

# Privacy Policy

## 1. Introduction

By providing the following information, we would like to give you as a “data subject” an overview of how we process your personal data and your rights under applicable privacy and data protection laws. As a general rule, it is always possible to use our website without providing any personal data. If you want to use specific services offered by our company via our website, it may be necessary to process your personal data, however. If the processing of personal data is necessary and there is no other legal basis for such processing, we will always obtain your consent.

Personal data, including your name, address, or email address, is always processed in accordance with the European Union’s General Data Protection Regulation as well as the privacy laws of other countries applicable to TechProtect GmbH. The purpose of this Privacy Policy is to provide you information about the nature, scope, and purpose of the personal data we collect, use, and process.

As the controller, we have implemented numerous technical and organizational measures to ensure that the personal data processed through this website is protected to the maximum extent possible.

## 2. Controller

The controller as defined in the European Union’s General Data Protection Regulation (GDPR) is:

Carl Zeiss AG

Carl-Zeiss-Strasse 22

73447 Oberkochen, Germany

Phone: +49-7364-20-0 Fax: +49-7364-20-6808

[info.de@zeiss.com](mailto:info.de@zeiss.com)

## 3. Data Privacy Officer

If you have any questions or concerns related to privacy and data protection, please feel free to contact:

Group Data Privacy Officer Carl-Zeiss-Strasse 22 73447 Oberkochen, Germany

Contact via email (please do not include any confidential information):

[dataprivacy@zeiss.com](mailto:dataprivacy@zeiss.com) Contact by phone: +49-7364-20-0 (please mention “data protection”)

## **4. Legal basis of processing**

Article 6(1)(a) of the GDPR (in conjunction with section 15(3) of Germany's Telemedia Act) serves as the legal basis for our company with regard to processing operations for which we obtain consent for a specific purpose.

If we need to process personal data in order to fulfill a contract to which you are a party, as is the case, for example, with processing operations that are necessary for the delivery of goods or the provision of any other service or consideration, such processing is based on Article 6(1)(b) of the GDPR. The same applies to such processing operations that are necessary in order to take steps prior to entering into a contract, for example in the case of inquiries about our products or services.

If our company is obligated to process personal data by law, e.g., to fulfill tax obligations, such processing is based on Article 6(1)(c) of the GDPR.

In rare cases, it may be necessary to process personal data in order to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our business was injured and the visitor's name, age, health insurance data, or other vital information would need to be transferred to a physician, hospital, or other third party. In this case, such processing would be based on Article 6(1)(d) of the GDPR.

Finally, processing operations can also be based on Article 6(1)(f) of the GDPR. Processing operations that are not covered by any of the aforementioned legal bases are carried out on this legal basis if the processing is necessary for the purposes of the legitimate interests pursued by our company or a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject. We are permitted to carry out such processing operations particularly because they have been specifically cited by European lawmakers. In this regard, European Union legislation takes the view that a legitimate interest may potentially be assumed in the event that you are a customer of our company (Recital 47, sentence 2 of the GDPR).

## **5. Transfer of data to third parties**

Your personal data will not be transferred to third parties for purposes other than those listed below.

We will only transfer your personal data to third parties if:

1. You have granted your explicit consent for us to do so pursuant to Article 6(1)(1)(a) of the GDPR
2. We have a legitimate interest in the transfer of your personal data in accordance with Article 6(1)(1)(f) of the GDPR, and there is no reason to assume that you have an overriding legitimate interest in us not transferring your data

3. In the event that we have a legal obligation to transfer your personal data in accordance with Article 6(1)(1)(c) of the GDPR

4. The transfer of your data is lawful and necessary for the performance of contractual relationships with you in accordance with Article 6(1)(1)(b) of the GDPR

In order to protect your data and to allow us to transfer data to third countries (outside the EU/EEA), if necessary, we have entered into data processing agreements on the basis of the standard contractual clauses published by the European Commission.

## 6. Technologies

### 6.1 SSL/TLS encryption

This website uses SSL and/or TLS encryption **for security** and to protect the transfer of confidential information, such as orders, login details, or inquiries that you may submit to us as the owner of this website. You can recognize an encrypted connection by the fact that you see “https://” instead of “http://” in your browser’s address bar as well as the symbol of a lock next to the website address.

We use this technology to protect your transmitted data.

### 6.2 Hosting by Host Europe

Our website is hosted by Host Europe GmbH, Hansestrasse 111, 51149 Cologne, Germany (hereinafter referred to as Host Europe).

When you visit our website, your personal data (e.g., IP addresses in log files) are processed on Host Europe’s servers.

Our use of Host Europe is based on Article 6(1)(f) of the GDPR. We have a legitimate interest in ensuring that our website is displayed and made available to visitors as reliably as possible, and that it is secure.

We have entered into an data processing agreement (DPA) with Host Europe in accordance with Article 28 of the GDPR. This is a contract required by applicable privacy law that ensures that Host Europe only processes the personal data of our website visitors in accordance with our instructions and in compliance with the GDPR.

For more information on privacy and data protection at Host Europe, see Host Europe’s privacy policy here: <https://www.hosteurope.de/en/terms-and-conditions/privacy/>

## 7. Cookies

### 7.1 General information about cookies

Cookies are small files that are automatically created by your browser and saved on your IT system (i.e., laptop, tablet, smartphone, or similar) when you visit our site.

The cookie contains information that is connected to the specific device being used to access our website. This does not mean, however, that we immediately gain knowledge of your identity as a result.

We use cookies to enhance your experience when using our website. For example, we use what are known as session cookies to recognize that you have already visited individual pages of our website. These session cookies are automatically deleted after leaving our site.

In addition, we also use temporary cookies to optimize user-friendliness, which are saved on your device for a certain specified period of time. If you visit our site again to use our

services, these cookies automatically inform our website that you have visited before and which options and settings you have selected so that you do not have to select them again.

On the other hand, we use cookies to gather statistical data on the use of our website and evaluate it for the purpose of optimizing our website for visitors. These cookies allow us to automatically recognize that you have already visited our website when you visit it again. These cookies are automatically deleted after a predefined period of time. The respective length of time that each cookie is saved can be found in the settings of the consent tool used.

## **7.2 Legal basis for the use of cookies**

The data processed by cookies is required to ensure that our website functions properly and, as such, to safeguard our legitimate interests and those of third parties in accordance with Article 6(1)(f) of the GDPR.

For all other cookies, you need to grant your consent pursuant to Article 6(1)(a) of the GDPR via our opt-in cookie banner.

## **7.3 Tips on preventing the use of cookies in popular browsers**

You can delete cookies, allow only selected cookies, or disable cookies completely at any time via the settings of the browser you are using. For more information, please visit the respective providers' support pages:

- Chrome: <https://support.google.com/chrome/answer/95647?tid=311178978>.
- Safari: <https://support.apple.com/guide/safari/manage-cookies-sfri11471/mac>
- Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>
- Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>.

## **7.4 Cookiebot (consent management tool)**

We use the consent management tool "Cookiebot" provided by Cybot A/S, Havnegade 39, 1058 Copenhagen, Denmark. This service allows us to obtain and manage the consent to data processing provided by website visitors.

Cookiebot collects data generated by visitors to our website. When a user grants their consent via the cookie consent tool, Cookiebot automatically logs the following data:

- The user's IP address in anonymized form (the last three digits are set to 0)
- The date and time consent was granted
- The user agent of the user's browser
- The URL the user was on when they granted consent
- An anonymous, randomly generated, and encrypted key
- The user's consent status to document whether the user has granted consent

The key and consent status are also saved to the user's browser in the CookieConsent cookie so that the website can automatically read and comply with the user's consent during all subsequent page requests and future sessions for up to 12 months. The key is used as proof of consent and for an option that makes it possible to check whether the consent status saved to the user's browser has not changed compared to the original consent that was sent to Cybot.

Without processing this data, the website would not be able to function properly. As such, the CookieConsent cookie set by Cookiebot is classified as necessary.

Cybot is a recipient of your personal data and acts as a processor for us.

Detailed information on the use of Cookiebot can be found at <https://www.cookiebot.com/en/privacy-policy/>.

## **8. Website content**

### **8.1 Content**

Within the framework of the trade-in program, personal data such as purchase receipts, addresses, and contact details are collected and processed by our contractor, TechProtect GmbH, in accordance with the respective terms and conditions. We have entered into an agreement with TechProtect GmbH pursuant to Article 28 of the GDPR. The legal basis for the collection and further processing of your personal data is the performance of a contractual relationship with you in accordance with the terms and conditions of the program pursuant to Article 6(1)(b) of the GDPR. The collected or processed data will only be used for the purpose of carrying out the program and will not be disclosed to unauthorized third parties. To process the return of your trade-in device, your address information will be shared with logistics service providers if necessary, and to pay out the trade-in amount, the necessary information will be provided to payment service providers. We will not transfer your data to recipients in third countries. You will not be able to participate in the program without providing the necessary information.

### **8.2 Contact/Contact form**

We process personal data when you contact us (e.g., via our contact form or email). The data we collect via contact form can be seen when viewing the respective contact form. This data is saved and used exclusively for the purpose of responding to your request or to contact you and for the associated technical administration. This data is processed on the basis of our legitimate interest in responding to your request pursuant to Article 6(1)(f) of the GDPR. If the purpose of your request is to enter into a contract, Article 6(1)(b) of the GDPR serves as an additional legal basis for processing your data. Your data will be deleted after we have finished handling your request. This is the case if the circumstances indicate that the matter in question has been fully resolved and provided that there are no legal data retention obligations that apply.

## **9. Web analytics**

### **9.1 Google Universal Analytics**

We use Google Analytics, a web analytics service provided by Google Ireland Limited (<https://about.google/>), Gordon House, Barrow Street, Dublin 4, Ireland; hereinafter referred to as "Google"), on our websites. In this context, Google Analytics creates pseudonymized usage profiles and uses cookies (see the section on cookies above). The information generated by the cookie pertaining to your use of this website includes:

1. Your browser type/version
2. The operating system used
3. The referrer URL (the website you were on prior to visiting our website)
4. The hostname of the device accessing the site (IP address)
5. The date and time of the server request

This data is transmitted to and stored on a server operated by Google located within the United States. This data is used to analyze the use of the website, to generate reports that show and explain user activity on the website, and to provide other services related to the use of the website and the Internet for the purposes of market research and to tailor the design of this website to users' needs. This information may also be transferred to third parties if this is required by law or if third parties process this data on our behalf. Under no circumstances will your IP address be merged with other data from Google. The IP addresses are anonymized, preventing this data from being associated with any specific user (a process known as IP masking).

You can prevent cookies from being saved to your device using the respective setting in your browser software; we would like to explicitly state, however, that you may not be able to completely use all of this website's features if you deactivate cookies.

These data processing operations are only carried out when users have granted their express consent in accordance with Article 6(1)(a) of the GDPR.

You can also prevent Google from collecting and processing the data generated by the cookie related to your use of our website (including your IP address) by downloading and installing a browser plug-in (available at <https://tools.google.com/dlpage/gaoptout>).

More information about the use of personal information by Google Analytics can be found in Google's privacy policy: <https://support.google.com/analytics/answer/6004245>

## **10. Plugins and other services**

### **10.1 Google reCAPTCHA**

We use the reCAPTCHA tool on this website. Google reCAPTCHA is operated by Google Ireland Limited (hereinafter referred to as "Google"), Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is part of the Google group of companies headquartered at 1600 Amphitheatre Parkway, Mountain View, CA, 94043, USA. The reCAPTCHA tool is primarily used to distinguish whether an input has been made by a human being or whether such input has been misused by machine and automated processing. The service also involves sending your IP address and any other data required by Google for the reCAPTCHA service to Google.

These data processing operations are only carried out when users have granted their express consent in accordance with Article 6(1)(a) of the GDPR.

For more information about Google reCAPTCHA and Google's privacy policy, please visit <https://safety.google/>.

## **11. Your rights as a data subject**

### **11.1 Right to obtain confirmation**

You have the right to obtain confirmation as to whether or not we are processing your personal data.

### **11.2 Right of access (Article 15 of the GDPR)**

You have the right to receive information from us, at any time and free of charge, regarding the personal data we have saved about you, as well as a copy of this data in accordance with the applicable legal provisions.

### **11.3 Right to rectification (Article 16 of the GDPR)**

You have the right to obtain from us the rectification of inaccurate personal data. Taking into account the purposes of processing, you also have the right to have incomplete personal data completed.

### **11.4 Right to erasure (Article 17 of the GDPR)**

You have the right to obtain from us the erasure of your personal data without undue delay, provided that one of the grounds provided for by law applies and to the extent that it is no longer necessary for us to process or save your personal data.

### **11.5 Right to restriction of processing (Article 18 of the GDPR)**

You have the right to obtain from us the restriction of processing if one of the legal conditions has been met.

### **11.6 Right to portability (Article 20 of the GDPR)**

You have the right to receive the personal data that you have provided to us in a structured, commonly used, and machine-readable format. You also have the right to transmit this data to another controller without hindrance from us as the controller to which the personal data was provided insofar as the processing is based on consent pursuant to Article 6(1)(a) of the GDPR or on a contract pursuant to Article 9(2)(a) of the GDPR and the processing is carried out by automated means, as long as the processing is not necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us. In addition, in exercising your right to data portability pursuant to Article 20(1) of the GDPR, you have the right to have the personal data transmitted directly from one controller to another insofar as doing so is technically feasible and does not affect the rights and freedoms of others.

### **11.7 Right to Object (Article 21 of the GDPR)**

You have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data which is based on Article 6(1)(e) of the GDPR (data processing carried out in the public interest) and Article 6(1)(f) of the GDPR (data processing on the basis of the legitimate interests).

This also applies to profiling based on those provisions within the terms of Article 4(4) of the GDPR.

In this case, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for such processing which override your interests, rights, and

freedoms or unless processing serves the establishment, exercise, or defense of legal claims.

We do, in individual cases, process your personal data for direct marketing purposes. Where personal data is processed for direct marketing purposes, you have the right to object, at any time, to the processing of your personal data for the purpose of such marketing. This also applies to profiling insofar as it is conducted in conjunction with such direct marketing. If you object to the processing of your personal data for direct marketing purposes, we will cease to process your personal data for this purpose.

In addition, where personal data are processed for scientific or historical research purposes or statistical purposes pursuant to Article 89(1) of the GDPR, you, as the data subject, on grounds relating to your particular situation, have the right to object to the processing of your personal data, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

In the context of the use of information society services, and notwithstanding Directive 2002/58/EC, you may exercise your right to object by automated means using technical specifications.

### **11.8 Right to withdraw consent to data processing**

You have the right to withdraw your consent at any time. Withdrawing your consent does not affect the lawfulness of processing based on consent before its withdrawal.

### **11.9 Right to lodge a complaint with a supervisory authority**

You have the right to lodge a complaint with a supervisory authority regarding our processing of your personal data.

## **12. Routine storage, deletion, and restriction of processing personal data**

We process and store your personal data only for the period of time necessary to achieve the intended purpose of storage or insofar as this is stipulated by legal provisions to which our company is subject.

If the purpose for storing your personal data no longer exists or if the retention period has expired, we routinely delete or restrict the processing of personal data in accordance with the legal provisions.

### **13. Duration of storage of personal data**

The respective statutory retention period serves as the criteria for determining how long we store personal data. Once the retention period has expired, we routinely delete the corresponding data, provided it is no longer required for the performance of a contract or to take steps prior to entering into a contract.

### **14. Updates and amendments to this Privacy Policy**

This privacy policy is currently in force and was last updated in January 2023. Due to the further development of our website and services or due to changes in legal or regulatory requirements, it may become necessary to amend this Privacy Policy. You can access and print out a copy of the latest version of our Privacy Policy at any time on our website [www.zeiss-trade-in.de](http://www.zeiss-trade-in.de).

General information on privacy and data protection at Carl Zeiss AG is available at <https://www.zeiss.com/data-protection/int/home.html>

This Privacy Policy was created with the help of the audatis MANAGER data protection software.