

Automatically translated from German language

Information on data processing for this website in accordance with Art. 13 EU General Data Protection Regulation (GDPR) when collecting personal data from the data subject

(Version: GDPR 2.1 from November 2024)

ECHO PRM GmbH is responsible for this website and, as the provider of a teleservice, must inform you at the beginning of your visit about the type, scope and purpose of the collection and use of personal data in a precise, transparent, comprehensible and easily accessible form in clear and simple language. This content must be available to you at all times.

We attach great importance to the security of your data and compliance with data protection regulations. The processing of personal data is subject to the provisions of the European and national laws currently in force.

With the following data protection information, we would like to show you how we handle your personal data and how you can contact us:

ECHO PRM GmbH
Krokusweg 5a
87488 Betzigau
Germany

Managing Director: Michael Trunzer

Phone: +49 831 98909481
E-mail: info@echoprm.com

Our data protection officer

Sven Lenz
Data protection law firm Lenz GmbH & Co KG
Bahnhofstrasse 50
87435 Kempten
Germany

If you have any questions about data protection or other data protection concerns, you are welcome to send an e-mail to the data protection team: datenschutz@echoprm.com

A. General

For the sake of clarity, we do not differentiate between the genders. In the interests of equal treatment, the corresponding terms apply to all genders. The meaning of the terms used, such as "personal data" or their "processing", can be found in Art. 4 GDPR.

The personal data processed in the context of this website includes

- Inventory data (e.g. names and addresses of customers),
- usage data (e.g. pages visited on our website) and
- Content data (e.g. entries in online forms).

B. Specific

Data protection information

We guarantee that we only process your data in connection with the processing of your inquiries and for internal purposes as well as to provide the services you have requested or to provide content.

Basics of data processing

We process your personal data only in compliance with the relevant data protection regulations and on the basis of the following legal bases:

-Processing for the fulfillment of our services and implementation of contractual measures

Art. 6 para. 1 lit. b) GDPR

-Processing to fulfill our legal obligations

Art. 6 para. 1 lit. c) GDPR

-Consent

Art. 6 para. 1 lit. a) and Art. 7 GDPR

-Processing for the protection of our legitimate interests

Art. 6 para. 1 lit. f) GDPR

Data transfer to third parties

We would like to point out that data may be transmitted when you use our website if you select the services offered via the "cookie consent tool" provided on the website. If you do not select a service, no data will be transmitted to third parties.

As part of website hosting, the service provider used may have access to your data. We have described which web host we use in this privacy policy.

If we use subcontractors to provide our services, we take appropriate legal precautions and appropriate technical and organizational measures to ensure the protection of personal data in accordance with the relevant legal regulations.

Data transfer to a third country or an international organization

Third countries are countries in which the GDPR is not directly applicable law. This basically includes all countries outside the EU or the European Economic Area.

We would like to point out that when using our website, data may be transferred to a third country if you select the services offered via the "cookie consent tool" provided on the website. If you do not select a service, no data will be transferred to a third country.

The following applies to data transfers to the USA: Since July 2023, there has been an adequacy decision by the EU Commission (Data Privacy Framework), which identifies the USA as a third country with a level of data protection comparable to that of the EU. The adequacy decision can now serve as the basis for data transfers to certified organizations in the USA.

The US services used are certified under the Data Privacy Framework. Details can be found under the individual services.

Storage duration of your personal data

We adhere to the principles of data minimization and data avoidance. This means that we only store your data for as long as necessary to fulfill the aforementioned purposes or for as long as the various storage periods stipulated by law require. If the respective purpose no longer applies or after the corresponding periods have expired, your data will be routinely blocked or deleted in accordance with the statutory provisions.

Contact us

Personal data is processed when you contact us electronically (e.g. via contact form or email). The information you provide will be stored exclusively for the purpose of processing your request and for possible follow-up questions.

We would like to give you the legal basis for this:

- Processing for the performance of our services and implementation of contractual measures
Art. 6 para. 1 lit. b) GDPR

We would like to point out that e-mails can be read or changed without authorization and unnoticed during transmission. We would also like to draw your attention to the fact that we use software to filter unwanted emails (spam filter). The spam filter can reject e-mails if they are falsely identified as spam due to certain characteristics.

What rights do you have?

a) Right to information

You have the right to obtain information about your stored data free of charge. On request, we will inform you in writing which of your personal data we have stored. This also includes the origin and recipients of your data as well as the purpose of the data processing.

b) Right to rectification

You have the right to have your data stored by us corrected if it is incorrect. You can also request a restriction of processing, e.g. if you dispute the accuracy of your personal data.

c) Right to blocking

You can also have your data blocked. To ensure that your data can be blocked at any time, this data must be kept in a lock file for control purposes.

d) Right to erasure

You can request the deletion of your personal data, provided there are no statutory retention obligations. If such an obligation exists, we will block your data upon request. If the relevant legal requirements are met, we will delete your personal data even without your request.

e) Right to data portability

You are entitled to request that we provide the personal data transmitted to us in a format that allows it to be transmitted to another location.

f) Right to lodge a complaint with a supervisory authority

You have the option of lodging a complaint with one of the data protection supervisory authorities.

The data protection authority responsible for us:

Bavarian State Office for Data Protection Supervision (BayLDA)
Promenade 27, 91522 Ansbach, Germany
Phone: +49 981 53-1300
Fax: +49 981 53-981300

You can open the complaint form via the following link: <https://www.lida.bayern.de/de/beschwerde.html>

Note: It is also possible to lodge a complaint with any data protection supervisory authority within the EU.

g) Right of objection

You have the right to object at any time, on grounds relating to your particular situation, to the processing of your data in accordance with Article 6(1)(e) and (f); this also applies to profiling based on these provisions.

We will then no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defense of legal claims.

Where personal data are processed for direct marketing purposes, you have the right to object at any time to processing of personal data concerning you for such marketing, which includes profiling to the extent that it is related to such direct marketing. In the event of such an objection, we will no longer process your personal data for the purposes of direct advertising. All you need to do is send us an email to this effect.

h) Right of withdrawal

You have the option to revoke your consent to the processing of your data at any time with effect for the future without giving reasons. You will not suffer any disadvantages as a result of the revocation. All you need to do is send us an e-mail to this effect.

However, such a revocation does not affect the legality of the processing carried out up to the time of revocation on the legal basis of Art. 6 para. 1 letter a) GDPR.

To assert your rights as a data subject, please send us an e-mail to one of the e-mail addresses listed above.

Protection of your personal data

We take contractual, technical and organizational security measures in accordance with the state of the art to ensure that data protection laws are complied with and to protect the processed data against accidental or intentional manipulation, loss, destruction or access by unauthorized persons.

The security measures include in particular the encrypted transmission of data between your browser and our server. For this purpose, 256-bit SSL (AES 256) encryption technology is used.

Your personal data is protected within the scope of the following points (excerpt):

a) **Safeguarding the confidentiality of your personal data**

In order to protect the confidentiality of your data stored by us, we have taken various measures to control access.

b) **Safeguarding the integrity of your personal data**

In order to protect the integrity of your data stored by us, we have taken various measures to control the transfer and input of data.

c) **Maintaining the availability of your personal data**

In order to ensure the availability of your data stored by us, we have taken various measures for order and availability control.

The security measures in use are continuously improved in line with technological developments. Despite these precautions, we cannot guarantee the security of your data transmission to our website due to the insecure nature of the Internet. Therefore, any data transmission by you is at your own risk.

Protection of minors

Persons who have not yet reached the age of 16 may only provide us with personal information if they have the express consent of their legal guardians. This data will be processed in accordance with this privacy policy.

Server log files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are

- Browser type and browser version
- Operating system used
- Referrer URL

- Host name of the accessing computer
- Time of the server request
- IP address

This data is not merged with other data sources.

The basis for data processing is our legitimate interest in accordance with Art. 6 para. 1 lit. f) GDPR.

Cookies

Cookies are small text files that are stored locally in the cache of your Internet browser. The cookies make it possible, for example, to recognize the Internet browser. The files are used to help the browser navigate through the website and to make full use of all functions.

Cookie Consent Tool

We use a so-called "cookie consent tool" to obtain effective user consent for cookies requiring consent and cookie-based applications.

This website uses the Borlabs cookie consent tool from the provider Mr. Benjamin A. Bornschein, Georg-Wilhelm-Str. 17, 21107 Hamburg ("Borlabs").

The "Cookie Consent Tool" is displayed to users when they access the website in the form of an interactive user interface, on which consent for certain cookies and/or cookie-based applications can be granted by ticking a box. By using the tool, all cookies/services requiring consent are only loaded if the respective user gives their consent by ticking the appropriate box. This ensures that such cookies are only set on the user's end device if consent has been granted.

The tool may set technically necessary cookies to save your cookie preferences. Personal user data is not processed in this process.

If, in individual cases, personal data (such as the IP address) is processed for the purpose of storing, assigning or logging cookie settings, this is done in accordance with Art. 6 para. 1 lit. f) GDPR on the basis of our legitimate interest in legally compliant, user-specific and user-friendly consent management for cookies and thus in a legally compliant design of our website.

Another legal basis for the processing is Art. 6 para. 1 lit. c) GDPR. As the controller, we are subject to the legal obligation to make the use of technically unnecessary cookies dependent on the respective user consent.

Further information about the operator and the setting options of the cookie consent tool can be found directly in the corresponding user interface on our website.

Website hosting

We use the system of the following provider to host our website and display the page content: Raidboxes GmbH, Friedrich-Ebert-Str. 7, 48153 Münster, Germany

All data collected on our website is processed on the provider's servers.

We have concluded an order processing contract with the provider, which ensures the protection of the data of our website visitors and prohibits unauthorized disclosure to third parties.

Google Analytics 4 (with cookies, with UserIDs, with Google Signals)

We use Google Analytics 4 on our website, a service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), with which the use of websites can be analyzed.

So-called "cookies" are used in the version we use. Cookies are text files that are stored on your end device and enable your use of a website to be analyzed. The information collected by cookies about your use of the website is usually transmitted to a Google server, where it is stored and processed. The transmission of information to the servers of Google LLC, a company based in the USA, cannot be ruled out. Google LLC processes the data for its own purposes and may use it to merge the information into a comprehensive profile about you.

The IP address transmitted by your end device is always collected and processed in anonymized form by default and automatically, so that the information collected cannot be directly linked to a person. For this purpose, Google truncates the IP address within member states of the European Union (EU) or other signatory states to the Agreement on the European Economic Area (EEA) by the last digits.

Through the use of Google Analytics on our website, extensive information is used to evaluate user behavior on our website, to compile reports on your website activities or your usage behavior and to provide us with further services associated with your website usage and Internet usage. Furthermore, the "demographic characteristics" function is used to collect statistics with statements about the age, gender and interests of website users on the basis of an evaluation of interest-based advertising and with the involvement of third-party information. The purpose of this is to enable us to play out target group-oriented marketing measures. However, the data collected in this way cannot be assigned to a specific person and therefore cannot be assigned to you personally.

We also use the "UserIDs" function as an extension of Google Analytics 4.

By assigning individual UserIDs, we can have Google create cross-device reports (so-called "cross-device tracking"). If you have set up a personal account by registering on this website and are logged in to your personal account on different devices with your login data, your user behavior will also be analyzed across devices. The data collected in this way shows, among other things, on which device you clicked on an ad for the first time and on which device the relevant conversion took place.

We also use the Google Signals service as an extension of Google Analytics 4.

With Google Signals, we can also have Google create cross-device reports (so-called "cross-device tracking"). If you have activated "personalized ads" in your Google account and linked your internet-enabled devices to your Google account, Google can analyze usage behavior across devices and create database models based on this. The data shows, among other things, on which device you clicked on an ad for the first time and on which device the relevant conversion took place. We only receive statistics generated on the basis of Google Signals. You have the option of deactivating the "personalized ads" function in the settings of your Google account and thus deactivating the cross-device analysis in connection with Google Signals. Further information on Google Signals can be found at the following link: <https://support.google.com/analytics/answer/7532985?hl=de>

All processing described above is carried out exclusively on the basis of your express consent in accordance with Art. 6 para. 1 lit. a GDPR in conjunction with. § 25 TDDDG. You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service using the "cookie consent tool" provided on the website.

Data may be transferred to a third country (in this case the USA) or an international organization. Since July 2023, there has been an adequacy decision by the EU Commission (Data Privacy Framework), which identifies the USA as a third country with a level of data protection comparable to that of the EU. The adequacy decision can now serve as the basis for data transfers to certified organizations in the USA. According to the list of certified companies published by the US Department of Commerce, Google LLC is listed as a certified company.

We have concluded a so-called order processing contract with Google for our use of Google Analytics 4, which obliges Google to protect the data of our website users and not to pass it on to third parties.

Further legal information on Google Analytics 4, including a copy of the aforementioned standard contractual clauses, can be found at <https://policies.google.com/privacy?hl=de&gl=de> and at <https://policies.google.com/technologies/partner-sites>.

Google Tag Manager

We use the service called Google Tag Manager from Google. "Google" is a group of companies consisting of Google Ireland Ltd (provider of the service), Gordon House, Barrow Street, Dublin 4, Ireland and Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA and other affiliated companies of Google LLC.

Google Tag Manager is an auxiliary service and processes personal data itself only for technically necessary purposes. The Google Tag Manager ensures that other components are loaded, which in turn may collect data. Google Tag Manager does not access this data.

Insofar as legally required, we have obtained your consent to the processing of your data as described above in accordance with Art. 6 para. 1 lit. a GDPR in conjunction with. § 25 TDDDG. You can revoke your consent at any time with effect for the future. To exercise your revocation, deactivate this service in the "Cookie Consent Tool" provided on the website or in the settings in the data protection information.

Data may be transferred to a third country (in this case the USA) or an international organization. Since July 2023, there has been an adequacy decision by the EU Commission (Data Privacy Framework), which identifies the USA as a third country with a level of data protection comparable to that of the EU. The adequacy decision can now serve as the basis for data transfers to certified organizations in the USA. According to the list of certified companies published by the US Department of Commerce, Google LLC is listed as a certified company.

You can find more information about Google Tag Manager in Google's privacy policy: <https://policies.google.com/privacy?hl=de&gl=de>

Use of Google Ads conversion tracking

We use the online advertising program "Google Ads" on this website and, as part of Google Ads, the conversion tracking of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). By using Google Ads, we can draw attention to our offers on external websites with the help of advertising material (so-called Google Adwords) and also measure the success of this advertising campaign. We do this in order to be able to display advertising tailored to you.

If a user clicks on an ad placed by Google, a cookie (small text file) for conversion tracking is placed on their end device. These cookies generally lose their validity after 30 days and are not used for personal identification. The cookie enables us to recognize with the help of Google that the user was redirected to our site by clicking on the ad.

Cookies can therefore not be tracked beyond the websites of Google Ads customers. The information collected is used to create conversion statistics and provide us with information about the total number of users who clicked on our ad and were redirected to a page with a conversion tracking tag. However, we do not receive any information with which users can be personally identified.

We only use Google Ads if you have given us your consent in accordance with Art. 6 para. 1 lit. a GDPR in conjunction with. § 25 TDDDG have given. You can revoke your consent at any time with effect for the future. To exercise your revocation, deactivate this service in the "Cookie Consent Tool" provided on the website or in the settings in the data protection information.

Data may be transferred to a third country (in this case the USA) or an international organization. Since July 2023, there has been an adequacy decision by the EU Commission (Data Privacy Framework), which identifies the USA as a third country with a level of data protection comparable to that of the EU. The adequacy decision can now serve as the basis for data transfers to certified organizations in the USA. According to the list of certified companies published by the US Department of Commerce, Google LLC is listed as a certified company.

You can find more information about Google's privacy policy at the following Internet address: <https://www.google.de/policies/privacy>

You can permanently object to the setting of cookies by Google Ads Conversion Tracking by downloading and installing the Google browser plug-in available at the following link: <https://www.google.com/settings/ads/plugin?hl=de>

Please note that if you have deactivated the use of cookies, certain functions of this website may not be available or may only be available to a limited extent.

WordPress plugin Polylang

Polylang is a WordPress plugin that allows us to create a multilingual website. The selected language is saved in a cookie.

We base the use of this plug-in on Art. 6 para. 1 lit. f) GDPR. The processing takes place on the basis of legitimate interest. Our legitimate interest here is the simple provision of website content in different languages.

Download Whitepaper

You can request our white paper via a form on the website. Once you have entered your data and clicked on the button, you will receive the document and we will use your data for advertising purposes in return for providing our white paper free of charge.

This advertising consists of a one-off contact by e-mail to question your intention. Whether you wish to have further contact with us in this way will be agreed during this initial contact.

We collect the following personal data via the online form as mandatory fields:

- Name
- First name
- e-mail

The legal basis for the processing of your personal data is primarily Art. 6 para. 1 lit. b) GDPR. The processing is necessary for the performance of a contract (receipt of the whitepaper for advertising).

If necessary, we also base the processing on Art. 6 para. 1 lit. f) GDPR. The processing takes place on the basis of legitimate interest. This includes the storage of your data in the above-mentioned programs.

We store and process your data in our internal administration programs and e-mail program. Access to your data is defined according to a rights and roles concept and is only permitted to the group of persons required for the respective purpose.

We only store the data you have provided to us for as long as necessary to fulfill the aforementioned purposes or as stipulated by the various storage periods provided for by law. If the respective purpose no longer applies or after expiry of the corresponding periods, your data will be routinely blocked or deleted in accordance with the statutory provisions.

We only transfer your personal data to third parties if this is permitted by law or if you have given your consent. No data is transferred to a third country or an international organization without a legal basis.

You have the option to revoke the use of your data at any time with effect for the future. All you need to do is send an email to this effect to datenschutz@echoprm.com. Of course, you have the option of sending your revocation in writing by post to the address given by the controller or contacting us by telephone on +49 831 98909481.

Integration of QR code

We have integrated a QR code on our website. As soon as you use this (scan it or call up the associated link), your IP address is collected and processed. The purpose of this is to enable the scanning process to be carried out and to provide you with the services.

In the WebApp area, you can test the software by entering free text, completing a questionnaire, uploading an image, taking part in a survey, etc. The fact that you have clicked on certain functions and whether you have used a function as well as our own surveys are stored to analyze the feedback and for statistical purposes. The data will not be passed on to third parties.

The legal basis for this is Art. 6 para. 1 lit. f) GDPR. Our legitimate interest lies in the aforementioned purposes and in offering you a test option. With regard to statistical purposes, our interest lies in making the app as functional as possible and determining what customers are most interested in.

The data entered and your IP address will be deleted as soon as they are no longer required for the test application. This is the case as soon as the evaluation has been completed - but at the latest after 2 years.

Changes to our privacy policy

We reserve the right to adapt our data protection information at short notice so that it always complies with current legal requirements or to implement changes to our services. This may concern, for example, the introduction of new services. The new data protection information will then apply to your next visit.