

# PRIVACY POLICY

**Version effective from 27.08.2024**

the previous version of the Privacy Policy is available [here](#)

## WHAT IS A PRIVACY POLICY?

We would like to provide you with details concerning our processing of your personal data in order to give you full knowledge and comfort in using our website.

Since we operate in the online sector, we know how important it is to protect your personal data. Therefore, we make particular efforts to protect your privacy and information you provide us with.

We carefully select and apply appropriate technical measures, in particular programming and organisational measures, to ensure protection of the personal data we process. Our website uses encrypted data transmission (SSL), which ensures protection of your identity.

In our Privacy Policy you will find all key information regarding our processing of your personal data.

Please read it, we promise it won't take more than a few minutes.

**Who is the administrator of the website [www.tripus-shop.com](http://www.tripus-shop.com) ?**

Tripus systems GmbH Schalt- und Steuergeräte

Phone: +49 8221 9016-0

Fax: +49 8221 32073

E-mail: [sales@tripus.com](mailto:sales@tripus.com)

## Hosting

To ensure uninterrupted access to our website, we use the hosting services of an external company based in the EU. Unless otherwise stated in this privacy policy, all data collected when using this website (e.g. from completed forms) is processed on the servers of our hosting partner. If you have any further questions, please contact our person responsible for the processing of personal data.



## PERSONAL DATA

### Which legal regulation governs the processing of your personal data?

Your personal data are collected and processed by us in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27.04.2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation) (OJ EU L 119, p. 1), commonly referred to as: GDPR. In the scope not regulated by the GDPR, the processing of personal data is governed by the Personal Data Protection Act of 10 May 2018.

Your personal data will also be processed in accordance with the Telecommunications and Digital Services Act of May 13, 2024 (TDDDG).

### HOW DO WE PROCESS THE PERSONAL DATA YOU SHARE WITH US?

#### What personal data do we process and for what purpose?

On our website we offer a variety of services as part of which we process different personal data on different legal grounds.

Objective	Personal data	Legal basis for the processing	Data retention time
conclusion and performance of an agreement	First name, last name, correspondence address, VAT number, e-mail address, telephone number	article 6(1)(b) of the GDPR, i.e. processing in order to take action at your request, prior to conclusion of a contract, and processing necessary for the performance of a contract to which you are party	until the expiry of the limitation period for claims concerning the performance of the contract
ensure continuity of communication and allow the administrator to be contacted on business matters	First name, last name, e-mail address, telephone number, postal address	Article 6(1)(f) GDPR, i.e. processing for the purpose of the administrator's legitimate interest in maintaining continuity of	until you object to the processing of your personal data



Objective	Personal data	Legal basis for the processing	Data retention time
		communication and enabling contact with the administrator in matters relating to business operations	
Registration	E -mail address, order data	Art. 6 I lit. a GDPR, i.e. based on your consent for the opening of a customer account.	until you object to the processing of your personal data. You can delete your customer account at any time.
Contact form	First name, last name, e-mail address, telephone number	article 6(1)(f) of the GDPR, i.e. processing for the purpose of pursuing our legitimate interest in maintaining the continuity of communication and enabling contact with us in matters of business activity.	until you object to the processing of your personal data
traffic analysis on the website	IP address, browser data	Article 6(1)(a) GDPR, i.e. on the basis of your Consent	until you object to the processing.
Direct marketing for our own goods and services, including remarketing	IP address, browser data	Article 6(1)(a) GDPR, i.e. on the basis of your Consent	until you object to the processing.
the determination, investigation and enforcement of claims as well as the defense of claims before the courts and other state authorities	First name, last name, home address, tax number, e-mail address, telephone number, IP number, bank account number, payment card number.	Article 6(1)(f) GDPR, i.e. processing for the pursuit of our legitimate interest in the establishment, investigation and enforcement of claims and the defense of claims before courts and other public authorities	until the expiry of the limitation period for claims relating to the performance of the contract
Compliance with the	First name, last name,	Article 6(1)(c) GDPR, i.e.	until the expiry of the



Objective	Personal data	Legal basis for the processing	Data retention time
obligations arising from legislation, in particular tax and accounting regulations	company, tax identification number, e-mail address, telephone number, postal address, payment card number	processing is necessary for compliance with our legal obligations, in particular tax and accounting regulations	legal obligations of the joint controllers that justify the processing of the personal data

### **Voluntary provision of personal data**

The provision of the required personal data is voluntary, but it is necessary for us to provide services to you.

### **Recipients of personal data**

The current list of bodies to which we pass on your personal data can be found [here](#).

### **Automated decision-making (including profiling)**

We do not make automated decision and we do not use profiling in relation to you.

### **Will we transfer your personal data outside the EEA or to an international organization?**

In order to use Google tools, your personal data may be transferred to the United States, where Google LLC. servers are located.

Google LLC. is included in the list of entities participating in the Data Privacy Framework (link: <https://www.dataprivacyframework.gov/s/participant-search> ) therefore the protection of personal data is adequate in relation to the regulations in force in the European Union, in accordance with Commission Implementing Decision (EU) C(2023) 4745 of July 10, 2023 on the adequate level of protection of personal data in accordance with the EU-US Data Privacy Framework (link: <https://commission.europa.eu/system/files/2023-07/Adequacy%20decision%20EU-US%20Data%20Privacy%20Framework.pdf> ).

We use the HubSpot system, which is managed by HubSpot Ireland Ltd. Therefore, your personal data processed within HubSpot may be transferred to the United States, where the servers of HubSpot Inc. are located.



HubSpot Inc. is listed as a participant in the Data Privacy Framework (Link: <https://www.dataprivacyframework.gov/s/participant-search>) and therefore data protection is adequate in relation to the regulations applicable in the European Union, in accordance with Commission Implementing Decision (EU) C(2023) 4745 of July 10, 2023 on the adequacy of the protection of personal data under the EU-US Privacy Framework (Link: <https://eur-lex.europa.eu/legal-content/DE/TXT/PDF/?uri=CELEX:32023D1795&qid=1710923455391>).

## **WHAT RIGHTS DO YOU HAVE IN RELATION TO THE PROCESSING OF YOUR PERSONAL DATA BY US?**

Under the GDPR Regulation, you have the right to:

- request access to their personal data,
- to request the rectification of your personal data,
- to demand the deletion of your personal data,
- to demand the restriction of the processing of personal data,
- to object to the processing of personal data,
- to request the portability of personal data.

If you submit one of the above requests to us, we will inform you immediately - and in any event within one month of receipt of the request - of the measures taken in relation to your request.

If necessary, we may extend the one-month period by a further two months due to the complexity of the request or the number of requests.

In any case, we will inform you of the extension within one month of receipt of the application and inform you of the reasons for the delay.

### **Right of access to personal data (Article 15 GDPR)**

You have the right to be informed about whether we process your personal data. If we process your personal data, you have the right to:

- Access to personal data,
- be informed about the purposes of the processing, the categories of personal data processed, the recipients or categories of recipients of such data, the envisaged period for which your data will be stored or the criteria used to determine that period, your rights under the GDPR and your right to lodge a complaint with the President of the Data Protection Authority, the source of such data, automated decision-making, including



profiling, and the safeguards relating to the transfer of such data outside the European Union;

- to receive a copy of your personal data.

### **Right to rectification of personal data (Article 16 GDPR)**

If your personal data is incorrect, you have the right to demand that we correct your personal data immediately. You also have the right to request that we complete your personal data.

### **The right to erasure of personal data, the so-called "right to be forgotten" (Article 17 GDPR)**

You have the right to request the deletion of your personal data if:

- Your personal data are no longer required for the purposes for which they were collected or otherwise processed;
- You have withdrawn your express consent if the personal data was processed on the basis of your consent;
- Your personal data has been processed unlawfully;
- You have objected to the processing of your personal data for direct marketing purposes, including profiling, insofar as the processing of your personal data is related to direct marketing;
- You have objected to the processing of your personal data in connection with processing necessary for the performance of a task carried out in the public interest or processing necessary for the purposes of the legitimate interests pursued by us or by a third party.

Despite your request for deletion of your personal data, we may continue to process your data for the establishment, investigation or defense of claims, about which you will be informed.

### **The right to request the restriction of the processing of personal data (Article 18 GDPR)**

You have the right to request the restriction of the processing of your personal data if:

- you dispute the accuracy of your personal data. In this case, we will restrict the processing of your personal data for a certain period of time so that we can verify the accuracy of the data;
- the processing of your data is unlawful and you request the restriction of the processing of your personal data instead of the erasure of your personal data;
- Your personal data are no longer required for the purposes of processing, but are necessary for the establishment, exercise or defense of your claims;



- You have objected to the processing of your personal data - until we determine whether our legitimate interests outweigh the reasons for your objection.

### **Right to object to the processing of personal data (Article 21 GDPR)**

You have the right to object at any time to the processing of your personal data, including profiling, in relation to the following

- processing necessary for the performance of a task carried out in the public interest or processing necessary for the purposes of the legitimate interests pursued by the joint controllers or by a third party;
- Processing for direct marketing purposes.

### **Right to portability of personal data (Article 20 GDPR)**

You have the right to receive your personal data from us in a structured, commonly used and machine-readable format and to transmit those data to another controller.

By default, we provide you with your personal data in CSV format. If you prefer to receive your data in a different format, please indicate your preferred format in your request. Where possible, we will endeavor to provide you with your data in your preferred format.

You may also request that we transfer your personal data directly to another controller (where technically feasible).

### **Complaint to the supervisory authority**

If you consider that the processing of your personal data infringes data protection law, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement.

Responsible supervisory authority Bavarian State Office for Data Protection Supervision (BayLDA) Promenade 18 91522 Ansbach, DE



# Cookies

## General information

While browsing the web pages, HTTP cookies are used, hereinafter referred to as cookies, in other words small text data files, saved on your end-device while using the website. Their use is aimed at facilitating the operation of our website.

These files allow us to identify the software you are using and tailor our website to your needs.

Cookies usually contain the name of the domain from which they come, duration of their storage on the device and values assigned to them.

## Safety

Cookies we use are safe for your devices. Therefore, no viruses and no unwanted or malicious software can affect your devices via cookies.

## Types of cookies

We use two types of cookies:

- **Session cookies:** stored and kept on your device until the web browser is closed. Saved information is then permanently deleted from the memory of your device. This mechanism does not allow the acquisition of any personal data or confidential information from your device.
- **Persistent cookies:** stored and kept on your device until deleted. Closing the web browser or switching off the device does not cause them to be removed from your device. This mechanism does not allow the acquisition of any personal data or confidential information from your device.

## Aims

We also use cookies of external entities for the following purposes:

- the configuration of the website;
- Cookie Banner

When you access our website, we use a cookie banner to inform you about the cookies and other technologies that we use on our website. At the same time, you have the





opportunity to make a choice and we can document your decision. In this way, we fulfil our obligation to prove your consent to the processing of your personal data. Accordingly, the processing with the help of the cookie banner is carried out on the basis of Art. 6 para. 1 no. 1 lit. C GDPR. Our service provider is CookieYes Limited is registered in Great Britain. Company no. 13074037. It processes your data on our behalf. After your declaration, the server stores your anonymous IP address, the date and time of your declaration and your browser information. Your data will be deleted after twelve months, unless you have not expressly consented to the further use of your data in accordance with Article 6(1)(1)(A) GDPR or we reserve the right to use your data for other legally permissible purposes, about which we inform you in this privacy policy

- Data processing in the context of our social media presence

We are on Facebook, LinkedIn and Sales Navigator to better communicate with customers and inform them about our products. When you visit our fan page, personal data may be collected for market research and marketing purposes. Cookies may remain on your device for this purpose. This data is used to create user profiles, which in turn can be used to create personalized ads outside of this platform. As part of our agreements with these providers, we are joint controllers with them in accordance with Article 26 GDPR.

You can find more information on this topic in the privacy policy of:

Facebook: <https://de.facebook.com/privacy/policy/>

LinkedIn <https://www.linkedin.com/legal/privacy-policy>

Sales Navigator: <https://www.linkedin.com/legal/privacy-policy>

- Website analysis

### **Google Analytics**

**Company:** Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland

**Purpose:** We use Google's tracking tool to analyze how users behave on our website. This happens automatically when you access our website.

**Legal basis:** Consent, Art. 6 | 1 lit. a GDPR.

Consent can be revoked at any time.

**Recipient of the data:** Google LLC Amphitheatre Parkway Mountain View, CA 94043, USA

**Personal data that can be recorded:**

- Page views
- First visit to the website
- Start of the session
- Your "click path", interaction with the website
- Scrolls (whenever a user scrolls to the end of the page (90%))



- clicks on external links
- internal search queries
- Interaction with videos
- File downloads
- Viewed / clicked ads
- Language setting

Also recorded:

- Your approximate location (region)
- Your IP address (in abbreviated form)
- technical information about your browser and the end devices you use (e.g. language setting, screen resolution)
- Your Internet provider
- the referrer URL (via which website/advertising medium you came to this website).

**Storage information:** Maximum: 2 years

You can find more information about Google's processing in Google's privacy policy. The privacy policy is available at the link: <https://policies.google.com/privacy?hl=de3> You can find out how Google handles personal data by clicking on the following link: <https://policies.google.com/technologies/partner-sites>

- Advertising networks

Google ADS Recipient of the data: Google LLC Amphitheatre Parkway Mountain View, CA 94043, USA

**Legal basis:** Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time. **Purpose:** Google Ads is a tool that we use for remarketing purposes. When you visit our website and agree to the personalization of your ads, a cookie is used to evaluate the pages and search terms you have visited. In this way, you will receive ads that are tailored to your preferences (personalization of ads). Interest-based advertising increases the customization of ads to users by using their data.

**Deactivation and information:** You can deactivate personalized advertising under this link: <https://adssettings.google.com/>

- Researching user behaviour and creating user profiles

Google Tag Manager, for which Google Ireland Ltd. based in Ireland is responsible.

**Legal basis:** Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.

**Purpose:** The Google Tag Manager collects data collected on the website and transmits it to the integrated analysis tools, which store and evaluate it. The Tag Manager itself does



not store any data and has no access to it. It only collects information about the use of the individual tags.

Google's privacy policy is available at the following links:

- Analyze user activities  
Double Click, for which Google Inc. based in the USA is responsible.  
**Legal basis:** Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.  
**Purpose:** to analyze user activity in order to tailor the content displayed to users to their profile and thus improve the management of advertising campaigns using DoubleClick's analytics tools. Google DoubleClick uses a special cookie script that collects various data, including the number of page views, the user's surfing behavior on the site, the user's IP address, previously visited websites and the keywords used in the search.  
**Privacy policy:** <http://www.google.com/intl/de/policies/privacy/>
- Provision of map functions on the website using Google Maps API tools, for which Google LLC, based in the USA, is responsible.  
**Legal basis:** Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.  
**Purpose:** Google records all user activities in Maps, such as places visited, routes taken or stores viewed. This data is stored and processed even if Maps is integrated into another website via an API. Google uses a cookie in the website operator's browser for this purpose.  
**Privacy policy:** Google's privacy policy is available at the following link: <https://policies.google.com/privacy/>
- Determine your identity with the help of Google reCaptcha tools, which are managed by Google Inc. based in the USA.  
**Legal basis:** Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.  
**Purpose:** Google reCAPTCHA is a free service that helps website operators distinguish humans from bots. During the check, Google collects a range of user data, including the page that uses reCAPTCHA, the referrer URL, IP address, device settings, dwell time, mouse movements, keyboard strokes, screen resolution, time zone and installed browser plug-ins.  
**Privacy policy:** You can find Google's privacy policy at the following link: <http://www.google.com/intl/de/policies/privacy/>
- Popularization of the website by YouTube.com, whose administrator is Google Ireland Ltd. based in Ireland.  
**Legal basis:** Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.  
**Privacy policy:** The privacy policy is available at the following link:



<https://policies.google.com/privacy?hl=de&gl=de>

- Collection of information about user behavior and the automation of user experience processes with the help of Hubspot tools, for which HubSpot Ireland Ltd, based in Ireland, is responsible.

**Legal basis:** Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.

**Purpose:** We use HubSpot CRM to collect various user data such as customer names, addresses and email addresses. IP addresses can also be stored, either openly or anonymized. To evaluate this data, we can create pseudonymized user profiles, whereby personal data is collected and stored. We must therefore comply with special data protection obligations.

**Privacy policy:** Hubspot's privacy policy is available at the following link:  
<https://legal.hubspot.com/privacy-policy>

To be familiar with rules for the use of cookies, we recommend that you read the privacy policies of the company mentioned above.

Cookies may be used by advertising networks, especially Google, to display ads tailored to your preferences. To do so, information may be saved on your Internet behaviour or your activities on the website.

To browse and edit information on your preferences, collected by the advertising network of Google, you may use the tool available at this address:  
<https://www.google.com/ads/preferences/>

You may change the cookie settings by yourself at any moment in the options of the web browser or service, to specify conditions for storing such files and granting access to your device via them. You may change these settings to block the automatic handling of cookies in the options of your web browser or to be informed every time they are stored on your device. Detailed information on the options and methods for handling cookies is available in the settings of your software (web browser).