

## **Data Protection Statement**

SYZYGY Digital Marketing is highly committed to protecting your privacy. That's why we adhere to the legal regulations with regard to the General Data Protection Regulation. Described below, we will inform you in detail about the extent and the purpose of the data collection and data processing on our website. If you need further information or have any further questions concerning data protection, feel free to contact our data protection officer.

### **Name and Contact Details of the Controller**

SYZYGY AG Horexstraße 28, 61352 Bad Homburg, [info@syzygy.de](mailto:info@syzygy.de). The data protection officer can be contacted at the above mentioned address with the addition "z.Hd. Datenschutzbeauftragter" or by e-mail at [datenschutz@syzygy.de](mailto:datenschutz@syzygy.de) on all questions relating to data protection.

### **Purpose of Data Processing**

SYZYGY Digital Marketing processes and stores your personal data, if you communicate it to us unsolicited, e.g. if you contact us by mail, phone or e-mail, if you request our annual report by filling out the corresponding online form or if you download files.

### **Legal Basis for Data Processing**

If you have declared your consent to the collection, processing or transfer of specific personal data, then this consent represents the legal basis for the processing of this data. In certain cases, we process your data in order to safeguard our legitimate interest or the interest of a third party. An example of such processing is the implementation of direct marketing measures in order to promote sales.

The processing of personal data by SYZYGY Digital Marketing thus occurs on the basis of Art. 6 para. 1 sentence 1 lit. a) and f) and Art. 7 General Data Protection Regulation (GDPR).

### **Categories of Personal Data**

SYZYGY Digital Marketing processes and stores personal master data and communication data provided by you. This comprises, for example, your name, address and e-mail address.

### **Special Categories of Personal Data**

No special categories of personal data will be processed by SYZYGY Digital Marketing.

### **Origin of Personal Data**

All personal data processed will be directly provided by the user.

### **Categories of Recipients of Personal Data**

You agree to the processing and transfer of your data to SYZYGY Digital Marketing by providing your data to us. The transfer of your data within other companies of the SYZYGY Group is not foreseen.

### **Duration of Data Retention**

SYZYGY Digital Marketing stores your personal data as long as it is necessary for the purposes they have been collected or processed otherwise for within the meaning of Art. 17 para. 1 lit. a) GDPR. This is particularly necessary for the fulfillment of legal or contractual obligations. If the storage of data is not necessary for the fulfillment of legal or contractual obligations any more, your data will be deleted, unless the further processing is required out of the following reasons:

- Fulfillment of retention periods with respect to commercial and tax law,
- Retention of evidence within the scope of legal limitation rules.

## **Rights of Data Subjects**

Each data subject has the right of access within the meaning of Art. 15 GDPR with regard to the personal data concerning him or her, the right to rectification within the meaning of Art. 16 GDPR, the right to erasure within the meaning of Art. 17 GDPR, the right to restriction of processing within the meaning of Art. 18 GDPR, the right to data portability within the meaning of Art. 20 GDPR and the right to object within the meaning of Art. 21 GDPR – against SYZGY Digital Marketing under the applicable legal requirements.

The limitations of Sect. 34 and 35 German Federal Data Protection Act (new) apply to the right of access and the right to erasure.

In the United States., the Federal Trade Commission based in Washington DC will take law enforcement action to make sure that companies live up to their promise.

In addition, you can file a complaint to a responsible data protection supervisory authority, e.g. the supervisory authority for SYZGY AG – Der Hessische Datenschutzbeauftragte, Gustav-Stresemann-Ring 1, 65021 Wiesbaden, e-mail to [poststelle@datenschutz.hessen.de](mailto:poststelle@datenschutz.hessen.de) – within the meaning of Art. 77 GDPR in connection with Sect. 19 German Federal Data Protection Act (new).

Consent to the processing of personal data can be withdrawn at any time with effect for the future. This applies also to a consent given before the applicability of the GDPR, i.e. before May 25, 2018. The withdrawal of consent does not affect the lawfulness of the processing of personal data based on consent before its withdrawal.

## **Cookies**

Our website uses cookies. Cookies are text files saved on the user's computer when visiting a website on the internet. Cookies store information such as your language setting, the duration of your visit to our website or the information you enter there. This avoids the need to re-enter all necessary data for each visit of our website. We use so called "session cookies", which, depending on the settings in your browser, will be deleted when the browser is closed. We also use cookies that are used once a session is over ("trans-session cookies"). These cookies serve in particular to make our service more user-friendly and effective. Thanks to these files, it is possible, for instance, that you will be provided with information specifically tailored to your interests on the webpage currently being viewed. The sole purpose is to adjust our services to the users' wishes as best as we can and to make the use of our website as convenient as possible for you. Most browsers automatically accept cookies. You can prevent the use of cookies by not permitting them in your browser. You can find out how this works in detail from your browser manufacturer's instructions. You can delete cookies that are already stored on your computer at any time. However, we would like to point out that our website may only be of limited use without cookies.

## **Website Optimization Tools**

We use products and features provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

- **Google Tag Manager**

For reasons of transparency, please note that we use the Google Tag Manager. The Google Tag Manager itself does not collect personal data. It facilitates the integration and management of our tags. Tags are small code elements which serve to measure traffic and visitor behavior, to detect the impact of online advertising or to test and optimize our websites. For further information about the Google Tag Manager visit: <https://www.google.com/intl/de/tagmanager/use-policy.html> .

- **Google Analytics**

This website uses Google Analytics. The use includes the "Universal Analytics" operating mode. This facilitates the assignment of data, sessions and interactions across several devices to a pseudonymous user ID and thus the analysis of a user's activities across devices.

Google Analytics uses "cookies", which are text files placed on your computer, to allow the website operator to analyze how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymization is activated on this website, Google will reduce your IP address within Member States of the European Union or in other states party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services related to website and Internet use. Our legitimate interest in data processing also lies in these purposes. The legal basis for the use of Google Analytics is § 15 para. 3 TMG and Art. 6 para. 1 lit. f GDPR. The data sent by us and linked to cookies, user-identifiers (e.g. User-IDs) or advertising-identifiers are automatically deleted after 14 months. Data whose retention period has been reached is automatically deleted once a month. For more information on terms of use and data protection, please visit <https://www.google.com/analytics/terms/gb.html> or <https://policies.google.com/?hl=en>.

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 the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the [Browser Add-on](#). Opt-out cookies prevent the future collection of your data when you visit this website. To prevent Universal Analytics from collecting data across several devices, you must opt-out on all systems used. If you click here, the opt-out cookie will be set: [Disable Google Analytics](#).

### **Integration of Services and Content of Third Parties**

We have integrated the content of third parties in our website (e.g. YouTube videos, Vimeo videos, Google Maps). This always assumes that these content providers (subsequently called "third parties") utilize the IP address of the user. They cannot send content to the browser of the user without IP address. Therefore, the IP address is required for the presentation of content. We endeavor to use only content from providers that use the IP address only for delivering content. However, we do not have any influence, if the third party stores the IP address for statistical purposes. We will inform the user insofar as this is known to us.

### **Data Privacy Information for Shareholders**

SYZYG AG processes personal data (name, address, e-mail address, number of shares, class of shares, the ownership of the shares and the number of the admission ticket) on the basis of the applicable data protection legislation. This allows the shareholders the exercise of their rights within the scope of the annual shareholders' meeting.

The processing of your personal data is mandatory for the participation at the annual shareholders' meeting. The shareholders' right to attend the annual shareholders' meeting is governed by Section 118 of the German Corporation Act. SYZYG AG is the controller for the processing of the personal data necessary for this purpose. Legal basis for the processing is Art. 6 para. 1 sentence 1 lit. c) GDPR.

The service providers that are assigned by SYZYGY AG to organize the annual shareholders' meeting receive only those personal data that are necessary for the performance of the service. They process the data exclusively in accordance with instructions by SYZYGY AG. The service providers are – when necessary – bound and obliged under data protection law by corresponding contracts in accordance with Art. 28 GDPR.

Information on your rights as a data subject can be found in the section *Rights of Data Subjects*.

#### **Links to External Sites**

This website contains links to other external websites. If you use any of these external links, you will be directed to a website which is not covered by our privacy policy.

#### **Obligation to Provide Personal Data**

In order to conclude a business relationship, you must provide us with all personal data that are necessary for the implementation of the contractual relationship or that we necessarily have to collect due to legal requirements. If you do not provide us with these data, we cannot implement and process the contractual relationship. Apart from that, there is no legal or contractual obligation to provide data.

#### **Automated Decision-Making or Profiling**

There will be no automated decision-making or profiling.

#### **Data Security**

We have taken extensive technical and operational precautions in order to protect personal data stored by us from unauthorized access and misuse. Our security procedures are monitored regularly and updated according to the technological progress. Our staff is trained regularly and is committed to data secrecy.

May 23, 2018