

Data privacy statement and information obligations according to GDPR

Data privacy and the protection of your personal data is our top priority. In the following, we inform you about the processing of your personal data on our web site. Personal data are processed in compliance with the regulations of the Federal Data Protection Act (Bundesdatenschutzgesetz - BDSG) valid until 24 May 2018, the Telemedia Act (Telemediengesetz - (TMG) and the General Data Protection Regulation (GDPR) valid since 25 May 2018 and the new Federal Data Protection Act (BDSG-neu).

1. Name and address of controller

B. Strautmann & Söhne GmbH u. Co. KG, Bielefelder Straße 53, 49196 Bad Laer (Germany), represented by its individually liable general partner company, BSL Landmaschinenfabrik Laer GmbH, represented by its management board: Wolfgang Strautmann, Philipp Strautmann, Felix Rademacher
Phone.: +49 (0) 5424-8020, E-mail: info(at)strautmann.com

2. Contact data of data protection supervisor

Detlef Breuker, c/o C&S Consulting, Obere Findelstätte 34, 49124 Georgsmarienhütte (Germany)
E-mail: info(at)datenschutz-os.de

3. Processing of personal data on our web site

3.1. Provision of web site and creation of logfiles

For only visiting our web site and calling up the information available there, your personal data are not required.

During your visit on our web site, we only collect and use such data which are automatically transmitted to us by your internet browser:

- Date and time of call-up of one of our web sites
- Your browser type
- Your browser settings
- Your IP address
- The pages you visit

We use these data to technically enable you to visit our site. Furthermore, we use these data for statistical purposes and to improve the design and layout of our web site. We store the IP address for warranty purposes and for maintenance of IT security (e.g. detection and defence against so-called DOS attacks) and functional ability.

The legal basis for the temporary storage of the data is article 6 subparagraph 1 letter f GDPR.

3.2. Personal data forms

Personal data are only collected if you indicate them voluntarily in the course of a contact request or brochure order.

3.3. Contact form, brochure order

On our web site, several contact forms are available which can be used to establish electronic contact.

When using these options, the data entered in the input mask are transmitted to us and stored. These data depend on the respective form:

First name/Name
Institution/Company
Function
Name
Address with street, postal code, place, country
E-mail address
Phone
Fax
Customer number

The data transmitted to us in the form are encrypted.

As an alternative, contact is possible via the provided e-mail address. In this case, the personal data of the user transmitted by e-mail are stored.

3.4. Purposes and legal bases for data processing

Processing of the personal data from the input mask exclusively serves for processing the contact request. In the event of a contact request via e-mail, the main justified point of interest is the data processing.

The legal basis for processing data transmitted via e-mail, is article 6 subparagraph 1 letter f GDPR. If the e-mail contact aims at the conclusion of a contract, the additional legal basis for processing is article 6 subparagraph 1 letter b GDPR.

3.5. Storage period or criteria for determination of period

If the purpose for storage of data ceases to apply, the personal data shall be blocked or erased, unless barred by statutory retention obligations.

3.6. Recipient or categories of data recipients (as far as data transmission takes place)

Within the enterprise, your data are transmitted to those departments which require your data for processing your request.

3.7. Information about the rights of the parties concerned

According to GDPR, each person concerned has the following data protection rights:

- Right of access according to article 15 GDPR
- Right to rectification of inaccurate data according to article 16 GDPR
- Right to erasure according to article 17 GDPR
- Right to restriction of processing according to article 18 GDPR
- Right to data portability according to article 20 GDPR
- Right to object according to article 21 GDPR

To exercise your aforementioned rights and to withdraw a given consent, please contact the e-mail address specified in the imprint.

You have the right to lodge a complaint with a supervisory authority. You may assert such right with a supervisory authority in the member state of your abode, your workplace or the location of the alleged infringement.

Before lodging a complaint with the competent supervisory authority, we would like to ask you to clarify this matter with our data protection supervisor.

3.8. Planned data transmission to third countries

There is no data transmission to third countries at the moment nor is it planned for the future.

4. Use of cookies

We use so-called "cookies" on our web site. Cookies are small text files sent from our web server to your computer to identify the latter during your visit. We do not collect any personal data by means of such cookies.

The presentation of our web site is also possible without the storage of cookies. You may deactivate the storage of cookies in the settings of your browser or set the browser such that it informs you about the envisaged storage by a web site. In this case, you decide on whether you accept the cookie. For the full range of functions of our web site, it is, however, necessary for technical reasons to fully allow the temporary cookies.

5. Use of Google Analytics

This web site uses Google Analytics, a web analysis service of Google Inc. ("Google"). This service collects and stores data used to create usage profiles using aliases. Such usage profiles serve to analyse visitor behaviour and are evaluated to improve and design our offer according to demand.

Google Analytics use so-called "Cookies", text files which are stored on your computer and enable an analysis of your usage of the web site. The information generated by the cookie about your use of this web site (including parts of your IP address) is usually transmitted to a Google server in the USA and stored there. Google will use this information in order to evaluate your usage of the web site to compile reports about the web site activities for the web site operator and to provide other services associated with the web site and internet use. Google will also transmit such information to third parties, as far as required by law or as far as third parties process such data on behalf of Google. Google will in no event merge your IP address with other Google data. We will not merge the pseudonymised usage profiles with personal data about the bearer of the alias without an explicit consent to be separately provided by you. The data collection for the usage statistics and transmission to Google takes place with the extended code "gat._anonymizeIp();". The collection of the IP addresses is therefore anonymised (so-called IPMasking).

You may oppose the data collection, use and storage for the purpose of web analysis for the future at any time by preventing the installation of cookies by means of a respective setting of your browser software; we do, however, point out to you that in this case you might not be able to fully use all functions of this web site.

Furthermore, you may prevent the collection and processing of data by the usage of this web site (including parts of your IP address) by Google by downloading and installing the available browser plug-in from the following link: www.tools.google.com/dlpage/gaoptout

6. Safety measures

We take technical and organisational safety measures in order to protect personal data, in particular against accidental or deliberate manipulation, loss, destruction or access by unauthorised persons. Our safety measures are continuously improved according to technological development. We point out that despite all safety measures, it may happen during data transmission via Internet that third parties gain knowledge of such data or manipulate them.

7. Contact

Please contact the contact address specified in the imprint for further inquiries and suggestions regarding the present data privacy statement.

8. Update of our data protection directives

The continuous technical progress in IT technology and in the Internet also requires the adaptation of the existing data privacy statement. We reserve the right to make additions or amendments to the present data privacy statement.