

**Privacy Statement:  
Information on privacy measures for the  
Simon, Evers & Co. GmbH online services available from:**

[www.ruxxac.de](http://www.ruxxac.de)

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## 1. Basic Information

We are delighted to have you visit our website, and we would like to thank you for your interest. In the following, we would like to inform you about how we handle your personal data when you use our web services, like our website and our online shops. The following information also relates to the use of our websites on mobile devices, e.g. smartphones or tablets. Personal data includes all data which could be used to identify you personally, or which make you identifiable via a username or identification code, such as your IP address.

This Privacy Statement explains the legal basis and the purpose for this collection or processing of your data. We would like to inform you of your rights regarding the use of your personal data. If you have any questions regarding our use of your personal data, please contact us as the responsible entity - Controller under data protection law (for contact details see Clause 2).

For safety reasons, this online service uses SSL/TLS-codification to protect the transfer of personal data or other confidential data. You can recognize the codification with the character string "https://" and the lock (symbol) in the browser line.

## 2. Who we are (Controller for Data Privacy)

The Controller for the processing of data on our online services pursuant to the General Data Protection Regulation (*Datenschutz-Grundverordnung* - DSGVO) is:

Simon, Evers & Co. GmbH  
represented by Managing Directors Akira Müller-Mark and Mark Clopman,  
Katharinenstr. 9  
20457 Hamburg  
E-Mail: [info@simonevers.com](mailto:info@simonevers.com).

Contact information for our company Data Protection Officer:  
[datenschutz@simonevers.com](mailto:datenschutz@simonevers.com).

## 3. Data collection when accessing our websites

Accessing our web pages (without registration) will result in the automatic anonymised collection of the following data on our servers:

- masked IP address,
- access date/ time/ time zone,
- access status,
- type of access,
- type of protocol,
- type and number of pages accessed on our site,
- name and size of accessed files,
- referring website,
- web browser,
- operating system.

The listed non-personal data is collected automatically as part of the normal operations of our internet services. The information gathered about the use of our pages is not combined with any personal information provided through the online registration form. We do not have any personal references in our usage data.

We use the above data for the purposes of troubleshooting, generating statistics and measuring website activity with the aim of improving the value and use of our services. As such, we have a legitimate interest to justify the data processing activity pursuant to Article 6 (1) (f) DSGVO.

Within our company, our IT Administrator is the only person with access to this data for the purposes listed above. We work with DesignBits GbR, Krochmannstr. 82c, 22297 Hamburg for the technical design of our webpages and have signed a contract with them for the purpose of order processing.

The above data is only collected for the period of use; once the use has ended, the data shall be deleted without delay, after seven days at the latest.

We use cookies and web analysis services to obtain information as soon as your web browser accesses our website. These identifiers enable a range of our website's service functions and are automatically transferred to the hard drive of your computer or other mobile device via your browser. This function can be deactivated in the settings of your browser. Should cookies be disabled, personalised service will be unavailable. In this case, your anonymised IP address may be transferred to the USA. For more information on the cookies and web analysis tools we use, see the "Use of cookies and web analytics services" section below.

#### 4. Contact

On our pages, we have provided an online form which enables you to make contact with us electronically. The form requires your first name and family name, your email address and telephone number as well as a box for entering a message to us. We need this data to process your request. You can also choose to provide us with your postal address. Additionally, you can contact us at any time via email. Contacting us is always voluntary.

This data is solely used for the purpose of answering your request or responding to your request for contact, and the technical administration involved. This processing is lawful pursuant to Art. 6 (1) (b) DSGVO, as we require the data listed above for the initiation, conduct or termination of a contractual relationship with you.

Your request is logged by our internal customer service.

We do not pass on your requests to third-parties or to organisations outside of the EU.

After your request has been processed, we delete your contact information, at the latest, seven days after your request has been dealt with. This period of storage may be subject to statutory storage periods, for example, when your request is in connection with the processing of a contract or a warranty or guarantee. In this case, we store your request beyond seven days only for the purpose of complying with our legal obligations (Art. 6 (1) (c) DSGVO). In this case, we delete your data on termination of the statutory storage period (Section 147 (3) Fiscal Code of Germany (*Abgabeordnung* - AO)), i.e. after a period of 10 years, beginning at the conclusion of the contract. On termination of this storage period, your data will be deleted without delay, without any request to do so on your part.

#### 5. Use of freight companies to transport goods

For the purpose of delivery, we provide the name of the recipient and the delivery address to the freight company carrying out the delivery (Art. 6 (1) (b) DSGVO) and they are obliged to handle your data with strict confidentiality.

## 6. Use of cookies and online marketing

### 6.1 What are cookies?

To improve the look of our website and to enable certain functions, we use cookies on various pages. Cookies are small text files that are stored on your device. These text files are used for the temporary storage of information. Your browser stores cookies in the form of a readable text file once you access our site. If you are registered with us, cookies help us to recognise you, your device (computer, tablet or smart phone) the next time you access one of our pages. Some cookies may contain personal data.

### 6.2 What cookies do we use?

Some of the cookies we use allow you to use our web pages (so called session cookies). If you disable this cookie, our pages may not be accessed. The authentication cookie provides you with access to the log-in page. Without this cookie, you cannot register or access the log-in page. These session cookies will be deleted when you close your browser.

Other cookies remain on your device and allow us and our partner companies (third-party cookies) to recognise your browser on your next visit (persistent cookies). Persistent cookies are automatically deleted after a certain period of time, which differs from cookie to cookie.

### 6.3 What is the purpose and the legal basis for using cookies?

Most of the cookies we use do not store any information that can identify you personally or that makes you identifiable. Rather, these cookies provide us with general and anonymised information regarding the use of our websites, the pages that are visited, the browsers and operating systems used and the cities our visitors are located. We only collect masked IP addresses which make it impossible to recognise individual users or be assigned to any one individual.

Any collection of data using cookies - as per the detailed list below - that goes beyond the scope of fulfilling our contract with you, is done for the optimisation of our website functionality and content. In particular, we use the services offered by the following third-party providers to help us raise awareness of our online service. The resulting data allows us to measure the success of our online advertising. In so doing we are pursuing a legitimate interest, as part of our market research, in ascertaining which offers are of interest for you. Additionally, using this statistical data, we can use the information to identify disruptions in our service and better understand the advertising costs charged to us. This use of data is lawful pursuant to art. 6 (1) (f) DSGVO.

### 6.4 How to disable cookies

You can set your browser to inform you about the setting of cookies and whether you wish to accept cookies individually, or to accept specific kinds of cookies, or to disable all cookies. If cookies are disabled, you may not be able to access our website, or the use of our website may be limited. Each browser is different in the way it administers its cookie settings. The Help menu of your browser provides information on how to change your cookie settings. You can find this information for your browser using the links below:

- Internet Explorer: <http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>
- Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>
- Chrome: <http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>
- Safari: [https://support.apple.com/kb/ph21411?locale=de\\_DE](https://support.apple.com/kb/ph21411?locale=de_DE)
- Opera: <http://help.opera.com/Windows/10.20/de/cookies.html>

## 6.5 Do we use cookies from third-parties?

We sometimes work with web partners who help us to make our web pages more interesting for you. For this purpose, when you access some of our pages online, cookies from our partner companies may also be stored in your device (Third-party Cookies). This section provides more information regarding the use of these kinds of cookies, their scope, and the data they collect. The third-party cookies used by us are partially used for data processing in the USA. These service providers (e.g. Google, Facebook) have accepted the data protection provisions of the EU-US Data Privacy Shield, the legal framework governing the transatlantic transmission of data agreed by the European Commission and the United States (COMMISSION IMPLEMENTING DECISION (EU) 2016/1250 of 12 July 2016 pursuant to Directive 95/46/EC of the European Parliament and of the Council on the adequacy of the protection provided by the EU-U.S. Privacy Shield (notified under document C(2016) 4176)). These service providers are also registered with the "Privacy Shield" Program of the US Department of Commerce.

## 6.6 Web Analysis Services

### 6.6.1 Google Analytics

We use online services provided by the web analysis service Google Analytics. This service is provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses cookies that are stored on your computer to analyse the use of our online web presence.

The information collected by the cookie regarding your use of our online web presence (including your masked IP address) is transferred to and stored in a Google server in the USA. Google uses this information to evaluate the use of our website to prepare reports about the activities in our online presence and provide us with additional services associated with that use. The IP address provided by your browser as part of the Google Analytics service is not added to any other Google data.

We use Google Analytics in our online presence for web analysis purposes exclusively with an add-on that provides an "anonymise IP" function. This setting ensures that Google Analytics erases the last part of your IP address. This anonymisation of your IP address removes any direct trace of you personally. When using this feature, Google masks your IP address within the member states of the European Union or in other signatory states to the Agreement on the European Economic Area prior to transferring that information outside of the EU. The full IP address will only be sent to a Google server for masking in the USA in exceptional cases. In this way, we do not receive data that provides us with a way to identify you personally.

We also use the Universal Analytics function with Google Analytics. Universal Analytics allows us to analyse the use of our online services across devices (e.g. access via a laptop and then later from a tablet). As a user, you will be given a pseudonymous User ID on registration, when you access our site from another device. This is how the system recognises your User ID when you access our site from another device. We do not allocate any names to the User ID. We also do not provide Google with any personal data. Privacy measures such as IP masking and Browser Add-ons are not restricted by the use of the Universal Analytics function.

You can prevent the installation of cookies using the settings in your browser software. You can also prevent the collection and processing of the data created by the use of cookies and related to your use of our online services (including your IP address) by Google by downloading and installing the browser plugin available at: <http://tools.google.com/dlpage/gaoptout?hl=de>

For an alternative to the browser plug-in or within browsers on mobile devices, please click on the following link, to reject data collection by Google (to set an Opt-Out cookie). This will prevent all future collection of data by Google Analytics within our web pages. This opt-out cookie only works in this browser and only for this domain. (If you delete the cookies in this browser, you must click this link again) [Deactivate Google Analytics](#)

If you undertake any of the above cookie deactivation measures, you may not be able to use all the functions of our website to their full extent.

For more information regarding how Google Analytics deals with user information, please refer to Google's Privacy Statement: <https://support.google.com/analytics/answer/6004245?hl=de>

## 7. Integration of social media

### 7.1 Integration of YouTube videos and Google Maps

We have integrated YouTube videos into our web pages that can be played on YouTube directly from our web pages. The "expanded privacy mode" applies to this process, meaning YouTube can only collect your personal data when you play the video. We have no influence over YouTube's data collection.

The video service is provided by YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. This service provider and its services belong to Google.

Once the embedded YouTube videos have started to play, "YouTube" as the service provider uses cookies to collect information about user behaviour. According to YouTube's official statements, these are used to collect video statistics, to improve usability, and to prevent abusive conduct. If you are logged into Google, your data will be assigned directly to your account once you click play on a video. If you do not wish YouTube to assign this information to your profile, you must log out before clicking play. Google saves your data (even for users who are not logged in) as usage profiles for analysis. This analysis is undertaken in accordance with Art. 6 (1) (f) DSGVO exclusively on the basis of Google's legitimate interest in integrating personalised advertising, market research and/ or demand oriented design of its online services. You have the right to reject the creation of a user profile. To exercise this right, please contact YouTube directly.

Regardless of whether the embedded videos are played or not, every time this website is accessed, a connection to the Google network "DoubleClick" is established, which may result in further data processing activities over which we have no influence.

Playing the videos in our YouTube channel may result in your data being transferred to a Google server in the USA for storage. We refer to the above information on Google Conversion Tracking with regard to the transmission of this data. More information on data protection for "YouTube" is available in the provider's Privacy Statement at: <https://www.google.de/intl/de/policies/privacy> or at <https://www.youtube.com/?hl=de&gl=DE>.

This website uses the Google Maps product of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.. By using this site, you consent to the collection, processing and use of the automated data collected by Google Inc, its agents and third parties.

You can find the terms of use of Google Maps under:  
[https://www.google.com/intl/de\\_de/help/terms\\_maps.html](https://www.google.com/intl/de_de/help/terms_maps.html).

## 7.2 Use of social media plug-ins

The following social media plug-ins are used on our websites as buttons which provide access to our web presence in the following social networks:

- LinkedIn Ireland Unlimited Gardner House, Wilton Plaza, Wilton Place, Dublin 2, Ireland.
- XING SE, Dammtorstraße 29-32, 20354 Hamburg, Deutschland.
- YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.
- Alibaba (China) Co., Ltd, 969 West Wen Yi Road, Yu Hang District, Hangzhou 311121 China.

We only display these social media plug-ins on our pages as inactive icons. If you click on a plug-in on our pages, this indicates your consent to connect with these third-parties via a separate tab in your browser, and allows these third-parties to follow your visit to our pages. If you are a member of a social network, you can share the content of our web pages with other members of that social media network by clicking the button. We have no influence over the personal data collected and stored by third-parties. We also have no influence over the content of pages provided by third-parties. To ensure your privacy, we have implemented a solution which only sends the address of our servers to these services and not your IP address should you click and activate a social media plug-in.

## 7.3 For what purposes have we integrated videos/ social media plug-ins?

Social media plug-ins are only integrated for the purposes of creating customer friendly web pages. In so doing, we are pursuing our legitimate interest in the optimal presentation of our services, as permitted by Art. 6 (1) (f) DSGVO. We do not collect any personal data in connection with the use of the embedded YouTube videos or social media plug-ins.

## 8. Your rights as a data subject

Please read the following information about your rights as a data subject regarding the processing of your personal data.

### 8.1 The right of access

You have the right to request a confirmation whether your personal data is being processed. Should this be the case, you have the right to be informed of the personal data that has been collected, stored or processed, as well as to the following information:

- the processing purpose;
- the recipients or categories of recipients to whom this data has been disclosed or will be disclosed;
- where available, the planned retention period of the personal data, or where not available, the criteria for determining that retention period;
- your additional rights (see below);
- if the personal data has not been collected from you, all available information regarding its source;
- the existence of automated decision-making, including profiling, and where existent, further relevant information.

You have the right to be informed of the appropriate safeguards available pursuant to Art. 46 DSGVO against the transfer of your data to a third country or international organisation.

## **8.2 The right to rectification**

You have the right to request the correction without delay of incorrect or incomplete personal data.

## **8.3 Right to erasure (right to be forgotten)**

You have the right to request that we delete all your personal data without delay. We are obliged to delete your personal data without delay where one of the following grounds applies:

- Your personal data are no longer required for the purpose for which they were collected or otherwise processed.
- You are withdrawing your consent and there are no other legal grounds for processing that data.
- You are filing an objection (see below) to the data processing.
- Your personal data were unlawfully processed.
- The deletion of your personal data is necessary to fulfil an obligation under EU law or the law of the Member States.
- A child has provided consent to the collection of personal data.

## **8.4 Right to restriction of processing:**

You have the right to request a restriction of our data processing when one of the following conditions is met:

- you are contesting the accuracy of the personal data;
- the data processing is unlawful but you do not agree to the deletion of the personal data, instead requesting a restriction of its use;
- we no longer need the personal data for the purposes of processing, but you need the data to establish, exercise or defend legal claims; or
- you have objected to processing (see below) and it is not yet clear whether our legitimate interest will prevail.

## **8.5 Right to notification**

If you have exercised your right to rectification, erasure or restriction of processing against us, we are obliged to inform all recipients to whom your personal data has been disclosed of this rectification, erasure of the data or restriction of the data processing unless this proves impossible or requires a disproportionate effort. You have the right to be informed of those recipients.

## **8.6 Right to data portability**

You have the right to receive the personal data you have provided to us in a structured, commonly used and machine-readable format. You also have the right to transfer this data to another controller without interference on our part provided that:

- the processing is based on consent granted pursuant to Art. 6 (1) (a) DSGVO or Art.9 (2) (a) DSGVO or on a contract pursuant to Art. 6 (1) (b) DSGVO; and
- the processing is carried out using automated methods.

In exercising this right, you may request that personal data related to you be transferred directly from us to another controller in so far as this is technically feasible, and does not infringe on the

freedoms and rights of any other person. The right to data portability does not apply to the processing of personal data required for fulfilling a task carried out in the public interest or in the exercise of an official authority invested in the controller.

### **8.7 Right to object**

You have the right, based on grounds relating to your particular personal situation to object at any time to the processing of your personal data, unless it is based on one of the following grounds:

- the processing of your personal data by us is required for the fulfilment of a task that lies in the public interest or in the exercise of public authority that has been delegated to us; or
- the processing is necessary to safeguard our legitimate interest or the legitimate interest of a third-party, in so far as your interests or basic rights require that protection of your personal data prevail.

The right to object also applies to profiling based on these processes.

If the personal data that concerns you is being processed for direct marketing purposes, you have the right to object to the processing of your personal data for such marketing purposes. This also applies to profiling insofar as it is associated with such direct marketing.

You also have the right, on grounds arising from your particular personal situation, to object to the processing of your personal data undertaken by us for scientific or historical research purposes or for statistical purposes, unless such processing is necessary for the performance of a task in the public interest.

### **8.8 Right of appeal to the supervisory authority**

If you believe that the processing of your personal data is against the law you have the right of appeal to a supervisory authority, in the country where you are staying or working or in the country of the alleged infringement. If you have any questions, you can find out who is the appropriate authority for us by contacting the State Commission for Data Protection Hamburg, Klosterwall 6 (Block C), 20095 Hamburg, Telephone: +49 (0)40/42854-4040, Fax: +49 (0)40/4279-11811, E-Mail: mailbox@datenschutz.hamburg.de. Other administrative or judicial remedies are not affected by the exercise of these rights.

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