



PRIVACY POLICY

ZIRKONZAHN GMBH/SRL

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PRIVACY STATEMENT

Thank you for your interest in data processing by Zirkonzahn srl and associated companies (hereinafter „Zirkonzahn“, „Us“, „We“ or „Our“).

Responsible for the data processing on this website is:

Zirkonzahn srl
Via An der Ahr 7
39030 Gais (BZ), Italy

For all questions concerning data protection - especially regarding the exercise of your rights according to the General Data Protection Regulation EU 2016/679 („GDPR“) – please contact us at privacy@zirkonzahn.com

Data protection and the protection of your privacy are important to us. We therefore process your personal data - such as name, address, telephone number, internet navigation and communication behaviour - exclusively within the framework of GDPR. The employees and agents of Zirkonzahn, who process your enquiries, are obliged to maintain secrecy.

This privacy statement is intended to inform you about the type, scope and purpose of data collection and use as well as about your options for intervention in the treatment of your personal data.

This privacy statement applies to all Zirkonzahn customers and visitor of this website.

1. PROCESSING OF PERSONAL DATA

We process the personal data that you provide us

- (a) as the visitor of our website (Section 1.1)
- (b) as a (potential) customer by providing information as part of your request, registration or to conclude a contract or as an applicant for employment with us (Section 1.2).

1.1 Browser-related data processing

As with any website, when accessing www.zirkonzahn.com, our web server automatically and temporarily stores the following data to ensure an error-free operation of the website as well as for system security reasons:

- (a) IP address of the accessing computer,
- (b) access date,
- (c) name of requested file including the related information on the internet address,
- (d) HTTP response code,
- (e) browser type and
- (f) transferred amount of data in bytes.

Cookies are also used to collect anonymous traffic data from our website visitors. This anonymous traffic data may be used for market research purposes and the demand-oriented design of our website.

1.1.1 Cookies

A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. If you visit the website again, the cookie allows this site to recognise your browser. Cookies are not usually used to store personal data but may store visitor preferences and other information. You can set your browser to refuse all cookies or to notify you when a cookie is sent. However, some website functions or services may not work properly without cookies and therefore we recommend that you accept cookies so that you can take full advantage of our website.

The following cookies are used on this website.

1.1.1.1 Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc. (600 Amphitheatre Parkway Mountain View, CA 94043, USA). Google Analytics uses “cookies”, which are text files placed on your computer, to help the website analyse how visitors use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

IP anonymisation is used on this website. The IP address of visitors is shortened within the member states of the EU and the European Economic Area. This shortening eliminates the personal reference to your IP address. As part of the contract data agreement concluded between the website operators and Google Inc., Google uses the information collected to evaluate the use of the website and website activity and to provide web-related services.

You have the possibility of preventing the storage of cookies on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restrictions if your browser does not allow cookies.

Furthermore, you can use a browser plug-in to prevent the information collected by cookies (including your IP address) from being sent to and used by Google Inc. The plug-in can be downloaded from the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en>

Alternatively, by clicking on this link, you prevent Google Analytics from collecting data about you within this website. By clicking on the link above you can download an „Opt-Out-Cookie“. If you delete your cookies regularly, you will need to click on the link again each time you visit this website.

Here you will find further information on the use of data by Google Inc:

<https://support.google.com/analytics/answer/6004245?hl=en> [answer/6004245?hl=en](https://support.google.com/analytics/answer/6004245?hl=en)

1.1.1.2 Hotjar

We use Hotjar in order to better understand our visitors' needs and to optimise this service and visitors' experience. Hotjar is a technology service that helps us better understand our visitors' behaviour and preferences (e.g. how much time they spend on which pages, which links they choose to click, what visitors do and don't like, etc.). This helps us to align our services to the feedback of our visitors.

Hotjar uses cookies and other technologies to collect data on our visitors' behaviour and their devices, in particular:

- (a) IP address of the device (captured and stored only in anonymised form)
- (b) screen size of the device,
- (c) device type (unique device identifiers),
- (d) browser information,
- (e) geographic location (country only) and
- (f) preferred language used to display our website.

Hotjar stores this information in a pseudonymised visitor profile. Neither Hotjar nor we will ever use this information to identify individual visitors or to match it with further data of an individual visitor. For further details, please see Hotjar's privacy policy by clicking on this link: <https://www.hotjar.com/legal/policies/privacy>

You can opt-out to the creation of a visitor profile, Hotjar's storing of data about your use of our website and Hotjar's use of tracking cookies on other websites by following this opt-out link: <https://www.hotjar.com/legal/compliance/opt-out>

1.1.1.3 Zirkonzahn Cookie

We use our own Zirkonzahn cookie, which serves to identify a website visitor on our various services and connects him to our internal database. This cookie has a duration of 30 days, which means that if the visitor does not use a Zirkonzahn service for 30 days, the cookie is automatically deleted from the visitor's PC.

The content of the cookie is encrypted so that only Zirkonzahn itself can use it and therefore no third party has access to the data.

1.2 Processing of personal data you voluntarily provide to us

1.2.1 Customers

If you give us your consent by sending us your personal data (contact form, registration in the web shop, etc.), this data will be stored in our database and used for the following possible purposes:

- (A) Maintaining our business relationship with you, such as:
 - i. Processing your request;
 - ii. Business initiation with new customers or business processing with existing customers;
 - iii. Provision of customer support.
- (B) Marketing and advertising, such as:
 - i. Marketing our services and products to you;
 - ii. Providing you with information you have requested about our company, products and services;
 - iii. Provide information about news and current product offerings;
 - iv. Contact you by e-mail, phone or mail;
 - v. Customize our website content to meet your needs by providing information that is relevant to your interests and geographic region;
- (C) Maintenance and statistics, such as:
 - i. Support in the diagnosis of server problems;
 - ii. Website management and collection of general statistical data;
 - iii. Updating and maintenance of our website.
- (D) Legal obligation, such as: Compliance with applicable laws and regulations, accounting obligations and regulatory requirements.
- (E) Research and product development: We may use information about your behaviour when using our products to improve our products for you.

1.2.2 Applicants

If you send us your personal data in the course of an application via the form provided specifically for this purpose or via the e-mail address given on this website, we will collect this data on paper and/or on a magnetic, electronic or telematic data carrier and process it solely for the purpose of evaluating our interest in the perspective of establishing a cooperation with you that has yet to be defined. In addition to the contact details, professional experience, knowledge, interests and hobbies that you provide in your CV and cover letter, we will also record the status of the recruitment phase and the first impressions that we have gained after the first personal or telephone interview with you. The data will be processed for a maximum period of 24 months (from receipt of your application) and then deleted, unless otherwise notified by you.

The provision of data is voluntary. Your refusal of the data or the consent for the following processing of the same causes the impossibility for us to insert your data into our own archive and to establish future contractual relationships with you.

The collected data will be used by us exclusively for the recruiting purposes corresponding to the operational needs. Access to data is only granted to the employees internally responsible for recruiting at our company and to the relevant managers. Personal data of applicants will not be passed on to third parties.

1.3 Lawfulness of processing

The processing of your personal data is based on the following legal basis:

- (a) Your voluntary consent pursuant to Article 6 (1) point (a) GDPR, in particular as part of registration or a request.
- (b) Contract initiation and performance pursuant to Article 6 (1) point (b) GDPR.
- (c) Our legitimate interest as a company pursuant to Article 6 (1) point (f) GDPR, such as for the technically error-free and optimised provision of our services.

2. TRANSFER OF PERSONAL DATA TO THIRD PARTIES

Your personal data will only be passed on and/or transferred by us to third parties if this is necessary for the purpose of processing contracts, enquiries and/or billing or if you as a visitor and/or customer have agreed to this in advance. We will not sell, license or rent your personal data to third parties.

We would disclose your information if we believed in good faith that such disclosure is necessary to comply with the law, for law enforcement purposes, or to comply with court orders, or to protect the rights, property or safety of another person, including our own property or rights.

3. SECURITY

Within our company, we take appropriate physical, technical and organisational security measures to protect and secure your personal data.

Please note that third party access cannot be ruled out completely when data is transmitted over the internet.

4. YOUR RIGHTS IN CONNECTION WITH PROCESSING OF YOUR PERSONAL DATA

Generally at any time, you have the right to information, rectification, erasure, restriction, data portability, revocation and objection in accordance with Art. 15 ff. of GDPR with regard to the data processed and stored by us. A given consent can be revoked at any time with effect for the future. The revocation of the consent does not affect the lawfulness of the processing carried out on the basis of the consent up to the revocation. To exercise your rights, please contact us at privacy@zirkonzahn.com

If you wish to cancel your subscription to our newsletter/info mails, you can either send us an e-mail to privacy@zirkonzahn.com or click on the unsubscribe link at the end of the newsletter/info mail.

If you believe that the processing of your data violates the privacy law or your data protection rights have been otherwise violated, you can lodge a complaint with us (privacy@zirkonzahn.com) or the responsible supervisory authority for the protection of personal data.

5. RIGHT OF MODIFICATION

We hereby expressly reserve the right to change this privacy statement at any time. The respective changes will be published here, so that you can inform yourself about it at any time.

Last modified on **24.02.2020**