

## Privacy Policy

### Legal responsibility

We make every effort to provide on a direct, open and transparent way, information about the company, its products and services. However, we give no guarantee with regard to the completeness or conclusive balance of the described information. This disclaimer also applies to the contents of pages to which reference is made. Furthermore, High Tech Alloys Sonderwerkstoffe GmbH accepts no responsibility for any type of damage that may occur directly, indirectly, accidentally or as a result of the use of the information presented, access to or temporary refusal of access to the website of High Tech Alloys Sonderwerkstoffe GmbH. In addition, High Tech Alloys Sonderwerkstoffe GmbH declines any responsibility for errors or omissions in the content of the website. This also applies to descriptions and other documents, to technical references to products and services of the High Tech Alloys Sonderwerkstoffe GmbH. High Tech Alloys Sonderwerkstoffe GmbH also reserves the right to continuously improve and modify products and services without prior notice on this website. Further information published on the Internet may contain references and links to products and services. These can take the form of pictures or descriptions.

### Collection and processing of personal data

The use of our site is possible without providing personal data. Deviating regulations may arise for the use of individual services of our site, which in this case are explained separately below. Your personal data (e. g. name, address, e-mail, telephone number, etc. ) will only be processed by us in accordance with the provisions of German data protection law. Data is personal if it can be clearly assigned to a specific natural person. The legal basis of data protection can be found in the Federal Data Protection Act (BDSG) and the (TMG).

The following regulations inform you in this respect about the type, scope and purpose of the collection, use and processing of personal data by the provider

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We would like to point out that Internet-based data transmission has security gaps, making complete protection against access by third parties impossible.

### Cookies

We use so-called cookies on our site for the recognition of multiple use of our offer by the same user/internet connection owner. Cookies are small text files, which your internet browser archive and saves on your computer. They serve to improve and optimize our internet presence and our offers. These are usually so-called "session cookies", which are deleted after the end of your visit. In some cases, however, these cookies provide information in order to automatically recognize your presence. This Recognition is based on the IP address stored in the cookies. The information obtained through this channel serve to optimize our offers and to provide you with an easier access to our website page.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this, you may not be able to use our website to the full extent.

## Server data

For technical reasons, as well as due to our legitimate interest (see art. 6 par. 1 lit. f. GDPR), the following data amongst other things, are transmitted through your Internet browser to us or to our web space provider, and it englobes so-called server log files:

- Browser type and version
- Operating system used
- Website from which you visit us (referrer URL)
- Website you are visiting
- Date and time of your access
- Your Internet Protocol (IP) address.

These anonymous data will be stored separately from any personal data you may have provided to us and thus do not allow any conclusions to be drawn about a certain person. They may be evaluated for statistical purposes in order to optimize our website and our offers.

The server log files are stored for a maximum of 7 days and then deleted. The storage of the Data is provided for security reasons, e. g. in order to clarify cases of misuse. If reasons of proof or compelling legal reasons are revoked, they are excluded from deletion until the incident has been finally clarified.

## Contact opportunity

On our website we offer you the possibility to contact us by e-mail and/or via a contact form. Data processing is based on Article 6 par. 1 lit. f. (GDPR). In this case, the information provided by the user will be stored for the purpose of processing his contact. The data will not be passed on to third parties. A reconciliation of the data collected with other data that may have been collected by other components of our website does not take place either. The data will be deleted, as soon as they are no longer necessary for the purpose of their processing.

## Google AdWords with Conversion Tracking

Our website uses Google AdWords and conversion tracking. This is a service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 (hereinafter: Google).

Through certification according to the EU-US Privacy Shield, Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

We use conversion tracking to provide targeted promotion of our site. The legal basis is Art. 6 Para. 1 lit. f (GDPR). Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

If you click on an ad placed by Google, the conversion tracking we use stores a cookie on your device. These so-called conversion cookies expire after 30 days and do not otherwise identify you personally. If the cookie is still valid and you visit a specific page of our website, both we and Google can evaluate that you clicked on one of our ads placed on Google and that you were then forwarded to our website.

The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. In addition, we receive information about the number of users who clicked on our advertisement(s) as well as about the pages on our site that are subsequently visited. Neither we nor third parties who also use Google AdWords will be able to identify you from this conversion tracking.

You can also prevent or restrict the installation of cookies by making the appropriate settings in your browser. Likewise, you can use the browser to delete cookies that have already been stored.

However, the steps and measures required vary, depending on the browser you use. If you have any questions, please use the help function or consult the documentation for your browser or contact its maker for support.

In addition, Google provides further information with regard to its data protection practices at <https://services.google.com/fh/files/misc/site-usage-statistics.pdf>  
<http://www.google.com/policies/technologies/ads/>  
<http://www.google.de/policies/privacy/>

in particular information on how you can prevent the use of your data.

Your rights as a user

Information/ revocation/ deletion

On the basis of the Federal Data Protection Act and the Basic Data Protection Ordinance (EU DSGVO/GDPR), you can contact us if you have any questions regarding the collection, processing or use of your personal data as well as for their correction, blocking, deletion or revocation of your consent and object to the processing of your personal data. According to the EU Data Protection Ordinance (EU DSGVO/GDPR), you have the following rights in connection with the processing of your personal data:

- Information rights under Articles 13 and 14 EU DSGVO/GDPR
- Right to information according to Article 15 EU DSGVO/GDPR
- Right to correction under Article 16 EU DSGVO/GDPR
- Right to cancellation under Article 17 EU DSGVO/GDPR
- Right to limitation of processing according to Article 18 EU DSGVO/GDPR - Data transferability according to Article 20 EU DSGVO/GDPR
- Right of withdrawal under Article 21 EU DSGVO/GDPR

With reference to the aforementioned provisions, we expressly point out that you have the right to have incorrect data corrected or personal data deleted if there is no legal obligation to retain such data. Please use the following e-mail address to contact us for all matters relating to data protection law: [datenschutz@hightechalloys.de](mailto:datenschutz@hightechalloys.de).