

## 1. General Data Protection Information

### VMT Vision Machine Technic

**Bildverarbeitungssysteme GmbH** is pleased that you have chosen to visit this website and that you are interested in the company and its products.

**Data protection is important to us** and we would like to inform you about the methods we use to collect personal data during your visit to the website, as well as the scope and purpose of data collection. This information relates to the website [www.vmt-systems.com](http://www.vmt-systems.com) and its sub-pages. To the extent that our website contains links to third-party websites, these are not covered by our privacy policy.

#### 1.1 Responsible authority

The responsible authority for this website is **VMT Vision Machine Technic Bildverarbeitungssysteme GmbH, A company of the Pepperl+Fuchs Group, Mallaustraße 50-56, 68219 Mannheim („VMT Bildverarbeitungssysteme GmbH“).**

#### 1.2 Collection and processing of personal data

To the extent that personal data is requested on our websites (e.g., registration or contact forms, subscribing to a VMT Bildverarbeitungssysteme GmbH newsletter, ordering literature, online orders, comment function in the blog portal), this data is disclosed voluntarily by the user. This data is processed and used by **VMT Bildverarbeitungssysteme GmbH to answer your inquiries** or to provide you with access to specific information, for example. Your movements on one of these websites cause the following **data to be transmitted to our web server** from your Internet browser:

- Browser type and version

- Operation system used
- Referrer URL
- Host name of the requesting computer
- The data and time of the server request
- Full IP address of the requesting computer

This data is stored in a log file. The data is stored to ensure the technical safety of our web server, in particular to prevent attacks. The data will be deleted automatically at regular intervals. This data cannot be connected to individuals. This data is not combined with data from any other sources. We reserve the right to check this data retrospectively if we have specific indications of unlawful use.

#### 1.3 Transfer of data to third parties and third-party providers

**VMT Bildverarbeitungssysteme GmbH** will only pass personal data provided by you on to third parties if you have **previously consented** to the **forwarding** of such information. We then transfer such information to our subsidiaries, partner companies, or other trusted business partners solely for the purpose of using that personal data **on our behalf**. The company requires assurances from the recipients of the personal data that this data will be used exclusively according to our instructions and in compliance with this privacy policy and any **other industry-standard confidentiality and security measures**.

We are of the firm belief that access, use, storage, or disclosure of such information to a reasonable extent is necessary to

- (a) comply with applicable laws and regulations, meet legal requirements or applicable official directives,
- (b) enforce the provisions laid down in our legal notices, including pursuing potential violations of these provisions,
- (c) identify, prevent, or combat fraud, security concerns, or technical problems, or
- (d) protect the rights, property, and security of the company and the public against impending damage, insofar as this is legally required or permitted.

### 1.4 Safety

To secure all of the data we store, we use technical security measures to safeguard your information against damage, loss, and unauthorized access. The security measures are regularly updated and improved in line with technological developments.

### 1.5 Use of cookies

This website uses cookies to record user preferences and to optimize the website design accordingly. When you use our website, you **consent to the use and storage of cookies on your device.**

"Cookies" are encrypted strings transferred from our web server or a third-party web server to the user's web browser, where they are stored to be accessed at a later date. The cookies we use are either "session cookies" or "persistent cookies."

**Session cookies** are time-limited and are automatically deleted at the end of the visit to the website. We use session cookies to store information that we would like to use to make our website more user-friendly for you.

Persistent cookies can be stored on your computer after your visit to our website, and our

website may access these on each future visit (so-called "ID cookies"). **Some cookies stored during your visit to our websites can be stored and accessed by other companies.**

**Using the security settings in your browser,** you may control whether any cookies are saved at all. You have the option to either prevent cookie storage altogether, require a prompt each time, or have cookies **deleted every time you close your browser.** Please note that doing so may limit the usability of certain services or of the website as a whole. Certain services or parts of the website will **only function correctly when cookies are permitted:**

- Usercookie / 365 days / Logged in user
- session\_name / 15 Min. / Session
- wslanguage / 15 Min. / Selected Language
- install\_language / 15 Min. / Language of the CMS-Installation
- ws\_delayedPopup\_ / 1825 Tage / Popup nur einmal zeigen
- wspollsvoterid / 30 days / Survey/only one answer possible
- reseller\_nr 90 days / Determination of the Reseller
- wsshoppingbasketid / 30 days / Store Module - Shopping cart
- wsvote\_ / 15 min. / Voting Module First Supplier

### 1.6 CRM (Worldsoft Business Suite) and Newsletter

This website uses the Worldsoft Business Suite (WBS). The provider is Worldsoft AG, Churerstrasse 158, 8808 Pfäffikon, Switzerland.

The Worldsoft Business Suite (WBS) is a CRM (Customer Relationship Management) tool that allows for the organization and analysis of data.

When you provide your personal data through a web form or when placing an order, this data is stored on the servers of Worldsoft AG in Switzerland. The EU Commission has

recognized Switzerland as having a level of data protection comparable to EU law. Transferring data from the EU to Switzerland is permissible under data protection regulations. We have entered into a contract for data processing with Worldsoft.

We will inform you of our privacy policy before you submit your data. By submitting your data, you consent to the collection, processing, and use of your personal data in accordance with legal regulations.

The purpose of using your data arises from the context in which you provide it. Your data will be used for the purpose for which it was originally collected.

For example: If you order a product on our website, your data will be used to create and send the invoice and for any follow-up inquiries.

### Legal Basis

Data processing is based on your consent (Art. 6 para. 1 lit. a GDPR). You may revoke this consent at any time. The legality of any data processing that has already occurred remains unaffected by the revocation.

### Data Analysis by WBS

The WBS allows us to categorize potential and existing customers (so-called tagging). Address entries can be categorized by gender, personal preferences (e.g., vegetarian or non-vegetarian), or customer relationship (e.g., customer or potential customer).

### Storage Duration

The data you provide will be stored until you revoke your consent. After the revocation, your data will be deleted from both our servers and those of Worldsoft AG. For more details, please

refer to the privacy policy of Worldsoft AG at: <https://www.worldsoft.info/86>.

### Newsletter Data

With the Worldsoft Business Suite (WBS), we can organize and analyze the sending of newsletters. The data you enter for the purpose of receiving newsletters is stored on the servers of Worldsoft AG.

If you wish to subscribe to the newsletter offered on the website, we require an email address or phone number for SMS, as well as information that allows us to verify that you are the owner of the provided email address or phone number and that you agree to receive the newsletter. Additional data will only be collected on a voluntary basis. This data will be used solely for sending the requested information and will not be shared with third parties.

The data you enter for the purpose of receiving the newsletter is stored on the servers of Worldsoft AG.

The processing of the data entered in the newsletter registration form is carried out solely on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You may revoke your consent to the storage of the data, email address, and its use for sending the newsletter at any time, for example, via the "unsubscribe" link in the newsletter. The legality of any data processing that has already occurred remains unaffected by the revocation.

The data you provided for receiving the newsletter will be stored until you unsubscribe, after which it will be deleted. Data stored for other purposes (e.g., email addresses for the members' area) will remain unaffected.

### Data Analysis by WBS

When we send newsletters using the WBS, we can determine whether a newsletter message has been opened and which links have been clicked.

The WBS also enables us to categorize newsletter recipients (so-called tagging). For example, newsletter recipients can be categorized by gender, personal preferences (e.g., vegetarian or non-vegetarian), or customer relationship (e.g., customer or potential customer). This way, newsletters can be better tailored to specific target groups. For more information, please visit: <https://www.worldsoft-wbs.info/68>.

If you do not wish to be analyzed by the WBS, you must unsubscribe from the newsletter. We provide a corresponding link in every newsletter message for this purpose.

Data stored for other purposes (e.g., email addresses for the members' area, address information for invoicing) will remain unaffected.

### 1.7 Google Analytics

#### Analytic tools

For the purpose of pursuing our legitimate interests (i.e., interest in the analysis, optimization, and economic operation of our website in line with article 6, paragraph 1, clause F of the GDPR), we use a number of different **methods** to analyze your usage patterns. All methods have in common that data will only be collected, processed, and used in an **anonymous or pseudonymous** manner. While anonymous data is impossible to match with a specific person, pseudonymous data could theoretically be matched to you personally with some effort. Regardless of this, no procedure will assign any data to a specific person or combine that data with other data held by **VMT Bildverarbeitungssysteme GmbH** without your explicit consent. More detailed information on

**the analytical services we employ** and your options for revoking consent for them can be found below:

#### Google Analytics:

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies," text files that are stored on your computer and enable your use of the website to be analyzed. The information generated by the cookie relating to your use of this website is generally sent to a Google server in the USA and stored there.

Google is certified under the **Privacy Shield framework** and thus guarantees that European data protection laws will be upheld <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>.

Google will use this information on our behalf to evaluate use of this website by visitors, to compile reports on **website activity**, and to provide us with other services in connection with website and Internet usage.

We only use **Google Analytics** with **IP-anonymization active**, meaning that the IP address of the user is shortened by Google within the Member States of the European Union and other Contracting States that are party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there.

The IP address transferred from your browser in the context of Google Analytics will not be combined with other data by Google. You may decline cookies by changing a corresponding setting in your browser software. However, we would like to make clear that this may prevent you from using all functions of this website to their fullest extent. You may also prevent Google from using the cookie to collect and process data (incl. your IP address) relating to your use of the

website. To do so, click on the following link (<http://tools.google.com/dlpage/gaoptout?hl=en>) to download and install the **browser plugin**, or click on the following link to set an **opt-out cookie**: Deactivate tracking by Google Analytics.

Learn more about Google Analytics and data protection at <http://tools.google.com/dlpage/gaoptout?hl=de> and at <http://www.google.com/intl/de/analytics/privacyoverview.html>.

### 1.8 Using of social plugins

For the purpose of pursuing our legitimate interests (i.e., interest in the analysis, optimization, and economic operation of our website in line with article 6, paragraph 1, clause F of the GDPR), plugins from the following social networks are integrated:

- LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland),
- Xing (XING AG, Dammtorstraße 30, 20354 Hamburg, Germany),
- Twitter (Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA) and
- Facebook (Facebook Inc., 1601 Willow Road, Menlo Park, California, 94025, USA).

If you visit one of our websites, a direct connection may be established between your browser and **the social network's server** via these plug-ins. Through this, the social network receives the information that you have visited our site with your IP address. If you click on the respective social network button while you are logged in to your account on that network, it may be possible for you to connect the content of our websites with your social network profile, depending on the provider. As a result, the

### social network can link your visit to our sites with your user account.

We would like to indicate that we, as providers of these websites, **have no knowledge of the content of the transmitted data** or of its use by the social network providers. For more information on the purpose and scope of data collection by Twitter, Facebook, etc., as well as information on the processing and use of this data, and details of your rights and options in terms of protecting your privacy, please **refer to the respective provider's data privacy policy**. **To prevent the immediate undesired transfer of your usage data** (e.g., the address of the website you are currently visiting) to these services, **our website uses "Shariff"**. The "Shariff" project from the computing magazine c't replaces the usual social network share buttons and only establishes direct contact between social networks and the user once the user actively clicks on the share button. However, a single click on the button to share information with others is sufficient. You need take no further action.

If you do not want the provider of the social network to be able to associate your visit to our pages with your user account on the network, please log out of your social network user account.

### 1.9 Deletion of data

The data we store will be deleted as soon as it is no longer required for its intended purpose and no statutory retention obligations prevent its deletion. If the data cannot be deleted because it is required for other legally permissible purposes, its processing will be restricted. This means the data is locked and cannot be used for other purposes. This applies to data from users that must be stored for commercial or tax reasons, for example.

### 1.10 Your rights and opportunities for further information and contact

Where the processing of your personal data is based on your consent, you can revoke this consent at any time in accordance with Article 7(3) GDPR. This has the consequence that, in the future, we are no longer permitted to continue the data processing based on this consent.

In accordance with the general provisions stipulated in Article 12 GDPR, you have right of access in accordance with Article 15 GDPR, the right to rectification in accordance with Article 16 GDPR, the right to erasure in accordance with Article 17 GDPR, the right to restriction of processing in accordance with Article 18 GDPR, as well as the right to data portability in accordance with Article 20 GDPR.

You also have the right to lodge a complaint with a supervisory authority in accordance with Article 77 GDPR.

For information, explanation, or to exercise the rights mentioned above, please contact us at:

**Christian Beckers**

- Data protection manager -  
[dsb@de.pepperl-fuchs.com](mailto:dsb@de.pepperl-fuchs.com)

or:

**Pepperl+Fuchs Vertrieb Deutschland GmbH**

Data protection manager  
Lilienthalstraße 200  
68307 Mannheim

### 1.11 Changes of the privacy policy

VMT Vision Machine Technic Bildverarbeitungssysteme GmbH reserves the right to amend this privacy policy and will announce any changes in this location.