



## Privacy Policy of URW++ Design & Development GmbH

**URW++  
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Thank you very much for your interest in our online presence. We take the protection of your personal data very seriously. Accordingly, at this point, allow us to explain how data protection works within our company. It goes without saying that we fully comply with statutory provisions laid down in the German Federal Privacy Act (BDSG) as well as the German Telemedia Act (TMG) and other data protection regulations.

You can put your full trust in us in handling your personal data. All data are first encrypted through digital security systems and then transmitted to us. Our websites are protected by technical facilities against damage, destruction or unauthorized access

### **1. SUBJECT OF DATA PROTECTION**

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The subject of data protection covers personal data. In pursuance of Section § 3, Paragraph 1 BDSG these assume the form of information relating to the personal or factual circumstances of an identified or identifiable natural person. This comprises such data as names, postal addresses, email addresses or telephone numbers and may possibly include usage data as for example your IP address.

### **2. SCOPE OF DATA COLLECTION AND STORAGE**

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Generally speaking it is not necessary for you state personal data for the purpose of utilizing our website. When you place us an order, we save your name, email address, delivery address and information regarding payment. Details on payment are transmitted via an SSL encryption. Your personal data will NOT be stored in any online database. We avail ourselves of your personal data only for responding to inquiries, for technical administration purposes and possibly for transmitting product-related information (e.g. product updates).

If you have subscribed to our Newsletter, we will also use your email address beyond the performance of the contract for our own advertising purposes until you unsubscribe from the Newsletter.

### **3. DATA COLLECTION THROUGH THE USE OF GOOGLE-ANALYTICS**

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Our website uses Google-Analytics, a web analysis service developed by Google Inc. Google Analytics employ so-called "Cookies". These are text files which are stored on your PC and which permit an analysis of your use of our website. The information thus recorded comprises for instance details on the operating system, browser, your IP address, the website previously accessed to (Referrer URL) in addition to the date and time of your visit to our website. The information generated by this text file on the use of our website is transmitted to a server maintained by Google in the USA where it is placed in storage. Google may apply this information to evaluating your usage of our website for the purpose of compiling reports on website activity for site operators and for rendering additional services connected with internet and website usage. Where required by law or where third parties process this information on behalf of Google,

Google will pass it on to such third parties. Such usage will be anonymous or pseudo-anonymous.

Closer details will be gathered from Google direct under:

<http://www.google.com/intl/en/privacypolicy.html#information>

The user's data is not stored directly in any way whatsoever, but only the internet protocol (IP) address. This information serves to recognize you automatically when visiting our website the next time, while also facilitating navigation, thus helping you to find your way about. Cookies for instance enable us to adapt a particular website to your specific interests or to save your password so that you do not have to keep entering it each time. You can prevent the storage of Cookies by setting your browser software accordingly; however we hasten to point out in this case you may not be able to utilize all functions of the website to the full extent. In addition, you can prevent recording of the data (including your IP address) generated by the Cookie referencing to your use of the website to Google and processing of the data by Google. This is done by downloading and installing the browser plugin under the following link:

<http://tools.google.com/dlpage/gaoptout?hl=en>

#### **4. ASSIGNED DATA USE**

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We comply with principles of assigned data use. This means that we collect, process and store your personal data only for the purposes you have communicated to us. Without your express consent, your personal data will not be passed on to third parties unless required for performing a specific service or for executing a contract. Even the transmission of information to state institutions or authorities entitled to receive such information only takes place within the scope of legal disclosure requirements or where we are required by a court decision to effect disclosure thereof.

We also take internal company privacy very seriously. Our staff and service enterprises commissioned by us are bound to secrecy and to observing data privacy regulations.

#### **5. INFORMATION AND RIGHTS OF REVOCATION**

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We will furnish you with information on your data stored with us whenever requested without the need to state reasons. You may at any time have the data collected by us blocked, corrected or deleted. You may also, whenever you wish, revoke any consent you have given to us to collect and use data without specifying reasons for your decision. Simply contact the address quoted under the Legal Notices section. Should you have any further questions relating to our information on data protection or the processing of your personal data, please do not hesitate to contact us.

Please bear in mind that data protection regulations and the handling of data protection provisions are subject to constant change, e.g. at Google. For that reason it is advisable and necessary to stay informed concerning statutory provisions and practices of commercial enterprises, e.g. Google.

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