

Legal policy

Privacy Statement

Thank you for visiting our website and for your interest in our company. The protection of your personal data is very important to us.

Using the following details, we would like to inform you about the processing of your personal data within the scope of your visit to our website. Needless to say, we observe the legal provisions, in particular the European General Data Protection Regulation (EU GDPR) which will become effective from the 25 May 2018, and the German Federal Data Protection Act (BDSG-new).

1. Who is responsible for data processing and whom can I contact?

Responsibility lies with:

MATRIX VISION GmbH
Talstraße 16
71570 Oppenweiler
Germany
Phone +49 7191 9432-0
Fax +49 7191 9432-288
info@matrix-vision.de
www.matrix-vision.com

Further information can be found in the legal notice ([Imprint](#)).

If you have any questions, suggestions or complaints, please do not hesitate to contact our Group Data Protection Official:

You can reach the official at dataprotection@matrix-vision.de or via our postal address with the addition of "FAO: Data Protection Official".

2. Processing of personal data when visiting our website

Personal data is data that makes you directly or indirectly identifiable. For example: name, address, e-mail address, account data, or your date of birth.

For purely informative use of the website, i.e. if you do not register or otherwise provide us with

information, we collect the usage data recorded by the web analysis service Google Analytics used by us. The legal basis is Art. 6 para. 1 section 1 letter f GDPR.

In addition to the purely informative use of our website, we offer various services which you can use if you are interested and for which you voluntarily provide your personal data.

For more information, see point 5.

3. Use of cookies

This website uses so-called cookies. A cookie is a small file that can be stored on your computer when you visit a website. In principle, cookies are stored in order to offer users additional functions on our website.

We use the following types of cookies, the scope and functionality of which are explained below:

- transient cookies (see 3.1)
- persistent cookies (see 3.2)

3.1 Transient cookies

Transient cookies are automatically deleted when you close your browser. These include, in particular, session-cookies. These store a so-called session ID, with which different requests of your browser can be assigned to the common session. This will allow your computer to be recognized when you return to our website. Session-cookies are deleted when you log out or close your browser.

3.2 Persistent cookies

Persistent cookies are automatically deleted after a specified time, which may vary depending on the cookie. You can delete cookies at any time in the security settings of your browser.

For example, you can configure your browser settings according to your wishes and reject third party cookies or even all cookies. If you would like to know more about this, please use the help function in your browser.

Please note that you may not be able to use all functions of this website if you block or delete cookies.

We use cookies to identify you for follow-up visits if you have an account with us. Otherwise you will have to log in again for each visit.

The Flash cookies used are not recorded by your browser, but by your Flash plug-in. We also use HTML5 storage objects that are stored on your terminal. These objects store the required data independently of your browser and do not have an automatic expiry date. If you do not want the Flash cookies to be processed, you must install an appropriate add-on, such as Better Privacy for Mozilla Firefox

(<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>) or the Adobe Flash killer cookie for Google Chrome.

4. Use of Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc. (Google), which uses cookies. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, Google will shorten your IP address within Member States of the European Union or in other states party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website and Internet use.

The IP address transmitted by your browser in the context of Google Analytics is not consolidated with other Google data.

You may prevent the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and processing of this data by Google by downloading and installing the browser plug-in available under the following link: tools.google.com/dlpage/gaoptout.

This website uses Google Analytics with the extension "anonymizeIp()". As a result, IP addresses are further processed in abbreviated form, so that a personal relationship can be ruled out. Insofar as the data collected about you being personal, it will be excluded immediately, and the personal data will be deleted immediately.

We use Google Analytics to analyse and regularly improve the use of our website. The statistics obtained help us to improve our service and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, www.privacyshield.gov/EU-US-Framework. The legal basis for the use of Google Analytics is Art. 6 Par. 1 S. 1 letter f GDPR.2

This website also uses Google Analytics for a device-independent analysis of visitor flows, which is carried out via a user ID. You may reject the use of cookies by selecting the appropriate settings on your browser. However, please note that in this case you may not be able to use all functions of this website.

You can also prevent Google from collecting your information in connection with Google Analytics by downloading and installing the browser plug-in available at the following link: tools.google.com/dlpage/gaoptout.

You can prevent Google Analytics from collecting your data on this website by clicking on the link below. An opt-out cookie is set to prevent future collection of your data when you visit this website:

[Google Analytics disable](#)

Learn more about Google's Terms of Use and Google's Privacy Policy:

Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

Terms of Use: www.google.com/analytics/terms/de.html, Privacy Policy: www.google.com/intl/de/analytics/learn/privacy.html and Data Privacy Statement: www.google.de/intl/de/policies/privacy.

5. Further functions and offers of our website

In addition to the purely informative use of our website, we offer various services that you can use if you are interested. As a rule, you must provide personal data, which we use to provide the respective service and to which, of course, the data processing principles apply.

In some cases, we use external service providers to operate our website and the associated processes. We observe the requirements of Art. 28 GDPR and § 62 BDSG-new. We have concluded an instruction-bound processing contract with each of the order processors, which ensures that your personal data is processed for a specific purpose and not passed on.

If the processing of your data by a provider has to take place in an insecure third country (countries without corresponding data protection laws), the processing of orders is secured by international contracts in accordance with European requirements.

Information on the suitable or appropriate guarantees and the possibility of obtaining a copy thereof may be requested from the Data Protection Official upon demand.

Our website also uses functions of other service providers. To use them, you will be redirected to the service providers' own websites. You will be informed before forwarding. You can find the respective data privacy statements on their websites.

Since the offers of these service providers are made in their own name and for their own purposes, MATRIX VISION can neither influence nor be responsible for these offers.

5.1 Contact form, support form, newsletter and RMA form

On our website we offer you the opportunity to contact us directly. When you contact us by e-mail or via our forms, the data you provide (your e-mail address, your name and your telephone number) will be

stored by us in order to answer your questions. We delete the data arising in this context after storage is no longer necessary and there are no legal retention periods to the contrary.

The legal basis for the processing of your personal data is Art. 6 para. 1 letter a GDPR, and if applicable then Art. 6 letter b GDPR also.

5.2 Newsletter

To subscribe to our newsletter we need your consent, in this way you can inform yourself about interesting product innovations.

We use the so-called double-opt-in procedure. This means that after your registration you will automatically receive an e-mail to the e-mail address you have provided. There we ask you to confirm your e-mail address. In addition, we store the confirmation protocols in each case. The purpose of the procedure is to be able to document your registration.

The only mandatory information for sending the newsletter is your e-mail address. The indication of further, separately marked data is voluntary and is used to be able to address you personally.

After your confirmation we will save your e-mail address for the purpose of sending you the newsletter. The legal basis is Art. 6 para. 1 section 1 letter a GDPR.

You can revoke your consent at any time. You can declare your revocation by clicking on the link provided in every newsletter e-mail or by e-mail to info@matrix-vision.de

To send the newsletter, we make use of a service provider based in Germany who is obliged by us to comply with data protection laws and who ensures that your data is used exclusively for sending the Balluff newsletter. Your data is stored exclusively in European data centers.

Our email newsletters may contain links to special MATRIX VISION websites. In this way we can measure the effectiveness of marketing initiatives. However, these evaluations are based on anonymized data, so that no conclusions are drawn about your person. In addition, the newsletters may also contain links to third-party sites.

We will store your data for as long as you have subscribed to the newsletter. After you cancel the subscription, we will block your data in this context so that you will no longer receive any newsletters from us in the future.

5.3 Use of social media icons

We have posted social media icons on our website. With a simple mouse click you can access the following social media platforms: Facebook, YouTube, Twitter, Xing, LinkedIn, and Google+. When you visit our website, no personal data is passed on to the providers. You can recognize the platform provider

by the logo. We offer you the opportunity to go directly to MATRIX VISION's contributions on their website via the icon.

We have no influence on the data collected and data processing procedures, nor are we aware of the full extent of data collection, the purposes of processing and the storage periods. We also have no information on deletion.

By clicking on the icon, we offer you the possibility to receive information from MATRIX VISION on the respective platform. The legal basis for use is Art. 6 para. 1 section 1 letter f GDPR.

The operator is solely responsible for the offer of the respective platform.

Below you will find the addresses of the social media platforms on which you will find their data protection information.

- Facebook Inc, 1601 S California Ave, Palo Alto, California 94304, USA; www.facebook.com/policy.php; further information on data collection: www.facebook.com/help/186325668085084, www.facebook.com/about/privacy/your-info-on-other and www.facebook.com/about/privacy/your-info. Facebook has submitted to the EU-US Privacy Shield, www.privacyshield.gov/EU-US-Framework.
- YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066 USA, policies.google.com/privacy, Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, Twitter, Inc, 1355 Market St, Suite 900, San Francisco, California 94103, USA; twitter.com/privacy.
- Twitter has submitted to the EU-US Privacy Shield, www.privacyshield.gov/EU-US-Framework.
- Xing AG, Gänsemarkt 43, 20354 Hamburg, Germany; www.xing.com/privacy. LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA; www.linkedin.com/legal/privacy-policy.
- LinkedIn has submitted to the EU-US Privacy Shield, www.privacyshield.gov/EU-US-Framework.
- Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. Nutzerbedingungen: www.google.com/analytics/terms/de.html, Übersicht zum Datenschutz: www.google.com/intl/de/analytics/learn/privacy.html sowie die Datenschutzerklärung: www.google.de/intl/de/policies/privacy.

5.4 Career portal

Our website informs you about all vacancies at MATRIX VISION throughout Germany. If you cannot find what you are looking for, you have the alternative of sending an unsolicited application. You can also apply directly on our website.

6. Duration of storage

We will only store your personal data for as long as this is necessary for the intended purpose of data

collection or required by law. Insofar as retention periods under commercial and tax law have to be observed, the storage period for certain data can be up to ten years. Further information can be found in the individual functions listed on our website.

7. Objection or revocation against the processing of your data

If you have given your consent to the processing of your data, you can revoke this consent at any time in the future. You can send your revocation to info@matrix-vision.de Please note that despite any objection or revocation, we may still be legally obliged to store the data.

Of course, you can object to the processing of your personal data for advertising purposes at any time.

The contact details can be found under Point 1.

8. Your rights

You have the following rights towards us with regard to personal data concerning you:

- Right to information
- Right to correction or deletion
- Right to limitation of processing
- Right of objection to the processing
- Right to data transferability

You have the right to complain to a data protection supervisory authority at any time about our processing of your personal data.

9. Changes to the data privacy statement

Due to the dynamic development of the Internet offer and possible changes in the law, it may be necessary for us to amend our data privacy statement from time to time. Please therefore note the current version of our data privacy statement.