

Privacy Policy

We take the protection of our customers' privacy very seriously.

With these comments on privacy, we would like to inform you about the ways we deal with personal data when people access our website and other online contents.

I. Use of Website and Online Contents

1. Access to our website and other online contents is free on principle and possible without users disclosing any personal data.

If you wish to access our online content in social networks such as "Facebook", "Google+" or "Twitter" and contact us that way, this may require prior registration with the particular social network or service. In that case, the collection, processing and utilisation of your personal data take place solely on the basis of the privacy policy of the respective social network or service, which is outside our influence. Any transmission of your personal data from our company to the social network or vice versa will only take place on the terms described below.

2. Whenever you make personal data (such as your name, address or email address) available to us via our website, via email or via other communication channels (e.g. blog posts, postings on "Twitter" or "Facebook"), this always takes place on a voluntary basis. Participation in events, competitions, etc. always requires the provision of some personal details to enable us to contact you, if necessary. This will also entail continuous updating in your own interest in case there are any changes to the details (e.g. due to a move, a change in company name, etc.).

In these cases, you declare your consent to the collection, processing and utilisation of this data for the purpose obviously linked to your data input by virtue of submitting this data. You thereby further implicitly consent to us using this data for advertising purposes of SAATEN-UNION GmbH. These consents can be revoked at any time with future effect. This can be effected either in written form, posting the communication to SAATEN-UNION GmbH at Eisenstr. 12, 30916 Isernhagen HB, or via an email to service@saaten-union.de.

3. We shall collect, process and utilise your personal data exclusively to the extent necessary to deal with your inquiry (e.g. subscription to the Newsletter, request for information material, registration for an event) or to respond to your comments about our services as well as possibly for advertising purposes, complying with the relevant provisions on privacy at all times.
4. Processing and utilisation of all personal data are performed exclusively by authorised personnel. We shall keep your data confidential and we shall not sell or lease your data or make it otherwise available to any third parties on principle unless obligated to do so by law or by a court order. SAATEN-UNION GmbH will not transmit your personal data to countries outside the European Union or the European Economic Area.
5. As soon as the purpose for the collection and storage of your personal data is no longer applicable, we shall delete this data promptly, within 30 days at the latest, unless precluded from doing so for just cause due to the applicable legal provisions. In that case, the data will be blocked instead of being deleted.

II. Cookies

In order to enable users to browse speedily and thus facilitate use of our website, we use so-called session cookies on our pages; these are small text files which are stored on the user's computer and which are automatically deleted (depending on your browser settings) when you exit our website and close the browser. You can, of course, disable cookies via your browser settings (e.g. "Block third-party cookies and site data"). Please note that this may result in some of the functions of our website no longer being available at all or only to a limited extent.

III. Statistical Analysis

We can track information about the utilisation of our webpages and analyse it after anonymisation to enable us to improve our website and its functionalities. This does not involve any transmission or storage of data that would allow you to be identified as the user. All data collected in the process will be deleted automatically within 30 days. We use program "Piwik" for the purposes of statistical analysis, both of which are described below:

"Piwik"

This website uses the free web analysis tool "Piwik", open-source software for the statistical analysis of visits, which enables us to analyse visitor behaviour and subsequently optimise our website accordingly. "Piwik" also uses cookies, i.e. small text files which are stored on your computer and which enable us to analyse your use of the website. For this purpose, the usage details generated by the cookies, including particularly the pages you access, the browser you use, your computer's operating system, the referrer URL (previously accessed website) as well as an anonymised (shortened) part of your IP address, are transmitted to the server of our hosting service provider and stored for usage analysis purposes. During this process, your IP address will be anonymised promptly, i.e. after the processing and before storage, which means that you as the user remain anonymous to us. This prevents page impressions being correlated with identifiable individuals. In addition, the data about your use of our website created via the cookie is not transmitted to other servers or forwarded to any third parties.

You can also prevent the storage of cookies for this purpose by a respective setting in your browser; but be advised that in this case you may not be able to use the functions of our website to their full extent.

In addition, you can object to the storage and usage of this data generated from your visit at any time if you do not wish the data being stored and analysed by "Piwik". In that case you can prevent a web analysis cookie from being stored in your browser by a click of the mouse below. This will cause a so-called opt-out cookie to be stored in your browser, which will prevent "Piwik" from collecting session data of any kind.

Note: If you delete your cookies, the opt-out cookie will also be deleted as a result, and you will then have to reactivate it if you wish to (continue to) prevent data collection by "Piwik".

☒ Your visit to this website is currently being tracked by the Piwik web analytics tool. [Click here to opt out.](#)

IV. Social Media Plugins

We have incorporated buttons to activate plugins from various social networks into our websites to enable you to use the interaction options offered by the social networks you use on our websites as well. These plugins provide various functions, the nature and scope of which are determined by the social network operators. To better protect your personal data, we have implemented a 2-click procedure. One click on the toggle switch icon next to the button representing the respective plugin will activate that plugin button, indicated by a change from grey to colour. A click on the button will then activate the plugin itself. Please note that SAATEN-UNION GmbH is not the provider of the social networks and has no influence over the way data is processed by the respective service provider.

Further details on the individual plugins are provided below.

1. "Facebook"

We have integrated plugins of the social network "Facebook", 1601 South California Avenue, Palo Alto, CA 94304, USA, into our webpages. You can recognise the "Facebook" plugins from the "Facebook" logo on our site.

As soon as you access one of our webpages which contains such a plugin and activate the plugin, your browser will establish a direct connection to the "Facebook" servers through this plugin. Thanks to the integration of the plugin, "Facebook" is informed about the fact that you have accessed the relevant page of our website with your IP address. If you are subscribed to "Facebook" and currently logged on to "Facebook", "Facebook" will be able to correlate your visit with your "Facebook" account. When you then interact with the plugin, for instance by clicking on the Facebook "Like" button, you will link the contents of our pages with your "Facebook" profile whereby the relevant information is transmitted directly from your browser to "Facebook", where it will be stored. Even if you are not subscribed to "Facebook", it is possible for "Facebook" to determine and store your IP address.

We have no influence on the content and scope of the data "Facebook" collects using this plugin. With respect to the purpose and scope of the data collection and the further processing and utilisation of the data by "Facebook" as well as your rights in this respect and the setting options to protect your privacy, please consult the "Facebook" data policy, which can be accessed at

www.facebook.com/full_data_use_policy. If you are subscribed to "Facebook", but do not wish "Facebook" to collect data about you via our website and link this data with its own data stored with respect to your membership, please log out of "Facebook" before visiting our webpages. It is also possible to block "Facebook" plugins via an add-on for your browser, such as the "Facebook Blocker".

2. "Google+"

We have integrated a plugin for the social network "Google+" into our webpages. The "Google+1" button enables users to publish information worldwide. Via the "Google+1" button, you and other users receive personalised contents from "Google" and "Google" partners. "Google" stores both the fact that you have endorsed some content with "+1" and information about the page that you were on when you clicked on "+1". Your "+1" activities can be displayed as comments together with your profile name and your photo in "Google" services, such as in search results or in your "Google" profile or in other places on websites and online advertisements.

"Google" records information about your "+1" activities to improve the "Google" services for you and others. To be able to use the "Google+1" button, you need a globally visible, public "Google" profile, which must at least contain the name selected for the profile. This name is used in all "Google" services. In some cases, this name can replace a different name that you may have used when sharing contents via your "Google" account. The identity of your "Google" profile may be displayed to users who know your email address or who are in possession of other identifying details about you.

Besides the purposes explained above, the details you provide will be used in accordance with the current "Google" privacy policy. "Google" may publish summarised statistics about users' "+1" activities or pass these on to users and partners, such as publishers, advertisers or associated websites. "Google's" privacy policy can be accessed at <https://www.google.de/intl/en/policies/?fg=1>.

3. "Twitter"

We have incorporated functions of the social network "Twitter" into our webpages. These functions are offered by Twitter Inc., Twitter, Inc. 1355 Market St, Suite 900, San Francisco, CA 94103, USA. Use of "Twitter" and of the retweet function creates links between the webpages you visit and your "Twitter" account and makes your visits public to other users. The process entails the transmission of data to "Twitter". Please be advised that we as the owner of the pages do not obtain knowledge of the content of the transmitted data nor of their use by "Twitter". You can find further information on this in the "Twitter" privacy policy at <http://twitter.com/privacy>

V. Rights of Affected Parties

You have the right to receive information in written or electronic form about the personal data stored with respect to your person at any time upon request. You are further entitled to have any incorrect personal data corrected and to have your personal data blocked or deleted. Requests for information as well as requests for the correction, blocking or deletion of personal data must be sent to SAATEN-UNION GmbH either in writing to postal address Eisenstr. 12, 30916 Isernhagen HB, Germany or via email to service@saaten-union.de.

VI. Privacy Policy for using Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of the IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. On behalf of the website provider Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider. Google will not associate your IP address with any other data held by Google. 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. Furthermore you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

You can refuse the use of Google Analytics by clicking on the following link. An opt-out cookie will be set on the computer, which prevents the future collection of your data when visiting this website:

[Disable Google Analytics.](#)

Further information concerning the terms and conditions of use and data privacy can be found at <http://www.google.com/analytics/terms/gb.html> or at https://www.google.de/intl/en_uk/policies/. Please note that on this website, Google Analytics code is supplemented by "anonymizeIp" to ensure an anonymized collection of IP addresses (so called IP-masking).