

Data Privacy Statement

We maintain our web pages in accordance with the principles noted below:

We commit to comply with the statutory provisions and always endeavour to take into account the principles of data avoidance and data minimisation.

1. Name and address of the person in charge (data controller)

The data controller as defined by the General Data Protection Regulation (GDPR) and other national data protection laws of the member states of the European Union, along with other provisions under data protection legislation, is:

Batteryuniversity GmbH
Represented by the Managing Director Sven Bauer
Am Sportplatz 30
63791 Karlstein
Germany
Tel.: 06188/99410-0
Fax: 06188/99410-20
e-mail: mail@batteryuniversity.eu
Website: <https://battery-experts-forum.com>

Our data protection officer can be reached at the following address:

Lisa Scheblein,
e-mail: info@sidit.de
SiDIT GmbH, Unterdürnbacher Straße 8, 97080 Würzburg

2. Terminology

We designed our Data Privacy Statement in accordance with the principles of clarity and transparency. If, however, there is ambiguity with regard to the use of various terms, the relevant definitions can be found [here](https://dsgvo-gesetz.de/art-4-dsgvo/) [https://dsgvo-gesetz.de/art-4-dsgvo/].

3. Legal basis for the processing of personal data

We will only process your personal data, such as your surname and first name, your e-mail address and IP address, if a legal basis exists for this purpose. To this end, the following three provisions are given special consideration in accordance with the General Data Protection Regulation:

- a) You have consented to the processing of your personal data for one or more purposes, Art. 6 para. 1 sent. 1 a GDPR. In this context, we provide you with comprehensive information about the purpose(s) of the processing activities, and we document your explicit consent.
- b) The processing of your personal data is required to implement a contract or pre-contractual measures with you, Art. 6 para. 1 sent. 1 b GDPR.
- c) The processing of the personal data is required to protect our justified interests, as long as these are not outweighed by your interests or basic rights and freedoms, Art. 6 para. 1 sent. 1 f GDPR.

Having said that, in the relevant locations we will once again advise you of the legal basis on which your personal data is processed.

4. Forwarding of personal data

Your personal data will not be forwarded to third parties for purposes other than those noted below. We will only forward your personal data to third parties if:

- a) you have provided your explicit consent pursuant to Art. 6 para. 1 sent. 1 a GDPR,
- b) the data must be forwarded according to Art. 6 para. 1 sent. 1 f GDPR in order to assert, exercise or defend legal claims, and there is no reason to suppose that you possess an overriding legitimate interest in the non-forwarding of your data,
- c) a statutory obligation exists with regard to the forwarding of data pursuant to Art. 6 para. 1 sent. 1 c GDPR
- d) this is legally permissible and required according to Art. 6 para. 1 sent. 1 b GDPR in order to implement our contractual relationship with you.

5. Duration of storage, deletion

We will only store all of the personal data that you transmit to us for as long as this is required to fulfil the purposes for which this data was transmitted, or for as long as it must be stored under the law. With the fulfilment of the purpose / expiry of the statutory retention periods, the data will be deleted or blocked.

6. SSL encryption¹

For reasons of security and to protect the transmission of confidential contents, such as the inquiries that you send to us as the website operator, this website uses SSL encryption. You know a connection is encrypted when the address line in the browser changes from "http://" to "https://", and by the lock symbol in your browser line.

When SSL encryption is activated, the data that you send to us cannot be read by third parties.

7. Collection and storage of personal data; how and for what purpose it is used

a) When visiting the website

When you visit our website, the browser on your device will automatically send information to the server of our website. This information is temporarily stored in a log file. The following information will be gathered without any involvement on your part and stored until it is automatically deleted:

- Date and time of access
- Name and URL of the retrieved file
- Browser used and (if applicable) the operating system of your computer, and the name of your access provider

The aforementioned data will be processed by us for the following purposes:

- To ensure the trouble-free establishment of a connection to the website
 - To ensure the comfortable use of our website
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Data that allows inferences to be made about your person (e.g. IP address) is deleted after a maximum of seven days. If we store the data beyond this period, it will be pseudonymised, so that it can no longer be attributed to your person.

Art. 6 para. 1 sent. 1 f GDPR forms the legal basis for data processing. Our justified interest follows from the purposes of data processing as listed above. We will never use the data that is collected to draw inferences about your person.

b) Contractual relationship

aa) Concluding a contract

In the context of establishing a contractual relationship, only the personal data that is absolutely necessary to implement the contract will be processed, in accordance with Art. 6 para. 1 sent. 1 b GDPR.

Where you provide voluntary information beyond this data, such information will only be processed on the basis of your consent pursuant to Art. 6 para. 1 sent. 1 a GDPR². We use this voluntary information to offer customer-friendly services and to continuously improve the same.

bb) Forwarding of data when using on-line payment service providers³

If during the course of placing your order you select one of the offered on-line payment service providers, your contact data will be transmitted to the same in the context of the order that is triggered by this action. The legitimacy of forwarding this data follows from Art. 6 para. 1 sent. 1 b GDPR, for implementing your selected payment method as well as our justified interests pursuant to Art. 6 para. 1 sent. 1 f GDPR to enable a user-friendly and uncomplicated payment settlement process.

The personal data forwarded to on-line payment service providers normally consists of the first name, surname, address, telephone number, IP address, e-mail address or other data that is required to process the order as well as data that is connected to the order, such as the number of items, item number, invoice amount and taxes in percent, invoice information etc.

This data must be transmitted so your order can be processed using your selected payment method, particularly to confirm your identity, manage your payment and for the purpose of the customer relationship.

However, please note that the on-line payment service provider may also transmit personal data to service providers, subcontractors or other affiliated companies, insofar as this is required to fulfil the contractual obligations from your order, or if the personal data is supposed to be processed on contract.

Depending on the payment method selected through PayPal, e.g. invoice or direct debit, PayPal will transfer the personal data sent to PayPal to credit reporting agencies. This is

done to verify the identity and credit rating with regard to your order. Please consult the respective data privacy statements of the providers to find out the names of the reporting agencies and which data is generally collected, processed, stored and forwarded by the respective provider.

PayPal

PayPal (Europe) S.à.r.l. & Cie. S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

Sofortüberweisung

SOFORT GmbH, Theresienhöhe 12, 80339 Munich, Germany

If you have additional questions regarding the use of your personal data, you can contact Sofortüberweisung by e-mail (datenschutz@sofort.com) or in writing (SOFORT GmbH, Datenschutz, Theresienhöhe 12, 80339 Munich).

Klarna

Klarna AB, business address Sveavägen 46, 111 34 Stockholm, Sweden

Additional information about data privacy can also be obtained directly from Klarna:

[Data Privacy Statement of Klarna AB](#)

You can obtain information about the personal data stored by Klarna by writing to Datenschutz@klarna.de.

Amazon Pay

Amazon Payments Europe s.c.a., and secondarily Amazon EU SARL, Amazon Services Europe SARL and Amazon Media EU SARL, all three based at 5, Rue Plaetis L 2338 Luxembourg (hereafter »Amazon Payments«)

For additional information under the data privacy law, including information about the information bureaus that are used, please consult the data privacy statement of Amazon Payments: <https://pay.amazon.com/de/help/201751600>

Heidelpay

Heidelberger Payment GmbH, Vangerowstraße 18, 69115 Heidelberg

Additional information about data privacy can also be obtained directly from Heidelpay: www.heidelpay.de/datenschutz

c) Newsletter⁴

Contents of the newsletter and registration data

We will only send you a newsletter if you have subscribed to the newsletter and have given your consent according to Art. 6 para. 1 sent. 1 a GDPR. The contents of the newsletter are described in detail when you register for the newsletter. An e-mail address is sufficient to register for the newsletter. If you provide other voluntary information (such as your name and/or gender), this information will only be used to personalise the newsletter.

Double opt-in and logging

For security reasons (to prevent someone from registering with someone else's e-mail address), we use the so-called double opt-in procedure for newsletter registrations. This means that after you register for our newsletter, you will receive an e-mail with a request to confirm your registration. The registration is only effective once it has been confirmed.

In addition, your registration for the newsletter will also be logged. The logging process includes the storage of the registration and confirmation date, the data you entered and your IP address. If you make changes to your data, these changes will also be logged.

Withdrawal

If you no longer wish to receive our newsletter, you can withdraw your consent at any time with future effect. To this end, you can click the unsubscribe link for the newsletter at the end of each newsletter, or you can send an e-mail to: mail@batteryuniversity.eu

The withdrawal of consent does not affect the legitimacy of the processing activities that took place until the consent was withdrawn.

Use of newsletter2go

We use the e-mail tool newsletter2go (Newsletter2Go GmbH, Köpenickerstr. 126, 10179 Berlin) to send out our newsletter.

To this end, the data you have entered is forwarded to and processed by newsletter2go. By using this tool, we are able to analyse how the newsletters are opened and used.

Newsletter2go is a German company whose servers are located in Germany, so that they are also subject to the provisions of the Federal Data Protection Act (BDSG) and the General Data Protection Regulation (GDPR).

We also concluded a contract with newsletter2go with regard to contract processing⁵. Newsletter2go does not acquire a right to forward your data.

Additional information about data privacy at newsletter2go can be found [here](https://www.newsletter2go.de/datenschutz/).
[<https://www.newsletter2go.de/datenschutz/>]

The delivery service provider newsletter2go is used on the basis of our justified interests pursuant to Art. 6 para. 1 sent. 1 f GDPR. Our interest focuses on the use of a user-friendly and secure newsletter system that serves our business interests and also meets user expectations.

d) Contact form / e-mail contact⁶

On our website, we provide a form that you can use to contact us at any time. Use of the contact form requires the entry of a name for a personal salutation and a valid e-mail address for contact purposes, so that we know who sent the inquiry and we are able to process the inquiry.

If you have sent us inquiries using the contact form, your information from the inquiry form, including the entered contact data and your IP address, will be processed for the purpose of implementing pre-contractual activities as a result of your inquiry, or to protect our justified interest, namely to carry out our business activities, in accordance with Art. 6 para. 1 sent. 1 b and f GDPR.

You are also welcome to instead send us an e-mail using the e-mail address noted on our website. In that case, we will store and process your e-mail address and the information provided in the context of the e-mail pursuant to Art. 6 para. 1 sent. 1 b and f GDPR in order to process your message.

The inquiries and associated data will be deleted no later than three months after they were received, unless they are required for a continued contractual relationship.

e) Google Fonts⁷

Our web pages use Google Fonts. This makes it possible to display a number of fonts. Google Fonts is a service of Google Inc. (1600 Amphitheatre Parkway, Mountain View, California, 94043). These web fonts are incorporated via a server request, usually a Google server in the US. As a result, the following information may be sent to the server and stored by Google:

- Name and version of browser used
- Website from which the query was triggered (referrer URL)
- Operating system of your computer
- Screen resolution of your computer
- IP address of the requesting computer
- Language settings of the browser or operating system used by the user

For more information, please consult the data privacy information for Google, which can be obtained here:

www.google.com/fonts#AboutPlace:about
www.google.com/policies/privacy/

Google Fonts is used to make it easier to read our website and provide a more attractive visual appearance; therefore Google Fonts is used on the basis of our justified interests pursuant to Art. 6 para. 1 sent. 1 f GDPR.

f) Use of Google Maps

Our website uses Google Maps API. When you use Google Maps, information about your use of this website (including your IP address) may be sent to and stored in a Google

server in the US (Google Inc., 1600 Amphitheatre Parkway, Mountain View, California, 94043).

Similarly, Google may transfer the information obtained via Maps to third parties if this is required by law, or insofar third parties process this data on Google's behalf. However, your IP address will never be linked to other Google data. At the same time, we are required to advise you that it is technically possible that Google could identify individual users on the basis of the data that is received.

We do not have any control over whether your personal data and personality profiles are processed by Google for other purposes. If you want to avoid such situation at all costs, you can deactivate the Google Maps service and thus prevent a data transfer to Google. To do this, you only have to deactivate JavaScript in your browser. In that case, no data will be transferred, but you will also be unable to use the map display on our website.

Google's Data Privacy Statement can be found [here](https://www.google.com/policies/privacy/?hl=de).
[<https://www.google.com/policies/privacy/?hl=de>]

Google Maps is provided as a service so that you can see our location and better plan your visit (where applicable). Therefore Google Maps is used on the basis of our justified interests pursuant to Art. 6 para. 1 sent. 1 f GDPR.

8. Cookies⁸

This website uses cookies. Cookies are small data packages that are automatically created by your browser and that are stored on your device when you visit our website. The cookies are used to file information connected to the device that is used. At the same time, cookies cannot be used to identify you personally.

The data processed by cookies is required for the aforementioned purposes of protecting our justified interests and those of third parties pursuant to Art. 6 para. 1 sent. 1 f GDPR.

Most browsers automatically accept cookies on the basis of the default browser settings. But you can also configure your browser in such a way that either no cookies are stored on your device or the system displays a reminder before a new cookie is stored. If you fully deactivate the cookie function in your browser, you may not be able to use all of the functions on our website.

The different types of cookies that we use are discussed in more detail below.

a) Session cookies

To make the use of our website a more pleasant experience, we use so-called session cookies to identify that you have already visited various pages of our website.

These session cookies are automatically deleted when you leave our site.

b) Temporary cookies

We also use cookies that allow us to recognise you when return to our website and use our services. In that way, you do not have to re-enter your information and settings that you made the last time you visited the site.

These temporary cookies are stored on your device for a specified time period.

c) Cookies for optimisation purposes

Finally, we also use cookies for optimisation purposes. They statistically compile the use of our website and are analysed for the purpose of optimising our offering. The cookies make it possible to recognise your internet browser when you make a return visit to our website.

These cookies are automatically deleted after a defined time period.

9. Analysis and tracking tools⁹

We use the following analysis and tracking tools on our website (see list below). They are used to ensure the continuous optimisation of our website and the needs-appropriate design of the same.

These interests are deemed justified in terms of Art. 6 para. 1 sent. 1 f GDPR. The respective data processing purposes and data categories can be found in the information for the respective tools.

Google Analytics¹⁰

On this website, we use Google Analytics, a web analysis service of Google Inc. (<https://www.google.de/intl/de/about/>) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereafter "Google").

In this context, Google Analytics uses cookies (see item 8). The information created by the cookie about your use of this website, such as

- Name and version of browser used
- Operating system of your computer
- Accessing website (referrer URL)
- IP address of the requesting computer
- Time of server request

are usually transferred to and stored in a Google server in the US.

Since we have activated IP anonymisation on this website, Google will however shorten your IP address beforehand within the member states of the European Union or other contracting states of the Treaty on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the US and shortened in that location.

On our order, Google will use this information to evaluate your use of our website in order to compile reports on website activities, and to provide us with other services connected to the use of the website and the internet. The IP address transmitted by your browser in the context of Google Analytics will not be combined with other Google data.

You can prevent the storage of such cookies by making the appropriate setting in your browser software. Please be advised, however, that in that case you will not be able to use all of the functions on our website.

You can also prevent the data (including your IP address) that is created by the cookie and that relates to your use of the website from being collected and processed by Google by downloading and installing the browser plug-in available at the following link <http://tools.google.com/dlpage/gaoptout?hl=de>.

You can prevent Google Analytics from gathering your data by clicking on the following link. This sets an opt-out cookie that prevents your data from being gathered the next time you visit our website:

[Google Analytics deaktivieren¹¹](javascript:gaOptout())

10. Rights of the affected party (data subject)

You are entitled to the following rights:

a) Access

According to Art. 15 GDPR, you have the right to obtain information about your personal data that is processed by us. This right to access includes information about

- the purposes of processing
- the categories of personal data
- the recipients or categories of recipients to whom your data was or will be disclosed
- the planned retention period, or at minimum the criteria for defining the retention period
- the existence of a right to correction, erasure, restriction of processing or objection
- the existence of a right to complain to a supervisory authority
- the origin of your personal data, insofar as it was not collected by us
- the existence of an automated decision-making process including profiling and (if applicable) meaningful information about details relating to the same

b) Correction

According to Art. 16 GDPR, you have the right to request that incorrect or incompletely stored personal data is corrected immediately.

c) Erasure

According to Art. 17 GDPR, you have the right to demand the immediate erasure of your personal data if this data must not be further processed for one of the reasons noted below:

- to exercise the right to freedom of expression and information
 - to fulfil a legal obligation that requires processing according to the laws of the European Union or the member states that apply to the data controller, or to perform a task that is in the public interest or that is performed in the exercise of public authority, which was transferred to the data controller
 - for reasons of the public interest in the area of public health pursuant to Art. 9 para. 2 h and i, and Art. 9 para. 3 GDPR
 - for archival purposes, scientific or historic research purposes that are in the public interest, or for statistical purposes pursuant to Art. 89 para. 1 GDPR, insofar as the right noted under para. a) is likely to make the realisation of the objectives of this processing impossible or seriously impair the same
 - to assert, exercise or defend legal claims
- d) Restriction to processing

According to Art. 18 GDPR, you can demand that the processing of your personal data is restricted for one of the following reasons:

- You dispute the correctness of your personal data.
- The processing is unlawful and you decline the erasure of the personal data.
- We no longer require the personal data for the purpose of processing, but you require the data to assert, exercise or defend legal claims.
- You object to the processing pursuant to Art. 21 para. 1 GDPR.

e) Notification

If you have demanded a correction or erasure of your personal data or a restriction of processing according to Art. 16, Art. 17 para. 1 and Art. 18 GDPR, we will notify all recipients to whom your personal data was disclosed, unless this proves to be impossible or is associated with unreasonable effort. You can demand that we notify you of these recipients.

f) Transmission

You have the right to receive your personal data that you have provided to us in a structured, popular and machine-readable format.

You also have the right to demand the transmission of this data to a third party if processing was completed using automated methods and is based on consent pursuant to Art. 6 para 1 sent. 1 a or Art. 9 para. 2 a or on a contract pursuant to Art. 6 para. 1 sent. 1 b GDPR.

g) Withdrawal

According to Art. 7 para. 3 GDPR, you have the right to withdraw consent that you have previously provided to us at any time. The withdrawal of consent does not affect the legitimacy of the processing activities that took place until the consent was withdrawn. We are not allowed to continue data processing activities that were based on your withdrawn consent.

h) Complaint

According to Art. 77 GDPR, you have the right to complain to a supervisory authority if you are of the view that the processing of your personal data violates the GDPR.

i) Objection

Insofar as your personal data is processed on the basis of justified interests pursuant to Art. 6 para. 1 sent. 1 f GDPR, you have the right, pursuant to Art. 21 GDPR, to object to the processing of your personal data if there are reasons for your action that arise from your special situation or if the objection is directed against direct advertising. In the latter case, you have a general right of objection that we will implement without information about the special situation. To exercise your right of withdrawal or objection, all you have to do is write an e-mail to mail@batteryuniversity.eu

j) Automated decision in an individual case, including profiling

You have the right to not be subjected to a decision that is solely based on automated processing - including profiling - which results in legal consequences for you personally or that significantly compromises your person in a similar fashion. This does not apply if

- i. the decision is required to conclude or implement a contract between you and us
- ii. the decision is admissible based on regulations of the European Union or the member states that apply to us, and these regulations contain appropriate measures to protect your rights and freedoms as well as your justified interests
- iii. the decision is made with your explicit consent

However, these decisions may not be based on special categories of personal data pursuant to Art. 9 para. 1 GDPR unless Art. 9 para. 2 a or g GDPR applies and appropriate measures have been taken to protect the rights and freedoms and your justified interests.

With regard to the cases noted in i) and iii), we take appropriate measures to protect the rights and freedoms and your justified interests, which includes at minimum the right to bring about an intervention by an individual in our organisation, the right to present one's own point of view and the right to challenge the decision.

11. Amended data privacy statement

In the event we amend the Data Privacy Statement, it will be indicated on the website and registered customers will also be informed by e-mail.

As at 08.05.2018