

Privacy Policy

According to GDPR

I. Preamble

We would like to explain to you below which data we collect, process, and use, when and for what purposes. This should help you understand how our services work and how your personal data is protected in the process.

We collect, process, and use only personal data to the extent that you have consented or if permitted by law.

This Privacy Policy can be accessed, stored, and printed at any time.

II. Responsible Authority, Data Protection Contact

The controller according to Art. 4, para. 7 of the EU General Data Protection Regulation (GDPR) is OMAG Maschinenbau GmbH, Westfalenstraße 2, 26723 Emden. Our data protection officer, Ms. Silvia Rosenboom, can be reached at: srosenboom@omag.de or by mail at our address with the addition "Data Protection Officer."

III. Collection, Processing, and Use of Personal Data

You can visit our site without providing any personal information.

We collect, store, modify, or transmit personal data or use it as a means to fulfill our business purposes when it is necessary for the establishment, execution, or termination of a legal or quasi-legal contractual relationship. This includes personal data such as:

- Inventory data (e.g., names, addresses)
- Contact data (e.g., email, phone numbers)
- Content data (e.g., text entries, photographs, videos)
- Documents you may submit, which could contain personal data (e.g., invoices, contracts)

We collect, process, and use this data to contact you and examine relevant matters.

Additionally, we collect, process, and use the following data for the purpose of generating visitor statistics about the use of our website and improving it. The following data is collected:

- Usage data (e.g., visited pages, content interests, access times)
- Meta/communication data (e.g., device information, IP addresses)

Purpose of Processing:

- Provision of the online offer, its functions, and content.
- Answering contact inquiries and communication with users.
- Security measures.
- Reach measurement.
- Marketing.

Used Terminology:

- "Personal data" refers to any information related to an identified or identifiable natural person (hereinafter "data subject"); an identifiable person is one who can be identified

directly or indirectly, particularly by assignment to an identifier such as a name, identification number, location data, online identifier (e.g., cookie), or to one or more specific characteristics that express the physical, physiological, genetic, mental, economic, cultural, or social identity of that person.

- “Processing” means any operation or set of operations performed on personal data, with or without the help of automated processes, including collection, storage, use, modification, and transmission.
- The “Controller” is the natural or legal person, authority, agency, or other body that alone or jointly with others determines the purposes and means of processing personal data.

Collaboration with Processors and Third Parties:

If we disclose, transmit, or provide access to data to other individuals or companies (processors or third parties) within the scope of our processing activities, this will only occur based on legal permission (e.g., when the transmission of data to third parties such as payment service providers is necessary to fulfill a contract according to Art. 6 para. 1 lit. b GDPR), with your consent, as required by law, or based on our legitimate interests (e.g., when using service providers, web hosts, etc.).

If we appoint third parties to process data under a “data processing agreement,” this will be done under Art. 28 GDPR.

Transfers to Third Countries:

If we process data in a third country (i.e., outside the European Union (EU) or the European Economic Area (EEA)) or if data is disclosed or transferred to third parties in the course of using third-party services, this will only occur if it is necessary to fulfill our (pre)contractual obligations, based on your consent, due to a legal obligation, or based on our legitimate interests. In the absence of legal or contractual permissions, we will process or allow data processing in a third country only if the special conditions of Art. 44 et seq. GDPR are met. This means, for example, the processing is done based on specific guarantees, such as the official recognition of an EU-compliant level of data protection (e.g., for the USA under the "Privacy Shield") or adherence to officially recognized special contractual obligations (so-called “Standard Contractual Clauses”).

IV. Use of Cookies

To make our online services attractive and to enable the use of certain functions, we use cookies on some pages. These are small text files stored on your computer.

Cookies allow us, for example, to track and determine your preferences and identify you during a visit to our website. After the browser session ends, most cookies we use are deleted from your hard drive (“session cookies”).

“Permanent cookies” (e.g., to identify you as a member and enable login) remain on your computer and allow us to recognize you, for example, during your next visit.

Some third-party services integrated by us may also use cookies. Please refer to the websites of the respective providers for more information on how they operate and process data. The services used can be found in this privacy policy.

You can prevent cookies from being stored on your computer by adjusting your browser settings. Please consult your browser provider for specific instructions.

Although our website will still be accessible, some or all of our services may function only in a limited manner or not at all.

V. Website Analysis

Google Analytics

This website uses Google Analytics, a web analytics service from Google Inc. (“Google”), 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses “cookies,” text files that are stored on your computer and allow an analysis of how you use the website. The information generated by the cookie about your use of this website (including your IP address) is transmitted to a server in the USA and stored there.

Google will use this information to evaluate your use of the website, compile reports on website activities for website operators, and provide other services related to website use and internet use. Google may also transfer this information to third parties if required by law or if third parties process the data on behalf of Google.

Google will not associate your IP address with other data held by Google. You can prevent the installation of cookies by adjusting your browser software settings; however, we inform you that in this case, you may not be able to fully use all functions of this website. By using this website, you consent to the processing of data about you by Google in the manner described and for the purpose stated above.

You can object to the collection and storage of your data at any time with future effect. To do this, you can prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by Google by downloading and installing the browser plug-in available at the following link: [Google Analytics Opt-Out](#).

You can also prevent the collection by Google Analytics by clicking on the following link. An opt-out cookie will be set that prevents future data collection when visiting this website: [Disable Google Analytics](#).

In light of discussions about the use of analytics tools with full IP addresses, we point out that IP addresses on this website are only processed in a shortened form. The use of Google Analytics with the extension “_anonymizeIp()” ensures that the collected data cannot be traced back to an individual.

For more information about Google Analytics’ terms of use and privacy policy, visit [Google Analytics Terms](#) or [Google Privacy Policy](#).

Google Analytics is also used to analyze data from AdWords and the DoubleClick cookie for statistical purposes. If you do not wish this, you can disable it via the Ad Settings Manager (<http://www.google.com/settings/ads/onweb/?hl=de>).

VI. Social Media

We also maintain presences on various social media platforms. If you visit one of these platforms, personal data may be transmitted to the provider of the social network. In addition to the data you specifically enter in these networks, other information may also be collected, processed, or used by the provider of the social network.

Additionally, the provider of the social network may collect, process, and use information about the key characteristics of your computer system, such as your IP address, the type of processor used, and the browser version along with plugins.

If you are logged into your personal account on the respective social network during your visit, this may be associated with your visit. If you do not wish such an association, you must log out of your account before visiting our presence.

For more information on the purpose and extent of data collection, as well as the processing and use of your data, and your rights, please refer to the respective terms and conditions of the respective network:

- Facebook Terms
- Google+ / YouTube Terms
- Twitter Terms

Use of Facebook Remarketing

This website uses the remarketing feature “Custom Audiences” from Facebook Inc. (“Facebook”). This feature is used to show interest-based ads (“Facebook Ads”) to visitors of this website within the Facebook social network. For this purpose, the Facebook remarketing tag has been implemented on this website. This tag establishes a direct connection to the Facebook servers when you visit the website. The information about your visit is transmitted to Facebook, which then associates this information with your personal Facebook account.

For more information on the data collection and use by Facebook and how you can protect your privacy, please visit Facebook’s privacy policy at [Facebook Privacy](#). Alternatively, you can disable the “Custom Audiences” feature at [Facebook Settings](#).

Other Embedded Content

On our website, we also use embedded content (videos) from YouTube, LLC, 901 Cherry Ave., 94066 San Bruno, CA, USA, a company of Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA.

When you visit a page with such content, a connection to the YouTube servers is established, and the content is displayed by sending it to your browser.

This transmits information to the YouTube server about which of our pages you have visited. If you are logged into YouTube while visiting, YouTube associates this information with your personal account on the platform. You can prevent this association by logging out of your YouTube account before visiting our website.

VII. Data Security

We protect our website and other systems by technical and organizational measures to prevent loss, destruction, unauthorized access, modification, or disclosure of your data by unauthorized persons. Despite regular checks, complete protection against all risks is not possible.

The website uses SSL (Secure Sockets Layer) encryption in some places to ensure the confidentiality of your personal information over the internet.

VIII. Communication Methods

1. Newsletter

You can register to receive our newsletter. For this, you must provide us with your email address. Additional information, which helps to optimize the newsletter, may be provided voluntarily.

We will use your email address solely to send you our newsletter. You can unsubscribe from the newsletter at any time. Please use the provided link in the newsletter or send an email to: info@omag.de.

Notes on the Newsletter and Consents

With the following notes, we inform you about the content of our newsletter, the registration, sending, statistical evaluation process, and your rights to object. By subscribing to our newsletter, you agree to receive it and the described procedures.

Content of the Newsletter

We send newsletters, emails, and other electronic notifications with promotional information (hereinafter "Newsletter") only with the consent of the recipients or legal permission. If the content of the newsletter is specifically described during registration, this is what determines the user's consent. Otherwise, our newsletters contain information on topics such as mechanical engineering, the company OMAG Maschinenbau GmbH, and/or its projects, cooperation partners, or advertising content.

Double Opt-In and Logging

The registration for our newsletter takes place using a so-called double opt-in process. This means that after registration, you will receive an email asking you to confirm your registration. This confirmation is necessary to prevent anyone from registering with someone else's email address.

The newsletter registrations are logged to comply with legal requirements and to document the registration process. This includes storing the registration and confirmation time, as well as the IP address. Changes to your data stored with CleverReach are also logged.

Use of the Newsletter Service Provider "CleverReach"

The newsletters are sent using "CleverReach," a newsletter sending platform operated by CleverReach Verwaltungs GmbH, HRB 210079 Oldenburg (Oldb.), Mühlenstr. 43, 26180 Rastede, Germany.

The email addresses of our newsletter recipients, as well as other data described in these notes, are stored on CleverReach's servers in the EU. CleverReach uses this information to send and analyze the newsletters on our behalf. Additionally, CleverReach may use this data to optimize or improve its services, e.g., to technically optimize the sending and presentation of the newsletters or for economic purposes, to determine from which countries the recipients are from. However, CleverReach does not use the data of our newsletter recipients to contact them directly or to forward the data to third parties.

We trust the reliability and IT and data security of CleverReach. Additionally, we have signed a "Data Processing Agreement (DPA)" with CleverReach. This contract obligates CleverReach to protect the data of our users, process it according to their privacy policy on our behalf, and particularly not to disclose it to third parties. You can view CleverReach's privacy policy [here](#).

Registration Data

To register for the newsletter, it is sufficient to provide your email address.

Optionally, we ask you to provide your first and last name. This information is used solely for personalizing the newsletter. Additionally, we also ask you to optionally provide your date of birth,

gender, and industry. We use this information only to tailor the content of the newsletter to the interests of our readers.

Statistical Collection and Analysis

The newsletters contain a so-called "web beacon," which is a pixel-sized file that is retrieved from the CleverReach server when the newsletter is opened. As part of this retrieval, technical information such as browser and system information, as well as your IP address and the time of retrieval, are collected. This information is used to improve the technical services based on technical data or audience behavior, such as their reading habits, locations (which can be determined using the IP address), or access times.

The statistical collection also includes determining whether the newsletters are opened, when they are opened, and which links are clicked. Although these information can technically be attributed to individual newsletter recipients, neither we nor CleverReach aim to monitor individual users. The analyses are primarily used to recognize the reading habits of our users and to tailor our content to their preferences or to send different content based on the users' interests.

Online Access and Data Management

There are instances where we direct newsletter recipients to the CleverReach website. For example, our newsletters contain a link that allows recipients to access the newsletter online (e.g., in case of display issues in their email client). Additionally, newsletter recipients can correct their data, such as their email address, afterward. The privacy policy of CleverReach is also only available on their website.

In this context, we would like to point out that cookies are used on the CleverReach website, and personal data is processed by CleverReach, its partners, and service providers (e.g., Google Analytics). We have no influence over this data collection. For more information, please refer to CleverReach's privacy policy. Additionally, we draw your attention to the options for objecting to data collection for advertising purposes on the websites <http://www.aboutads.info/choices/> and <http://www.youronlinechoices.com/> (for the European region).

Cancellation/Withdrawal

You can cancel the receipt of our newsletter at any time, meaning you can withdraw your consent. This will simultaneously revoke your consent for the sending of the newsletter via CleverReach and the statistical analysis. Unfortunately, a separate withdrawal of the newsletter sending or the statistical evaluation is not possible.

You will find a link to cancel the newsletter at the end of each newsletter.

Legal Basis - General Data Protection Regulation (GDPR)

In accordance with the provisions of the General Data Protection Regulation (GDPR), effective from May 25, 2018, we inform you that consents for the sending of email addresses are based on Art. 6 para. 1 lit. a, 7 GDPR, as well as § 7 para. 2 no. 3, or para. 3 of the German Act Against Unfair Competition (UWG). The use of the newsletter service provider CleverReach, the execution of statistical surveys and analyses, and the logging of the registration process are based on our legitimate interests under Art. 6 para. 1 lit. f GDPR. Our interest is in using a user-friendly and secure newsletter system that serves both our business interests and meets the expectations of the users.

We also inform you that you can object to the future processing of your personal data in accordance with the legal provisions under Art. 21 GDPR at any time. The objection can be made, in particular, against the processing for direct marketing purposes.

2. Email and Forms

If you contact us via email or through a form (e.g., request for a callback), we will use the personal data you provide solely for processing your specific request. The provided data will be treated confidentially. If you send us inquiries via the contact form, your information, including the contact details you provide, will be stored for the purpose of processing the request and for follow-up questions. We will not share this data without your consent.

The processing of the data entered in the contact form is therefore carried out exclusively based on your consent (Art. 6 para. 1 lit. a GDPR). You can withdraw this consent at any time. A simple, informal notification via email to us will suffice. The legality of the data processing carried out up until the withdrawal remains unaffected by the withdrawal.

The data you enter in the contact form will remain with us until you request its deletion, withdraw your consent for storage, or the purpose for storing the data no longer applies (e.g., after the completion of processing your inquiry). Mandatory statutory provisions – especially retention periods – remain unaffected.

3. Blog Commenting

For the comment function on this page, in addition to your comment, the time of the comment's creation, your email address, and, if you do not post anonymously, the username you choose will also be stored.

Storage of the IP Address

Our comment function stores the IP addresses of users who write comments. Since we do not review comments before they are published, we need this data in order to take action against the author in the event of legal violations such as insults or propaganda.

Subscribing to Comments

As a user of the site, you can subscribe to comments after registration. You will receive a confirmation email to verify that you are the owner of the provided email address. You can unsubscribe from this feature at any time via a link in the informational emails. The data entered as part of subscribing to comments will be deleted in this case; however, if you have provided this data for other purposes elsewhere (e.g., subscribing to a newsletter), it will remain with us.

Storage Duration of Comments

The comments and the associated data (e.g., IP address) are stored and remain on our website until the commented content is completely deleted or the comments must be deleted for legal reasons (e.g., offensive comments).

Legal Basis

The storage of comments is based on your consent (Art. 6 para. 1 lit. a GDPR). You can withdraw any consent you have given at any time. A simple, informal notification via email to us will suffice. The legality of the data processing activities carried out prior to the withdrawal remains unaffected by the withdrawal.

Processing of Data (Customer and Contract Data)

We collect, process, and use personal data only to the extent necessary for the establishment, content structuring, or modification of the legal relationship (inventory data). This is done based on Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the fulfillment of a contract or pre-contractual measures. We collect, process, and use personal data regarding the use of our websites (usage data) only to the extent necessary to enable the user to use the service or for billing purposes.

The collected customer data will be deleted after the completion of the order or termination of the business relationship. Legal retention periods remain unaffected.

4. Google Maps

This page uses the Google Maps service via an API. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To use the functions of Google Maps, it is necessary to store your IP address. This information is generally transmitted to a Google server in the USA and stored there. The provider of this page has no control over this data transmission.

The use of Google Maps is in the interest of providing an appealing presentation of our online services and ensuring the easy location of the places we specify on the website. This constitutes a legitimate interest according to Art. 6 para. 1 lit. f GDPR.

For more information on how Google handles user data, please refer to Google's privacy policy: <https://www.google.de/intl/de/policies/privacy/>.

5. Youtube

Our website uses plugins from the YouTube website operated by Google. The provider of the site is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

When you visit one of our pages equipped with a YouTube plugin, a connection to YouTube's servers is established. This notifies the YouTube server of which of our pages you have visited.

If you are logged into your YouTube account, YouTube can associate your browsing behavior directly with your personal profile. You can prevent this by logging out of your YouTube account.

The use of YouTube is in the interest of providing an attractive presentation of our online services. This constitutes a legitimate interest according to Art. 6 para. 1 lit. f GDPR.

For more information on how YouTube handles user data, please refer to YouTube's privacy policy at: <https://www.google.de/intl/de/policies/privacy/>.

6. Vimeo

Our website may use plugins from the video portal Vimeo. The provider is Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA.

When you visit one of our pages equipped with a Vimeo plugin, a connection to Vimeo's servers is established. This notifies the Vimeo server of which of our pages you have visited. Additionally, Vimeo obtains your IP address. This applies even if you are not logged into Vimeo or do not have an account with Vimeo. The information collected by Vimeo is transmitted to Vimeo's server in the USA. If you are logged into your Vimeo account, you allow Vimeo to directly associate your browsing behavior with your personal profile. You can prevent this by logging out of your Vimeo account.

For more information on how Vimeo handles user data, please refer to Vimeo's privacy policy at: <https://vimeo.com/privacy>.

7. Google Web Fonts

This page uses so-called Web Fonts, provided by Google, to ensure consistent font presentation. When you visit a page, your browser loads the necessary Web Fonts into its cache to correctly display texts and fonts.

To do this, the browser you use must establish a connection to Google's servers. This enables Google to know that our website has been accessed via your IP address. The use of Google Web Fonts is in the interest of providing a uniform and visually appealing presentation of our online services. This constitutes a legitimate interest according to Art. 6 para. 1 lit. f GDPR.

If your browser does not support Web Fonts, a standard font from your computer will be used.

For more information on Google Web Fonts, please refer to [Google Web Fonts FAQ](#) and Google's privacy policy at <https://www.google.com/policies/privacy/>.

IX. Disclosure of Personal Data

We will not disclose personal data to third parties without your explicit consent, unless there is a legal basis for doing so, e.g., if we are legally required to release data (e.g., information to law enforcement authorities and courts; information to public authorities that receive data due to legal provisions, such as social security institutions, tax authorities, etc.) or if we involve third parties bound by professional confidentiality in order to enforce our claims.

X. Changes to the Privacy Policy

Changes in the law or changes to our internal processes may require an adjustment of this privacy policy. This privacy policy was last updated on [date]. We will inform you of any significant changes to the privacy policy on our website.

XI. Access, Correction, Deletion, Blocking

You have the right to request information about your personal data stored with us free of charge. If the data is incorrect, you have the right to correction. You have the right to deletion and blocking at any time.

The deletion of stored personal data will take place if you withdraw your consent for its storage or if the knowledge of this data is no longer necessary for fulfilling the purpose for which it was stored. However, deletion will only occur after the statutory retention periods for tax and commercial law have expired.