

## Imprint/Legal Notice & Privacy Notice

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## **Privacy Notice**

In the following, the data protection regulations of the SOLAR PROMOTION GMBH listed.

### **1.Object of the regulations**

These data protection regulations clarify the usage of personal data by SOLAR PROMOTION GMBH.

The confidential treatment of the data from our business relationships with customers, business partners, suppliers and survey participants is one of the most important prerequisites for our entrepreneurial success. When dealing with personal data, SOLAR PROMOTION GMBH therefore complies with the following principles:

- Compliance with applicable laws and regulations
- Confidentiality and fairness

In addition to data protection, the usual standards and quality standards of market and social research are complied with. This includes ensuring the scientific approach, the voluntary participation in the surveys, the anonymization of the collected data and the separation of research and non-research related activities.

### **2.Which data is collected?**

Pursuant to § 3 Abs. 1 Federal Data Protection Act (BDSG) personal data is collected during interviews. Therefore, the connection between responses and the interviewee must be avoided at all times. For this purpose, surveys are always carried out in an anonymously and the evaluation is aggregated by forming head groups, which do not permit conclusions to be drawn.

### **3.What about the data storage?**

SOLAR PROMOTION GMBH guarantees that the data on persons and companies are treated absolutely confidential and stored in a separate database. The data provided by the interviewees are exclusively for the subject of the investigation and are never passed on to third parties or used for further study purposes.

### **4.Which methodology is used in surveys and how is it ensured that no conclusions can be drawn about the person?**

In the survey software (Online, CATI), data protection and anonymity are always ensured. Due to the anonymity of the questionnaire, no link between the respondent and the response is possible, because the survey software uses two separate records.

### **5.Is data passed to a third party that allows a conclusion regarding the survey participants?**

There will be no passing on of data to third parties, which could lead to you being identified. SOLAR PROMOTION GMBH uses your personal information only within the company. Otherwise, your personal data will not be passed on to third

parties unless you have expressly given your consent or if we are legally obliged to issue them, for example by means of a court order.

### **6.General information and notes on the website**

#### **Revocation of your consent to data processing**

Only with your explicit consent, some processes of data processing are possible. A revocation of your already given consent is possible at any time. The revocation is sufficient through an informal message by e-mail. The legality of the data processing carried

out until the revocation remains unaffected by the revocation.

### **Right to complain to the competent authority**

As the person affected, in the event of a breach of data protection law, you have a right of appeal to the competent supervisory authority. The competent supervisory authority with regard to data protection issues is the state data protection officer of the federal state in which the headquarters of our company is located. The following link provides a list of data protection officers and their contact details: [https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html).

### **Right to data portability**

You have the right to have data that we process on the basis of your consent or in fulfillment of a contract automatically handed to you or to third parties. The provision is made in a machine-readable format. If you require the direct transfer of data to another person in charge, this will only be done to the extent technically feasible.

### **SSL or TLS encryption**

For security reasons and to protect the transmission of confidential content that you send to us as a site operator, our website uses an SSL or TLS encryption. Thus, data that you submit via this website, is not readable for others. You will recognize an encrypted connection at the "https: //" address bar of your browser and at the lock icon in the browser bar.

### **Contact Form**

Data submitted via the contact form, including your contact details, will be stored to process your request or to be available for follow-up questions. A disclosure of this data will not take place without your consent.

The processing of the data entered into the contact form takes place exclusively on the basis of your consent (Art. 6 (1) (a) GDPR). A revocation of your already given consent is possible at any time. The revocation is sufficient through an informal message by e-mail. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.

Data submitted via the contact form will remain with us until you request us to delete it, revoke your consent to storage or you no longer need to retain your data. Mandatory statutory provisions ? especially retention periods ? remain unaffected.

### **Newsletter data**

To send our newsletter, we need an e-mail address from you. Verification of the specified e-mail address is necessary and the receipt of the newsletter is to be agreed. Supplementary data are not collected or are voluntary. The use of the data takes place exclusively for the dispatch of the newsletter.

The data provided in the newsletter registration are processed exclusively on the basis of your consent (Art. 6 (1) (a) GDPR). A revocation of your already given consent is possible at any time. For the revocation is sufficient an informal message by e-mail or you sign up via the "unsubscribe" link in the newsletter. The legality of the already completed data processing operations remains unaffected by the revocation.

Data entered to set up the subscription will be deleted in the event of cancellation. If this data has been sent to us for other purposes and elsewhere, they will remain with us.

### **Google Analytics**

Our website uses functions of the web analytics service Google Analytics. Web analytics service provider is Google Inc., 1600

Amphitheater Parkway, Mountain View, CA 94043, USA.

Google Analytics uses "cookies." These are small text files that your web browser stores on your device and allow you to analyze website usage. Information generated by cookies about your use of our website is transmitted to a Google server and stored there. Server location is usually the US.

Google Analytics cookies are set on the basis of Art. 6 para. 1 lit. f GDPR. As the operator of this website, we have a legitimate interest in the analysis of user behavior in order to optimize our website and possibly also advertising.

#### IP anonymization

We use Google Analytics in conjunction with the IP anonymization feature. It ensures that Google shortens your IP address within member states of the European Union or other parties to the Agreement on the European Economic Area prior to transmission to the United States. There may be exceptions where Google transmits and truncates the full IP address to a server in the United States. Google will use this information on our behalf to evaluate your use of the website, to report on website activity, and to provide us with other services related to website activity and internet usage. There is no merger of the Google Analytics transmitted IP address with other Google data.

#### Browser plugin

The setting of cookies through your web browser can be prevented. However, some features of our website may be restricted. Likewise, you can prevent the collection of data relating to your website use, including your IP address and subsequent processing by Google. This is possible by downloading and installing the browser plug-in accessible via the following link:  
<https://tools.google.com/dlpage/gaoptout?hl=de>.

#### Opposition to data collection

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set to prevent the collection of your data from future visits to our website: [disable Google Analytics](#).

For details on how to handle user data on Google Analytics, please refer to the Google Privacy Policy:  
<https://support.google.com/analytics/answer/6004245?hl=en>.

#### Order processing

To fully comply with legal data protection requirements, we have entered into a contract processing agreement with Google.

#### Demographics in Google Analytics

Our website uses the demographics feature of Google Analytics. It can be used to generate reports that contain statements on the age, gender and interests of the site visitors. This data comes from interest-based advertising from Google and third-party visitor data. An assignment of the data to a specific person is not possible. You can disable this feature at any time. This is possible through the ad settings in your Google Account or by generally prohibiting the collection of your data by Google Analytics, as explained in the section "Objection to data collection".

#### Google AdWords and Google Conversion Tracking

Our website uses Google AdWords. Provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, United States.

AdWords is an online advertising program. As part of the online advertising program, we work with conversion tracking. After clicking on an ad served by Google, a cookie will be set for conversion tracking. Cookies are small text files that your web browser stores on your device. Google AdWords Cookies will expire after 30 days and will not be used to personally identify users. At the cookie, Google and we recognize that you clicked on an ad and were redirected to our site.

Each Google AdWords customer receives a different cookie. The cookies are not traceable through AdWords client websites. Conversion cookies are used to generate conversion statistics for AdWords advertisers who use conversion tracking. Adwords customers learn how many people clicked on their ad and were redirected to conversion tracking tag pages. However, AdWords advertisers are not provided with information that allows them to personally identify themselves. If you do not want to participate in the tracking, you can object to a use. Here is the conversion cookie in the user settings of the browser to disable. So there is no inclusion in the conversion tracking statistics.

The storage of "conversion cookies" is based on Art. 6 para. 1 lit. f GDPR. We as website operators have a legitimate interest in analyzing user behavior in order to optimize our website and advertising.

For details about Google AdWords and Google Conversion Tracking, see the Google Privacy Policy:  
<https://www.google.com/policies/privacy/>.

With a modern web browser, you can monitor, restrict or prevent the setting of cookies. The deactivation of cookies may result in limited functionality of our website.

## **7. How do we deal with a necessary change to these data protection regulations?**

If any significant changes of these regulations are required, they will be published here. Alternatively, you can also contact us at the address below.

## **8. Contact at Solar Promotion GmbH**

Solar Promotion GmbH, Kiehnlestraße 16, 75172 Pforzheim

Tel.: +49 7231 58598-0

Email: [info@solarpromotion.com](mailto:info@solarpromotion.com)

If you have any questions about data protection, please contact our data protection officer:

VdE Service GmbH

Mr. Matthias Seitz

Eduard-Pfeiffer-Straße 48

70192 Stuttgart

Tel.: 0711 22 333-24

Email: [datenschutzbeauftragter@solarpromotion.com](mailto:datenschutzbeauftragter@solarpromotion.com)

Last update: 06-2018