

## **MARKEMENT GmbH Data Protection Provisions**

The following data protection provisions inform the user on how MARKEMENT GmbH uses the user's personal data and how it guarantees data protection. These data protection provisions apply to all PCSUITE products and services. The subject matter of these provisions is the collection, processing and use of personal data whenever the user uses PCSUITE products or services.

The user declares his agreement with these data protection provisions by registering with MARKEMENT GmbH for the purpose of using PCSUITE products or services.

### **(1) Collection of personal data**

Personal data is collected on some MARKEMENT websites, including during customer registration and newsletter subscription. Personal data includes any data which indicates the identity of the person to whom it relates, or which can be used to identify that person.

MARKEMENT GmbH may also collect data concerning the user's use of PCSUITE websites and services. If the user uses websites or PCSUITE products or services, MARKEMENT GmbH may record certain information to enable, evaluate and monitor use of the website and the PCSUITE products and services.

### **(2) Use of the user's personal data**

MARKEMENT GmbH will treat the user's personal data in confidence and will only make it available insofar as this is permitted by data protection laws or if the user has consented to this.

The personal data collected by MARKEMENT GmbH will be used to operate and improve MARKEMENT's websites and services and to execute the agreements concluded with the user. Personal data will be recorded in connection with the user's activities to enable, support and analyze anonymously such activities for the purposes of improving the websites and services, as well as to prevent fraud and illegal use.

MARKEMENT GmbH may also use data concerning the user's online activity on the websites to offer content and advertisements tailored precisely to the user's interests.

In some cases, MARKEMENT GmbH may also use the user's personal data to communicate with the user. MARKEMENT GmbH will only send newsletters with the user's prior consent, however. The user's data may also be processed on servers located abroad.

### **(3) Transfer of the user's personal data**

With the exception of the cases mentioned in this privacy statement, the user's personal data will not be passed on to third parties without the user's consent.

Some of MARKEMENT's services may be offered in conjunction with another company, including companies based outside of the Federal Republic of Germany. If the user registers for or uses a service of this type, the other company will also receive the information gathered in connection with this service and required for providing the respective service. The same shall also apply to data collected pursuant to para. (5) by means of cookies and similar instruments. In addition, the companies concerned undertake to keep the data thus transferred confidential. The companies concerned are expressly prohibited from using the information for other purposes. The data may also be passed on to a service provider for payment processing within the scope of execution of the Agreement.

MARKEMENT GmbH may also transfer personal information, including the content of the user's messages, for the following purposes:

- 1) to meet statutory requirements or in response to complaints or legal proceedings,
- 2) to protect the rights or property of MARKEMENT GmbH and its customers, including the enforcement of agreements or guidelines on the use of the services,
- 3) to act on the justified assumption that such action is necessary to protect MARKEMENT's employees, customers or the general public.

#### **(4) Security of the user's personal data**

MARKEMENT GmbH accepts responsibility for the security of the user's personal data. It employs various security technologies and methods to protect the user's personal data from unauthorized access, misuse or inadmissible disclosure. The user's personal data will be stored in computer systems which only a few selected people are authorized to access.

If the user protects his accounts and personal data with a password, it is his responsibility to keep the password secret. The user must not pass this information on to others. If the user uses a computer which is also used by other people, he should always log out before leaving a website or a service, to prevent subsequent users from accessing his data.

#### **(5) Use of cookies, web beacons and similar instruments**

In some cases, MARKEMENT GmbH may use technologies such as cookies (data packet that is copied to the user's hard drive by a web server), web beacons (electronic, invisible GIF image that is integrated into a website or an e-mail) or similar instruments to collect data.

MARKEMENT GmbH uses these instruments to enable it to track the use of websites, products and services. The PCSUITE website uses cookies to enable the user to register for certain services and to personalize the website during his visit. MARKEMENT GmbH may insert web beacons into advertising e-mails or into newsletters to determine whether the message was opened and whether the user responded. MARKEMENT GmbH may enlist the assistance of third parties for these measures, who consequently also come into possession of the collected data. The functionality of the PCSUITE website may be restricted if the user's browser settings do not accept cookies, etc.

#### **(6) Withdrawal of consent**

Where the user has consented to his data being used on the PCSUITE website, he may withdraw this consent at any time with future effect. In particular, the user may unsubscribe from the newsletter at any time.

#### **(7) Contact and complaints regarding data protection**

MARKEMENT GmbH takes the user's data protection concerns seriously. If the user is of the opinion that MARKEMENT GmbH has not adhered to these data protection provisions with regard to the user's personal data, or has further questions on data protection or his saved data, he can contact MARKEMENT GmbH at the following address:

Markement GmbH  
Max-Eyth-Str. 8  
71144 Steinenbronn  
Germany

Email: [info@markement.com](mailto:info@markement.com)  
Website: [www.markement.com](http://www.markement.com)