

14.06.2021

## Privacy policy



Responsible for the processing of data is:  
ELORA-Werkzeugfabrik GmbH  
Am Blaffertsberg 33  
42899 Remscheid  
Germany  
E-Mail: [info@elora.de](mailto:info@elora.de)

Thank you for visiting our website. Protection of your privacy is very important to us. Below you will find extensive information about how we handle your data.

### 1. Access data and hosting

You may visit our website without revealing any personal information. With every visit on the website, the web server stores automatically only a so-called server log file which contains e.g. the name of the requested file, your IP address, the date and time of the request, the volume of data transferred and the requesting provider (access data), and documents the request. These access data are analysed exclusively for the purpose of ensuring the smooth operation of the website and improving our online appearance. This serves according to Art. 6 (1) 1 lit. f GDPR the protection of our legitimate interests in the proper presentation of our online appearance that are overriding in the process of balancing of interests. All access data are deleted no later than seven days after the end of your visit on our website.

#### Hosting

The services for hosting and displaying the website are partly provided by our service providers on the basis of processing on our behalf. Unless otherwise stated in this privacy policy, all access data and all data collected in forms provided for this purpose on this website are processed on their servers. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

### 2. Data collection and use for making contact

We collect personal data that you voluntarily submit to us whenever you contact us (e.g. via contact form or by email). Mandatory fields are marked as such because we absolutely need those data to process your contact request, and you would otherwise not be able to complete the contact request. It is evident in each input form what data are collected. We use the data that you submit to us to process your enquiries according to Art. 6 (1) (b) GDPR. Upon completion of your enquiry, your data processed for this purpose will be deleted, unless you have expressly consented to further use of your data according to Art. 6 (1) (a) GDPR or we reserve the right to use your data for other purposes which are permitted by law and about which we inform you in this privacy policy.

### 3. Cookies and further technologies

#### General information

In order to make visiting our website attractive and to enable the use of certain functions, to display suitable products or for market research, we use technologies on various pages, including so-called cookies. Cookies are small text files that are automatically stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your end device and enable us to recognise your browser during your next visit (persistent cookies). We use such technologies that are strictly necessary for the use of certain functions of our website (e.g. website settings). These technologies are used to collect and process IP addresses, time of visit, device and browser information as well as information on your use of our website (e.g. website settings). This serves to safeguard our legitimate interests in an optimised presentation of our offer in accordance with Art. 6 (1) (f) GDPR that are overriding in the process of balancing of interests.

In addition, we use technologies to fulfil the legal obligations, which we are subject to (e.g. to be able to prove consent to the processing of your personal data) as well as for web analysis and online marketing. Further information on this, including the respective legal basis for data processing, can be found in the following sections of this privacy policy.

You can find the cookies settings for your browser by clicking on the following links: [Microsoft Edge™](#) / [Safari™](#) / [Chrome™](#) / [Firefox™](#) / [Opera™](#)

If you have consented to the use of the technologies in accordance with Art. 6 (1) (a) GDPR, you can withdraw your consent at any time by sending a message to the contact option described in the privacy policy or

#### 4. Use of cookies and other technologies for web analytics and advertising purposes

If you have given your consent in accordance with Art. 6 (1) (a) GDPR, we use the following cookies and other third-party technologies on our website. The data collected in this context will be deleted after the relevant purpose has been fulfilled and we have ended the use of the respective technology. You can withdraw your consent at any time with effect for the future. Further information on your withdrawal options can be found in the section „cookies and further technologies“. Further information including the legal basis for data processing can be found within the respective technologies. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

##### Use of Google services

We use the following technologies of Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland („Google“). The information automatically collected by Google technologies about your use of our website is usually transferred to a server of Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA and stored there. There is no adequacy decision with respect to the USA by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission. If your IP address is collected using Google technologies, it will be shortened by activating IP anonymisation before being stored on Google’s servers. Only in exceptional cases will the full IP address be transferred to a Google server and shortened there. Unless otherwise specified for the specific technologies, data processing is based on an agreement concluded for the respective technology between jointly responsible parties in accordance with Art. 26 GDPR. Further information about data processing by Google can be found in Google’s privacy policy.

##### Google Analytics

For the purpose of website analytics, Google Analytics automatically collects and stores data (IP address, time of visit, device and browser information as well as information on your use of our website), from which usage profiles are created using pseudonyms. Cookies can be used for this purpose. Your IP address will not be merged with other data from Google. The data processing is based on a data processing agreement with Google.

##### Google Maps

For the visual representation of geographical information, Google Maps collects data on your use of the Maps functions, in particular the IP address and location data, and transmits this data to Google and then processes it by Google. We have no influence on this subsequent data processing.

##### Google reCAPTCHA

For the purpose of protection against misuse of our web forms as well as against spam by automated software (so-called bots), Google reCAPTCHA collects data (IP address, time of visit, browser information as well as information on your use of our website) and performs an analysis of your use of our website by means of a so-called JavaScript and cookies. In addition, other cookies stored in your browser by Google services are evaluated. Personal data is not read out or stored from the input fields of the respective form.

#### 5. Social Media

##### Our online presence on Facebook, Youtube

If you have given your consent to the respective social media provider in accordance with Art. 6 (1) (a) GDPR, when you visit our online presence on the social media mentioned above, your data will be automatically collected and stored for market research and advertising purposes, from which user profiles are created using pseudonyms. These can be used, for example, to place advertisements within and outside the platforms that presumably correspond to your interests. Cookies are usually used for this purpose. For detailed information on the processing and use of data by the respective social media provider, as well as a contact option and your rights and settings options for the protection of your privacy, please refer to the provider’s privacy policies linked below. Should you still require assistance in this regard, please contact us.

Facebook is provided by Facebook Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland (hereafter “Facebook Ireland”) The information automatically collected by Facebook Ireland about your use of our online presence on Facebook is usually transferred to a server of Facebook, Inc, 1601 Willow Road, Menlo Park, California 94025, USA and stored there. There is no adequacy decision for the United States by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission. Data processing in the context of a visit to a Facebook fan page is based on an agreement between joint controllers in accordance with Art. 26 GDPR. Further information (information on Insights data) can be found here.

YouTube is provided by Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland (hereafter "Google"). The information automatically collected by Google about your use of our online presence on YouTube is generally transferred to a server of Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA and stored there. There is no adequacy decision for the United States by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

Being the data subject, you have the following rights according to:

art. 15 GDPR, the right to obtain information about your personal data which we process, within the scope described therein;

art. 16 GDPR, the right to immediately demand rectification of incorrect or completion of your personal data stored by us;

art. 17 GDPR, the right to request erasure of your personal data stored with us, unless further processing is required to exercise the right of freedom of expression and information;

for compliance with a legal obligation;

for reasons of public interest or

for establishing, exercising or defending legal claims;

art. 18 GDPR, the right to request restriction of processing of your personal data, insofar as the accuracy of the data is contested by you;

the processing is unlawful, but you refuse their erasure;

we no longer need the data, but you need it to establish, exercise or defend legal claims, or

you have lodged an objection to the processing in accordance with art. 21 GDPR;

art. 20 GDPR, the right to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or to request its transmission to another controller;

art. 77 GDPR, the right to complain to a supervisory authority . As a rule, you can contact the supervisory authority at your habitual place of residence or workplace or at our company headquarters.

## 6. Contact possibilities and your rights

If you have any questions about how we collect, process or use your personal data, want to enquire about, correct, restrict or delete your data, or withdraw any consents you have given, or opt-out of any particular data use, please contact our in-house data protection officer:

Data protection Officer:

Dipl. Kfm. Thorsten Zurawski (FH)

Am Blaffertsberg 33

42899 Remscheid

Germany

t.zurawski@elora.de

### Right to object

If we process personal data as described above to protect our legitimate interests that are overriding in the process of balancing of interests, you may object to such data processing with future effect. If your data are processed for direct marketing purposes, you may exercise this right at any time as described above. If your data are processed for other purposes, you have the right to object only on grounds relating to your particular situation.

After you have exercised your right to object, we will no longer process your personal data for such purposes unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

This does not apply to the processing of personal data for direct marketing purposes. In such a case we will no longer process your personal data for such purposes.

Datenschutzerklärung erstellt mit dem Trusted Shops Rechtstexter in Kooperation mit FÖHLISCH Rechtsanwälte.