

Privacy Policy





GEFEG mbH
Storkower Straße 207
10369 Berlin
Germany

+49 - 30 - 979914-0
info@gefeg.com
www.gefeg.com
[GEFEG bei LinkedIn](#)

Privacy Policy

(Status: 19 April 2021)

General information

We look forward to your visit to our website and your interest in our company. The following information provides a simple overview of what happens to your personal data when you visit our website, www.gefeg.com. Personal data is comprised of individual details of a specific or specifiable natural person with which this person can be identified. This includes information such as one's name, telephone number or date of birth. Detailed information regarding the topic of data protection can be found in the Privacy Policy below.

In principle, it is possible to use the website of GEFEG mbH without providing personal data. If you only use our website for informational purposes (that is, you do not log in, register, place an order or otherwise provide us with information regarding yourself), we will not process any personal data, except the data transmitted by your browser to facilitate your visit to the website.

If you use our website or pages of our web application GEFEG.Portal solely for informational purposes, we will, to some extent, process the data transmitted by your browser through cookies used for the statistical analysis of the use of these pages.

If you log in to our website or our GEFEG.Portal pages, register, place an order or otherwise transmit personal data to us or utilise special services of our company, the processing of personal data is required. If there is no legal basis for such processing, we generally obtain the consent of the data subject.

Data Controller

Data Controller within the meaning of the General Data Protection Regulation (GDPR)

GEFEG mbH
Storkower Straße 207
10369 Berlin
Germany
E-mail: **info(at)gefeg.com**
Fax: +49 (0)30 979914 22

Contact details of our Data Protection Officer:

GEFEG mbH
Data Protection Officer
Storkower Straße 207
10369 Berlin
Germany
E-mail: **info(at)gefeg.com**
Fax: +49 (0)30 979914 22

Terms

Our Privacy Policy should be easy to read and understand for the public and for our customers and business partners. In an effort to ensure this, we will explain the terms that we will use beforehand:

a) Personal data

"Personal data" means any information relating to an identified or identifiable natural person (hereinafter, "data subject"). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. (Article 4 (1) GDPR)

b) Processing

"Processing" means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction. (Article 4 (2) GDPR)

c) Consent

"Consent" of the data subject means any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her. (Article 4 (11) GDPR)

d) Pages or GEFEG pages

By "pages" we mean both the Internet site of GEFEG mbH (website) and GEFEG.Portal pages, including their subpages.

Collection of personal data prior to the conclusion of a contract

Collection of general data and information

The GEFEG mbH website and the GEFEG.Portal pages collect a series of general data and information upon each retrieval by a data subject or an automated system. Such general data and information are stored in the log files of the server. The following are collected: the browser types and versions used, the operating system used by the accessing system, the website from which an accessing system arrives at our pages, the subpages that are controlled via an accessing system on our pages, the date and time of access to a page, an Internet Protocol (IP) address, the accessing system's Internet service provider, and other similar data and information that serve the purpose of averting risks in the event of any attack on our information technology systems.

When using such general data and information, GEFEG mbH does not draw any conclusions regarding the data subject. Rather, such information is needed to properly deliver the contents of our pages, to optimise the contents of our pages and to advertise them, to ensure the continued functioning of our information technology systems and the technology of our pages, and to provide law enforcement authorities with the information necessary for criminal prosecution in the event of a cyberattack. GEFEG

mbH evaluates such data and information collected anonymously both statistically and with the objective of increasing privacy and data security of our company, in order to ensure the best possible level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data indicated by a data subject.

Legal basis

The basis for the processing of data is the protection of our legitimate interests in accordance with Article 6 (1) (f) GDPR in being able to make the pages technically available to you. Our legitimate interest is to provide you with engaging, technically-functional and easy-to-use pages, and to take measures to protect our pages from cyber risks and to prevent our pages from posing cyber risks to third parties.

[Collection of personal data upon registration / contact requests via GEFEG pages](#)

In addition to a purely informative retrieval, you can also actively use our website or GEFEG.Portal pages to order or use any of our product or services, register for an event, sign up for our newsletter or contact us. In addition to the processing of your personal data presented above, with a use that is purely informative in nature, we will process your further personal data that we need to handle your order or to process and answer your request.

[Google Analytics for GEFEG.Portal pages](#)

On some of our GEFEG.Portal pages and on our info page at www.news.gefeg.com, we use Google Analytics, a web analysis service provided by Google Ireland Limited. Google Analytics uses so-called "cookies"; that is, text files that are stored on your computer and enable analysis of your use of the website. We only use Google Analytics with IP anonymisation activated. This means that the IP address of the user is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Only in exceptional cases will the full IP address be sent to a Google server in the U.S. and truncated there. On our behalf, Google will use such information to evaluate the use of the website, to compile reports on website activity and to provide other services related

to website activity and Internet usage. The IP address transmitted by Google Analytics in connection with Google Analytics will not be merged with other Google data.

You can prevent the storage of cookies by setting your browser software accordingly; however, we must inform you that, in such a case, you may not be able to use all features of our website to the full extent.

You can prevent the collection of the data generated by the cookie and related to your use of our website (including your IP address) and the processing of such data by Google by downloading and installing the browser plug-in available at the following link:

<https://tools.google.com/dlpage/gaoptout?hl=de>

Duration of data storage

If our websites are used for purely informational purposes, we will store your personal data on our servers for the duration of your visit to our websites. After you leave our website, your personal data will be erased immediately.

As a rule, cookies that we install are deleted after our website is exited. However, this does not apply to log-in cookies. Such cookies remain stored for a period of 24 hours after you have logged out. However, this does not apply to cookies set by the web analytics tool Google Analytics. Such cookies will be stored on your device for up to 2 years. You have the option to delete installed cookies yourself at any time.

Collection of personal data for contact requests outside of GEFEG pages

If you send us a contact request (for example, by telephone, mail or to our e-mail address), we will process the personal data you provide in this connection in order to be able to process and answer your request. In any event, this includes your name and e-mail address in order to give you an answer, along with any other information we receive as part of your message. Registered persons are free to have the personal data indicated when establishing contact completely erased from our database.

Legal basis

The basis for the processing of data is the protection of our legitimate interests in accordance with Article 6 (1) f) GDPR; our legitimate interest is the proper answering of contact requests.

Data processing during the performance of a contract

Conclusion of a contract

If you order any of our products or services or enter into contractual negotiations with us, we will process your personal data in order to fulfil our contractual obligations (for example, to accept the order, to handle it and to provide you with the products or services that have been ordered).

What personal data is thereby transmitted arises, when making contact through our pages, from the respective input mask used for the registration.

For other types of contact, we need at least the name and e-mail address of the data subject to be able to respond. The personal data provided by the data subject is collected and stored solely for internal use and for our own purposes.

In individual cases, we will process your personal data in order to operate direct advertising. If you do not want to receive advertising, you have the right to object to this at any time. We will consider such objection for the future.

Your data will no longer be processed for purposes of direct advertising if you object to processing for such purposes.

Legal basis

The basis for the processing of data is the fulfilment of a contract or the implementation of pre-contractual measures pursuant to Article 6 (1) (b) GDPR.

Provision of services

To the extent necessary within the framework of the fulfilment of the contract, we will process your personal data for the provision of services, in order, for example, to contact you, coordinate appointments, clarify questions and furnish services.

Legal basis

The basis for the processing of data is the fulfilment of a contract or the implementation of pre-contractual measures pursuant to Article 6 (1) (b) GDPR.

Payment

For the handling of payments, we use payment service providers and banks.

Legal basis

The basis for the processing of data is the fulfilment of a contract or the implementation of pre-contractual measures pursuant to Article 6 (1) (b) GDPR.

Compliance with statutory provisions

We also process your personal data in order to fulfil other statutory duties that we have in connection with carrying out the contract. Such duties include, in particular, retention periods under commercial, trade or tax law.

Legal basis

The basis for the processing of data is the fulfilment of a legal obligation that we are subject to in accordance with Article 6 (1) (c) GDPR in connection with, in particular, provisions of commercial, trade or tax law.

Enforcement of rights

In addition, we will process your personal data in order to assert our rights and enforce our legal claims. We will also process your personal data in order to defend ourselves against legal claims. Finally, we will process your personal data to the extent necessary to defend against or prosecute criminal acts.

Legal basis

The basis for the processing of data is the protection of our legitimate interests in accordance with Article 6 (1) (f) GDPR, to the extent that we assert legal claims or defend ourselves in legal disputes, or we prevent or clarify criminal offences.

Free services on GEFEG.Portal pages

GEFEG mbH offers free services on some GEFEG.Portal pages (validation portals).

The same rules in the handling of personal data that apply for the paid services furnished by GEFEG mbH apply for the services of GEFEG mbH that are offered for free.

Duration of data storage

In the case of the active use of our pages and upon any contact request, conclusion of a contract or registration for an event outside of these pages, we will initially store your personal data for the duration of your request. If this results in a business relationship and/or a contract, we will store your personal data for the duration of our business relationship or for the duration of the contractual relationship. This also includes the initiation of a contract (pre-contractual legal relationship) and the handling of a contract.

In addition, we will store your personal data until the onset of the period of limitations of any legal claims arising from the relationship with you, in order to, where necessary, use it as evidence.

Upon the onset of the period of limitations, we will erase your personal data, unless there is a statutory retention duty, for example that arising from the German Commercial Code (*Handelsgesetzbuch*, § 238, § 257 (4) HGB or from the German Tax Code (*Abgabenordnung* § 147 (3, 4) AO. Such retention obligations may amount to two to ten years.

Newsletters and promotional e-mails

Data processing when registering for the e-mail newsletter

If you subscribe to our newsletter, we will process the data required for this or data communicated separately from you in order to send you our regular e-mail newsletter.

Data usage for e-mail advertising

If we receive your e-mail address in connection with the conclusion of a contract and the provision of our products or services, and you have not objected to this, we reserve the right to send you offers of similar products or services from our offer by e-mail. You may object to the use of your e-mail address at any time by sending a message to the contact option specified above or a link in the promotional e-mail provided for this purpose.

Legal basis

In the specified cases, the basis for the processing of data is the protection of our legitimate interests in accordance with Article 6 (1) (f) GDPR in conjunction with § 7 (3) UWG (German Act against Unfair Competition - *Gesetz gegen den unlauteren Wettbewerb*); our legitimate interest is the direct advertising of our products and services.

Data processing on GEFEG.Portal pages with free services

Registration and (free) use

If you register on one of our GEFEG.Portal pages to use the free service therein, we will process the personal information you provide in order to handle and respond to your request. In any event, this includes your name and e-mail address in order to provide you with an answer, along with the other information that you provide to us during the course of your registration. Registered persons are free to have the personal data

indicated when registering completely erased from our database, as soon as they no longer wish to use our service and no statutory retention duties conflict with this.

Statistical evaluation

For the purpose of the statistical analysis of the use of our GEFEG.Portal pages, we use cookies. This allows us to improve the quality of our websites and their content. We learn how the website is used, and can thus constantly optimise our offer.

The information obtained within the framework of the statistical analysis of our website will not be merged with any other of your data collected through the website.

Legal basis

The basis for the processing of data is Article 6 (1) (b) GDPR, which allows for the processing of data for the fulfilment of a contract or pre-contractual measures.

Recipient of personal data

We transmit personal data to third parties only insofar as it is necessary within the scope of the above mentioned purposes, for example to IT service providers and credit institutes entrusted with payment processing as order processors assigned by us (Article 28 GDPR). There is no further transmission of data, or this does take place only if you have expressly consented to the transmission. There will be no forwarding of your data to third parties, such as for advertising purposes, without your explicit consent.

We state for you in the following the categories of recipients of your personal data:

- IT service provider for the administration and hosting of our websites
- IT service provider for conducting web meetings
- IT service provider for sending newsletters and information material
- Payment service providers and banks, in the settlement of payments,
- Possibly, collection agencies and legal advisers in asserting our claims.

Legal basis

The basis for the processing of data is Article 6 (1) (b) GDPR, which allows for the processing of data for the fulfilment of a contract or pre-contractual measures. As

well as Article 6 (1) (f) GDPR in conjunction with § 7 (3) UWG; which allows the protection of our legitimate interests. Our legitimate interest is the direct advertising of our products and services.

Sites provided by GEFEG mbH as a service provider for third parties

As a service provider, GEFEG mbH makes websites or GEFEG.Portal pages available for third parties.

Collection of general data and information

On these pages, upon each retrieval by a data subject or an automated system, general data and information is collected through the page. Such general data will be processed and used along with the data on our own GEFEG pages.

Statistical evaluation

For the purpose of statistical analysis of the use of these pages, we use cookies. This allows us to improve the quality of these pages and their content. We learn how the pages are used, and can thus constantly optimise our offer.

The information obtained within the framework of the statistical analysis of these pages will not be merged with any general data concerning you collected through the website.

Legal basis

The basis for the processing of data is

- the preservation of our legitimate interests in accordance with Article 6 (1) (f) GDPR in being able to make the website technically available to you. In doing so legitimate interest is to provide you with an engaging, technically-functional and easy-to-use website, and to take measures to protect our website from cyber risks and to prevent our website from posing cyber risks to third parties.
- Article 6 (1) (b) GDPR, which allows for the processing of data for the fulfilment of a contract or pre-contractual measures.

Your rights as a data subject

Under the statutory provisions, you are entitled to the following rights as the data subject, which you can assert against us:

Right of access:

At any time, you are entitled, within the framework of Article 15 GDPR, to request confirmation from us as to whether we are processing personal data relating to you; if this is the case, you are also entitled to, within the framework of Article 15 GDPR, obtain information regarding such personal data and certain other information (including processing purposes, categories of personal data, categories of recipients, planned storage period, your rights, the source of the data, the use an automated decision-making process and, in the case of a third country transfer, the suitable guarantees) and a copy of your data.

Right to rectification:

You are entitled, according to Article 16 GDPR, to demand from us that we rectify the personal data stored about you, if such data is inaccurate or incorrect.

Right to erasure:

You are entitled, under the conditions of Article 17 GDPR, to demand that we erase your personal data without delay. The right to erasure does not exist, among other things, if the processing of the personal data is required for (i) the exercise of the right to freedom of expression and information, (ii) the fulfilment of a legal obligation to which we are subject (for example, statutory retention duties) or (iii) the assertion, exercise or defence of legal claims.

Right to restriction of processing:

You are entitled, under the conditions of Article 18 GDPR, to demand that we restrict the processing of your personal data.

Right to data portability:

You are entitled, under the conditions of Article 20 GDPR, to require us to deliver to you the personal data relating to you that you have provided to us in a structured, commonly used and machine-readable format.

Right to revocation:

You have the right to revoke your granted consent to the processing of personal data at any time, with effect for the future.

Right to objection:

You are entitled, under the conditions of Article 21 GDPR, to object to the processing of your personal data, such that we have to stop the processing of your personal data. The right to objection exists only in the limits provided for in Article 21 GDPR. In addition, our interests may preclude the ending of the processing, such that we may, despite your objection, process your personal data.

The objection need not have a form, and is to be directed where possible to:

GEFEG mbH
Storkower Straße 207
10369 Berlin or
[unsubscribe\(at\)gefeg.com](mailto:unsubscribe(at)gefeg.com)

Right to lodge a complaint with a supervisory authority:

You are entitled to, under the conditions of Article 77 GDPR, lodge a complaint with a supervisory authority, in particular in the Member State of your residence, your place of work or the place of alleged infringement, if you believe that the processing of personal data relating to you violates the GDPR. The right to lodge a complaint exists without prejudice to any other administrative or judicial remedy.

The supervisory authority responsible for us is:

Berliner Beauftragte für Datenschutz und Informationsfreiheit
Friedrichstrasse 219
10969 Berlin
Tel.: +49 30 13889-0
Fax: +49 30 2155050
E-mail: mailbox@datenschutz-berlin.de

However, we recommend that you always direct a complaint to our data protection officer.

We also recommend that you address requests regarding the exercise of your rights in writing to the address indicated above, or directly to our Privacy Officer.

Scope of your duties to provide data

In principle, you are not obligated to provide us with your personal data. However, if you fail to do this, we will not be able to provide you with our pages, or will not be able to do so to the full extent, we will not be able to answer your requests and we will not be able to enter into a contract. Personal data that we absolutely need for the processing purposes set forth above are marked by an asterisk.