the grey social plug-in or corresponding switch, it will be activated—the social plug-in will now be displayed in colour or the corresponding switch will be activated (right position). Now data will be transferred to the provider of the social media service. You may now use the social plug-in by clicking it again.

After activating a social plug-in, its state will be automatically stored for the website for the provider in question. For this purpose, a cookie will be stored for your browser, for instance Internet Explorer. You can find more information about cookies in the “Cookies” section. If you visit Excon’s website at a later point in time, the relevant social plug-in will be loaded in active mode and can be used without requiring reactivation. When the website loads, data will be directly transferred to the provider of the social media service. By clicking on the switch symbol to the left of the social plug-in in question, the active plug-in can be deactivated again at any time.

## Data processing for direct marketing purposes

### Direct mail

To the extent permissible by law, we shall also use the name and postal address we have for you (in some cases, obtained from our customers) to send you marketing materials for our own offers. The legal basis for this is Art. 6(1)(f) in combination with recital 47 GDPR. Our legitimate interest in this regard is the promotion of turnover or demand among our existing customers. You may, of course, at

any time withdraw your consent to the future processing of your data for marketing purposes. A message in text form to the contact data mentioned above is sufficient. We shall then delete your data from our distribution list. We shall retain the data documenting your withdrawal of consent for six years, pursuant to Art. 17(3)(e) GDPR. During that period your data shall, however, be protected from any further processing.

## Telephone marketing

To the extent permissible by law, we shall also use your name and company affiliation and/or the telephone number supplied by you (in some cases, obtained from our customers) to provide you with information regarding our own offers that we believe will be of interest to you. The legal basis for this is Art. 6(1)(f) in combination with recital 47 GDPR and Section 7(2)(2) German Act Against Unfair Competition (UWG). Our legitimate interest in this regard is the promotion of turnover or demand among our existing customers. You may, of course, at any time withdraw your consent for the future processing of your data for marketing purposes. A message in text form to the contact data mentioned above is sufficient. We shall then delete your data from our distribution list. We shall retain the data documenting your withdrawal of consent for six years, pursuant to Art. 17(3)(e) GDPR. During that period your data, shall, however be protected from any further processing.

## Storage duration

We store personal data within the scope of statutory provisions or your consent.

We use the following criteria to determine the concrete storage period:

We store personal data until the purposes for which it was collected cease to exist (for example, upon termination of a contractual relationship or through the final activity, if there is no continuing obligation, or in the case that you withdraw your consent for specific data processing).

Storage beyond that only occurs if

- statutory storage obligations exist (e.g. under the German Fiscal Code (AO) or the German Commercial Code (HGB));
- the data is required for the assertion or exercise of legal claims or for defense against legal claims, for example, for technological and forensic requirements for the defense against attacks on our web servers and their prosecution;
- deletion would be contrary to the legitimate interest of a data subject;

or

- another exception under Art. 17 (3) GDPR applies.

## Your rights as a data subject

If you have granted us consent to process your personal data, you have a right of revocation with future effect in accordance with Art. 7 para. 3 GDPR. In addition, you have the right to restriction (blocking) of processing as well as objection against processing, and the right to file complaints with the competent supervisory authority (the Data Protection Supervisor of Hesse, PO Box 3163, 65021 Wiesbaden, e-mail: [poststelle@datenschutz.hessen.de](mailto:poststelle@datenschutz.hessen.de)).

## Data protection officer

Our company data protection officer is happy to assist you with information on the subject of data privacy:

[Datenschutz@excon.com](mailto:Datenschutz@excon.com)

**Source URL:** <https://www.excon.com/en/privacy-policy>