

# Privacy Policy

## Data Protection

We take the matter of protecting the personal data of our users very seriously and strictly adhere to the relevant provisions of data protection legislation (e.g. TMG; BDSG). Similarly, all data collected is protected to the very best of our ability by the technological and organizational measures put in place in our IT security and privacy policies. As a matter of principle, your data is not forwarded to third parties. Exceptions to this rule shall apply solely in the case of statutory or legal requirements, or when you have specifically approved such forwarding of data, or have expressed a wish for this to be done.

This statement provides you with an overview of the measure designed to assure such protection, together with an outline of the type of data collected and the purposes for which it is used.

If you wish to be sent more detailed information, or have questions relating to the use of your data on these internet pages that are not answered in this data protection statement ("Privacy Policy"), please do not hesitate to contact us. You will find our contact data under Imprint.

## I. Automatic data processing on this internet page

When you access our internet pages, the information transferred to us by your browser is automatically stored in our "server log files". This includes:

- Browser type/version
- Operating system used
- Referrer URL (the page last visited)
- Host name of the computer accessing the site (IP address)
- Time of the server enquiry

The technology used is such that we are unable to assign such data to specific persons. No attempt is made to link this data to other data sources (e.g. any registration data that may exist), and data is, following a statistical evaluation, deleted and not retained as an individual data record set.

## II. Services requiring log-in - newsletters, etc.

If you would like to access the (personalized and/or paid content) services offered on the website, we may, in order to provide this service and for billing purposes, require further information. Most notably, this will include your name, your (valid) email address, and further particulars (address, telephone number, etc.). This will enable us to check that you are, for example, the owner of the email address provided, or that the owner thereof agrees to receive the relevant services, in order to be able to supply the desired services and, ultimately, in order to render accounts and serve invoices in the due manner.

Entry of a valid email address is required in order for us to prevent misuse of registration procedures, such as in the case of newsletters, for example. We therefore rely on the so-called "double opt-in" process, in which, after entering your email address on our websites, you are sent a so-called confirm email to act as authentication of your registration, and as part of which you are, by clicking a corresponding link, required to verify your email address.

The data in question is so-called personal data, i.e. data that can be used to establish your identity. As a matter of principle, however, you are able to use our free internet services without having to reveal your identity either in full or in part.

Additionally, you may, when signing up/logging in to our services, provide us with further information - going beyond that required for the rendering of the service (such as sector, occupational group, age, etc.) - on a voluntary basis by entering this in the appropriate fields or boxes. Such data is used by us to align services more closely to the needs of users, for product information and advertising purposes, and also for customer relations purposes. As a matter of principle, data is not forwarded to third parties (cf. above).

The Deutscher Fachverlag, like many other companies, uses a system for sending e-mail newsletters that is equipped with features for users of statistical analysis. Here, your click behavior within your personal e-mail is registered in order later to optimize the regular newsletter in structure and content, and thus be able to meet the information needs of all recipients better. Also it is measured whether an HTML or text mail is opened.

You have the option to cancel your subscription at any given time.

Either by simply using the link located at the bottom of each newsletter, by email to [info@verpackungswirtschaft.de](mailto:info@verpackungswirtschaft.de), or by mail to our office either by post to:

Deutscher Fachverlag GmbH  
C2 Magazines  
Mainzer Landstr. 251  
60329 Frankfurt am Main  
Germany

Or by fax: +49 (0) 69 / 7595 1239

## III. Cookies

In several different places the internet pages use so-called cookies. These serve to make our service more user-friendly, more effective, and safer. Cookies are small text files deposited on your computer and stored by your browser. You can block the installation of cookies by setting your browser software accordingly; however, we must point out that, in such an event, you may be unable to use some of the website's many functions to the fullest possible extent. Cookies do not cause any damage to your computer and do not contain viruses. Cookies are not used by us as a means of storing personal data.

The dfv Media Group works with the Aumago GmbH ("Aumago"), Berlin/Germany, a target group marketer. Aumago uses cookies, to collect anonymous usage data for the purpose usage-based online advertising (Online Behavioral Targeting "OBT"), such as the type of site visited, visited categories and/or product pages, demographic data (age, gender, etc.) and/or on which browser and terminal this is done. It does not collect personal information. Thus, the usage data cannot be linked to the real identity of the user. GTe cookies are either Aumago cookies, or cookies from service providers which use Aumago such as Krux Digital Inc.

The user can delete the cookies at any time either directly in the browser or turn off cookie preferences under <http://www.networkadvertising.org/choices/> or under [http://www.krux.com/krux\\_privacy/consumer\\_choice/](http://www.krux.com/krux_privacy/consumer_choice/). Aumago segments this information from the cookies by industry, based on this anonymous analysis of the surfing behavior of the user, for example, Browser "1" on site "X" is replaced by the cookie "Industry A" and enables a more targeted online advertising through the presumed interests. On behalf of the DFV Media Group, Aumago will use this anonymous, non-personal information for more targeted online advertising.

## IV. Revoking the (continued) processing and utilization of data

At any time, you may revoke the authorization previously given to us to store your personal data, and to make use thereof to provide the respective services.

Please note that, even in the event of such a revocation notice instructing us to stop using and/or storing data, we reserve the right to continue to use your data to the extent that this may be required for billing purposes.

Moreover, instructions preventing us from making continued use of your data will inevitably mean that you may no longer be able to receive the services (newsletters, etc.) to which you subscribe, and that we shall have to terminate the supply of the services without further delay. As part of this process, your personal data will immediately be deleted and no longer retained in our data records.

## V. Right to information

At all times, you have the right to be given information about the type and extent of the stored data relating to your person, the origin thereof, the persons receiving such data, and the storage purpose. (Contact data, see below, VIII.)

## VI. Further information

Your trust is important to us. Accordingly, we shall, at all times, be happy to answer any questions you may have with regard to the processing of your personal data. If you have queries that were not answered in this Privacy Policy statement, or if you would like more detailed information on a specific point, please do not hesitate to email us at [datenschutz@dfv.de](mailto:datenschutz@dfv.de) or to contact us by post.

On request, we shall of course be happy to answer queries or requests for information and, for your own safety, shall also do so in writing/by post.

## VII. Amendments to and accessibility of data protection provisions

Due to changes and adjustments to the services provided, to new statutory and legal requirements and, in certain instances, to previously undetected gaps or loopholes in existing provisions, it may prove necessary to amend this data protection statement. We will advise you of any such changes - to the extent that this occurs - by emailing you at the address with which we have been provided. Additionally, you may access and print out this Privacy Policy statement from any page of this internet service by clicking on the "PRIVACY POLICY" link.

VIII. Overview of contact data for information and cancellation/revocation:

The Data Protection Officer of the Deutscher Fachverlag can be reached at: [datenschutz@dfv.de](mailto:datenschutz@dfv.de)