

Notice of PCC GmbH concerning the EU General Data Protection Regulation

We have modified our Data Protection Policy to conform to the EU General Data Protection Regulation (GDPR), which entered into force on 25 May 2018.

Data protection policy

The protection of your privacy and your right of personality is very important to us. We therefore ask that you carefully read the following summary. With this data protection policy, we inform you about how we use your personal data. In doing so, we comply with the legal provisions of German data protection law and with the requirements of the GDPR.

You can expect proper, transparent data processing. In addition, we make every effort to treat all of your data responsibly and carefully.

Data protection policy for www.pcc-press.de

In order to make your online experience convenient, we use cookies on our website. By surfing on our website www.pcc-press.de, you agree to the use of cookies. For detailed information, and about how you can object to the use of cookies at any time, please see our data protection policy for “Cookies, web analysis services, and social media”.

Our website may contain links to the websites of other providers. We have no influence over whether those providers comply with statutory data protection provisions. Therefore, you should always review the provided data protection policies.

Controller and contact for data protection officer

The controller within the meaning of the GDPR, other data protection laws in force in EU Member States, and other provisions in the nature of data protection law is:

PCC GmbH
Düsseldorfer Straße 15
71332 Waiblingen
Germany
Tel: +49 (0) 7151 168 85 - 0
Fax: +49 (0) 7151 168 85 - 99
email: info@pcc-press.de

Scope of the processing of personal data

In general, we collect and use personal data from you only to the extent that this is necessary in order to provide a functioning website, as well as our content and services, e.g. if you surf our website, log in to a possible customer account, or order products. We collect and use your personal data only with your consent, other than in case where prior consent is impossible for factual reasons or the processing of your data is permitted by statutory rules. The security of your personal data has highest priority for us. In order to effectively prevent loss and/or misuse by third parties, your data stored with us are therefore protected through technical and organisational measures. In particular, our employees who process personal data are obligated to maintain existing data secrecy and must comply with this. In order to ensure that your data are protected on a permanent basis, the technical security measures are regularly reviewed and, if necessary, adjusted to conform to the current state of the art. These principles also apply to companies that process data on our behalf and in accordance with our instructions.

You can reach our data protection supervisor via email: info@pcc-press.de

Processing purposes and legal bases for the processing of your personal data

We collect, process, and use your personal data for the following purposes:

- for establishing and performing contractual relationships
- for sending goods
- for marketing measures, such as newsletters

- for future customer service and/or customer support
- for providing telemedia, such as for future order processing, online offers of goods and/or services

The legal basis for the processing of your personal data is Article 6(1)(a)-(f) GDPR.

Duration of storage and routine erasure of personal data

We process and store your personal data only for the period necessary for fulfilling the storage purpose and/or insofar as this was provided for in statutes or provisions. After the purpose no longer exists and/or is fulfilled, your personal data are erased or blocked. In the case of blocking, erasure takes place once statutory and/or contractual retention periods no longer apply or there is no reason to believe that erasure would interfere with your legitimate interests and/or would not cause an unreasonably high effort and expense due to the special type of storage.

Collection of general data and information, so-called logfiles

Based on Article 6(1)(f) GDPR, our website may, when accessed, collect a range of general data and information, which potentially is temporarily stored in a server's logfiles. A possible logfile may be created in the course of an automatic log of the processing computer system. The following may be collected:

- access of the website (date, time of day, and frequency)
- how you reached the website (previous page, hyperlink, etc.)
- volume of data sent
- the browser and browser version that you are using
- the operating system that you are using
- the internet service provider you are using
- your IP address that your internet service provider assigns to your computer when connecting to the internet

The collection and/or storage of these data may be necessary for the operation of the website in order to ensure its functionality and/or to correctly display the content of our website. In addition, we use these data potentially to optimise our website and/or to guarantee the security of our IT systems. These data may also be used for the purposes of advertising, market research, and/or the needs-based design of our services, which we accomplish by creating and evaluating possible user profiles under pseudonyms, but only to the extent that you do not make use of your right to object to the use of your data (on this issue, please also see the information concerning the right to object in the section "Your rights").

Cookies, web analysis services, and social media

On our website, we use cookies, potentially web analysis services, and potentially social media plugins. A separate data protection policy exists for this.

Sending of information about our products and/or campaigns and other news, such as possible newsletters

We use your data, e.g. for sending information that you ordered about our sales programme and/or for other campaigns by us. We do so only with your consent and/or statutory permission. The consents to sending are given on the basis of Articles 6(1)(a) and 7 GDPR, as well as on section 7 (3) of the German Act Against Unfair Competition (*Gesetz gegen den unlauteren Wettbewerb, UWG*).

Sending on the basis of the sale of goods and services

If you purchase goods and/or services from us, we may send you, including without your consent, information about similar goods and/or similar services to, e.g. the email address you provided.

Postal sending

We may also use your data for sending information about offers and/or campaigns by mail. You may of course revoke your consent at any time to the receipt of our information. In this respect, you may contact us at any time:

Revocation via email:

info@pcc-press.de

Revocation via mail:

PCC GmbH
Düsseldorfer Straße 15
71332 Waiblingen
Germany

Certain messages that are necessary for contract processing and/or the function of our website, such as about a delivery that is subject to a charge (e.g. order confirmation, contract documents, payment processing), may not be revoked. You receive these notifications at the contact information you provided.

Processing of personal data in the case of contact, registration, and/or other**Contact**

If you contact us by phone, email, and/or using the contact form on our website, the data you provide are stored by us on the basis of Article 6(1)(a) GDPR. In order to be able to prove that contact was made in accordance with legal requirements, this may be logged. Reference is made to the GDPR in the contact form.

Registration

On our website, you may be offered the opportunity to register with us using a contact form under provision of personal data. In this regard, these data are entered by you in a form, transmitted to us, and stored. Registration serves the purposes of making contact, performing a contract, and/or taking steps prior to entering into a contract and is thus based on Article 6(1)(b) GDPR. In order to conclude and/or perform contracts, we require contact information, such as first name, last name, delivery and billing address, phone number, fax number, and email address. In addition, we use your data to maintain our customer data so that only accurate and/or current data are stored there. In order to avoid typing errors and/or to ensure that your ordered item also reaches you, we verify the completeness and/or accuracy of your address when it is entered.

Other

Based on Article 6(1)(c) and (f) GDPR, we use and store your personal data and technical information where this is necessary in order to prevent and/or track other unlawful behaviour on our website (e.g. to maintain data security in the event of attacks on our IT systems). This also occurs where we are legally obligated to do so, such as on the basis of an administrative and/or court order, and/or to exercise our rights and/or claims, as well as for legal defence.

Disclosure of personal data to third parties

In disclosing your personal data, we always pay regard to a level of security that is as high as possible. Therefore, your data are disclosed only to service providers and partner companies that have been previously been selected with care and are contractually obligated. In addition, your data are forwarded by us only to entities that are currently located within the European Economic Area and are therefore subject to strict EU data protection law and/or are obligated to comply with a corresponding level of protection. We currently do not transmit data to third countries.

Disclosure within affiliated companies pursuant to Article 6(1)(b) GDPR

In some cases, we disclose your personal data for the conclusion and/or performance of contracts for products on e.g. our website potentially to affiliated companies in Germany for the purpose of storage in central databases and for billing and bookkeeping purposes. This is necessary, in particular, so that you can use all of our products without limitation. If you contact one of our specific departments and/or a customer hotline with questions, complaints, and/or return shipments, as well as in the case of other circumstances, they also receive access to your data.

Disclosure to product partners pursuant to Article 6(1)(b) GDPR

In connection with the offer in our documents and/or our website, we collaborate with partner companies for certain product groups. Should you order products of these partners, we disclose to them your personal data that are potentially provided when registering and potentially supplemented when making other purchases for the conclusion and performance of contracts (including email address and delivery and billing address). Please be aware that our partner companies are directly responsible for their own data protection precautions and that supplemental and/or deviating data protection policies may apply to their product pages.

Disclosure to service providers pursuant to Article 6(1)(b) and (f) GDPR

Various service providers potentially work for us for the operation, for the purpose of optimisation of our website and our service, and/or for the purpose of contract performance, to which we disclose the data necessary for task fulfilment (e.g. first name, last names, delivery and billing address, phone number, fax number, and email address). Some of the service providers work for us with respect to order processing and are therefore permitted to use the provided data exclusively in accordance with our instructions.

Disclosure to other third parties pursuant to Article 6(1)(c) and (f) GDPR

It is possible that we will disclose your data in connection with existing data protection laws to third parties or government agencies if we are legally obligated to do so, e.g. on the basis of an administrative and/or court order and/or we ourselves are entitled to do so, e.g. because this is necessary in order to prosecute criminal offences and/or to exercise and/or enforce our rights and/or claims.

Credit check pursuant to Article 6(1)(b) and (f) GDPR

In the case of a purchase on account, we will potentially obtain credit information in order to safeguard our legitimate interests. We direct enquiries about this to our financing partner:

Euler Hermes Deutschland Niederlassung der Euler Hermes SA
Friedensallee 254
22763 Hamburg
Germany
Tel.: +49 (0) 40 88 34 - 0
Fax: +49 (0) 40 88 34 - 77 44
email: info.de@eulerhermes.com
web: www.eulerhermes.de

and/or

Creditreform Stuttgart Strahler KG
Theodor-Heuss-Straße 2
70174 Stuttgart
Germany
Tel.: +49 (0) 711 66 41 - 104
Fax: +49 (0) 711 66 41 - 205
email: info@stuttgart.creditreform.de
web: www.creditreform-stuttgart.de

and/or

Bürgerl Wirtschaftsinformationen GmbH & Co. KG
Am Wallgraben 100
70565 Stuttgart
Germany
Tel.: +49 (0) 711 900 44 00
Fax: +49 (0) 711 900 44 10
email: info@buergel-Stuttgart.de
web: www.buergel-stuttgart.de

Your rights

You of course have rights with respect to the collection and/or storage of your data, about which we are pleased to advise you in the following.

If you wish to claim one or more of the following rights, please contact us. You can use the following contact data:

mail:

PCC GmbH
Düsseldorfer Straße 15
71332 Waiblingen
Germany

email:

info@pcc-press.de

For your own protection, we reserve the ability in the case of a pending enquiry to obtain further information that is necessary, e.g. in order to confirm your identity. Should an identification not be possible, we will not continue to process the enquiry.

Right to information

You have the right to obtain information about the personal data stored about you.

Right to rectification

You have the right to obtain without undue delay the rectification and/or completion of personal data concerning you.

Right to restriction of processing

You have the right to obtain restriction of the processing of your personal data where the accuracy of the personal data is contested by you, the processing is unlawful but you oppose their erasure, and/or we no longer need the data but they are required by you for the establishment, exercise or defence of legal claims, and/or you have objected to processing.

Right to erasure

You have the right to obtain the erasure of your personal data stored with us, unless necessary for exercising the right of freedom of expression and information, for compliance with a legal obligation for reasons of public interest, and/or for the establishment, exercise, and/or defence of legal claims.

Right to notification

If you claimed the right to rectification, erasure, and/or restriction of processing, we will communicate any rectification or erasure of personal data or restriction of processing to each recipient to whom the personal data concerning you have been disclosed, unless this proves impossible or involves disproportionate effort.

Right to data portability

You have the right to receive the personal data that you have provided us in a structured, commonly used, and machine-readable format. If you request that the data be directly transmitted to another controller, this will occur only to the extent that it is technically feasible.

Right to object

If your personal data are processed on the basis of legitimate interests pursuant to Article 6(1)(f) GDPR, you have the right pursuant to Article 21 GDPR to object to processing at any time.

Right to withdraw consent

You have the right to withdraw your consent at any time with respect to the collection of data. Data collected up to the point that the revocation becomes legally binding are unaffected by this. Please understand that for technical reasons, implementation of your revocation may take some time and/or that you may likely continue to receive possible messages from us during that time.

Right to lodge a complaint with a supervisory authority

If the processing of your personal data infringes data protection law and/or if your claims under data protection law were otherwise infringed, you may lodge a complaint with the supervisory authority.

The supervisory authority competent for us is:

Landesbeauftragter für Datenschutz und Informationsfreiheit
Königsstraße 10a
70173 Stuttgart
Germany
Tel.: +49 711 61 55 41 - 0
Fax: +49 711 61 55 41 - 15
email: poststelle@lfd.bwl.de
web: www.baden-wuerttemberg.datenschutz.de

The Federal Commissioner for Data Protection and Freedom of Information is:

Die Dienststelle der Bundesbeauftragten für den Datenschutz und
die Informationsfreiheit (BfDI)
Husarenstraße 30
53117 Bonn
Germany
Tel.: +49 (0)228 99 77 99 - 0
Fax: +49 (0)228 99 77 99 - 5550
email: poststelle@bfdi.bund.de
web: www.bfdi.bund.de

Registered seat of the liaison office:
Friedrichstraße 50
10117 Berlin
Germany

Links to websites of other companies

Our website may contain links to other websites and/or companies. We expressly point out that we are not responsible for the data protection precautions on an outside website that you can reach through these links. Please always acquaint yourself directly on the relevant outside website with the data protection in this respect.

Amendment of the data protection policy

In order to ensure that our data protection policy is always in conformity with current statutory requirements, we reserve the ability to make amendments at any time. That also applies where the data protection policy has to be modified due to new or revised products or services.

Status: May 2018

Data protection policy for “Cookies, web analysis services, and social media”

In order to make your online experience convenient, we use cookies on our website. By continuing to surf www.pcc-press.de, you agree to the use of cookies. For detailed information, and about how you can object at any time to the use of cookies, please see our following data protection policy [“Cookies, web analysis services, and social media”](#).

Cookies, web analysis services, and social media

With our website, we would like to make your online experience convenient, and to this end, in connection with Article 6(1)(f) GDPR, we use cookies, potentially web analysis services, and potentially social media plugins. For this purpose, we employ various cookies and services in order to

ensure the functionality of our website, as well as to design the PCC website in a way that is as informative and user-friendly for you as possible.

It is important to us for you to be able to conveniently surf www.pcc-press. In this respect, we give high priority to the continual optimisation of our website. Moreover, it is important to us that on the PCC website, content is displayed to you that interests you and facilitates the online experience on our website.

The following provides you with detailed information about the use of cookies and/or possible services being used by us on the PCC website. You of course have the right and/or ability at any time to potentially deactivate all cookies and/or services, whether through blocking and/or deleting cookies through your internet browser or through separate deactivation by setting an indicated opt-out cookie or following a potentially indicated link. Please be aware that deactivation must be undertaken for each browser that you use. If all cookies in your browser are deleted, the corresponding opt-out cookie is also potentially affected by this.

Functional cookies

Functional cookies are small text files that at the time of your next visit reconstruct settings and/or changes that you have already made. These functional cookies ensure that our website functions properly. These cookies are normally stored for a maximum of two years and thereafter deleted. For example, the following functions are possible with these cookies:

- the capturing of browser settings in order to display our website optimally on your screen
- the storage of settings for optimal video display, e.g. the desired buffer size and the resolution data of your screen
- the identification of misuse of our website and services
- the smooth loading of our website so that it remains accessible for you
- the potential storage of your possible log-in data so that they do not have to be re-entered by you each time

You have the right and/or ability at any time to block cookies and/or to delete cookies that have already been set. You can receive detailed information about this from the manufacturer and/or in the help function of your internet browser. However, we point out that certain features on our website may no longer be available and/or may be available to only a limited extent if you do not allow functional cookies.

Analysis services for statistical purposes

In order to determine what content on our website is of interest to you, we measure, potentially in a continual manner, the number of visitors as well as the content that is most often viewed. We use the data potentially collected in this regard for statistical purposes, for example

- for website optimisation
- for evaluating whether certain parts of our website need to be modified
- potentially to capture the number of visitors to our website
- potentially to capture the respective visit time of visitors to our website

The following services may be used by us potentially for statistical purposes, which you may deactivate potentially by setting an opt-out cookie.

Google Analytics

Google Analytics is a web analysis service of

Google Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043
USA

Google Analytics uses cookies in order potentially to enable an analysis of the use of our website. The information generated by the cookie about your use of this website is normally transferred to a Google server in the U.S. and stored there. However, your IP address is first shortened by Google within the Member States of the European Union and/or in other Contracting States of the Agreement on the

European Economic Area. Only in exceptional cases is the full IP address transferred to a Google server in the U.S. and shortened there. The IP address transferred from your browser in connection with Google Analytics is not combined with other Google data. The cookies stored by Google Analytics are normally deleted after 14 months, at the latest.

For further information of data protection and terms of use of Google Analytics please see:

www.google.com/analytics/terms/de.html

Google Maps

Google Maps API is a map service of

Google Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043
USA

We use Google Maps API potentially for the purpose of displaying an interactive map and potentially for the purpose of creating route maps and/or potentially for the purpose of support when searching for a brick-and-mortar store. In connection with the use of Google Maps, information about your use of this website (including your IP address) may be transferred to a Google server in the U.S. and stored there.

For further information of data protection and terms of use of Google Analytics please see:

www.google.com/intl/de_de/help/terms_maps.html

and/or

www.policies.google.com/privacy?hl=de

Marketing services

We potentially use marketing services in order to display interesting offers and offers of third parties to you. For this purpose, we potentially place advertising via advertising partners and/or advertising networks, which use third-party cookies that are activated when visiting our website and are potentially read only by the respective advertising partner. In addition, we would like to display to you only advertising that actually interests you. For this purpose, we potentially use so-called retargeting on our website for advertising tailored to your interests. The cookies temporarily stored for this enable our retargeting partners to recognise visitors to our website under a pseudonym and to display only products that likely interest our visitors.

No personal or sensitive data are stored in the cookies of our retargeting partners. And the collected data are not combined with data that make it possible to identify our visitors.

We use these services, e.g.

- for measuring success and for billing deployed advertising measures between advertising partners and us
- for tracking which advertisements you have already viewed in order to prevent the same one from being displayed to you again
- in order to examine the number of page views of our website
- in order to be able to track search queries
- in order to examine views of product pages
- in order to identify your log-in status

We point out that in the case of deactivation of these services, advertising is nevertheless displayed to you for marketing purposes. These advertisements may, e.g. be tailored to the content of the website. You may liken this type of content-dependent internet advertising to advertising e.g. on television.

We use the following services for marketing purposes, which you can deactivate by setting an opt-out cookie or following a link:

Logging in with Facebook

If you are registered with Facebook, you can link to our Facebook account. Please note that Facebook's data protection policy and terms of use apply to your Facebook account. Please see www.facebook.com/about/privacy/

Facebook Inc.
1601 S. California Ave
Palo Alto, CA 94304
USA

Social media plugins

So-called social media plugins of various social networks may be offered on our website so that you can link with your social media channels. When you visit our website, which potentially contains such a plugin, your browser creates a direct connection to the servers of the respective social network. The content of the plugin is transmitted by the social network directly to your browser and is embedded in the page. Through such embedding, the social network receives information that your browser has accessed the corresponding page on our website even if you do not have a profile with the social network and/or are currently not logged in to it. This information (including your IP address) is transmitted by your browser directly to a server of the social network and stored there. Should you be logged in with your account to one of these social networks when using our website, the social network can directly allocate the visit to our website to your profile. If you interact with the social media plugin, e.g. by clicking the "like" button and/or leaving a comment, this information is likewise transmitted directly to a server of the social network and stored there.

In addition, this information is potentially published in your profile and potentially displayed to your profile friends. If you do not wish to allow a social network to allocate the data collected about our website directly to your profile, you must potentially log out of the social network prior to visiting our website.

If you are a member of a social network and click on the corresponding social plugin, the provider of the social network may possibly link information about the visit to our website with your profile data there. Therefore, please acquaint yourself with these features at the operators of the social networks you use.

You can find detailed information about the workings of possible AddThis.com in the data protection information of the providers of the respective social media plugins.

The following social media plugs may be embedded on our website:

Facebook:

Facebook Inc.
1601 Willow Road
Menlo Park, CA 94025
USA

YouTube:

YouTube LLC
901 Cherry Ave.
San Bruno, CA 94066
USA

Google+:

Google Inc.
1600 Amphitheatre Parkway Mountain View, CA 94043
USA

Status: May 2018