

Content of the WEBOMATIC® Newsletter

WEBOMATIC® sends out newsletters, e-mails with advertising information (newsletter) only with the consent of the recipient or a legal permission. Insofar as the contents of a newsletter are concretely described, they are authoritative for the consent of the users.

The WEBOMATIC® Newsletter contains information about products, new product developments, future projects and trade fair appearances of WEBOMATIC Maschinenfabrik GmbH.

Double opt-in and logging

Registration for the WEBOMATIC® Newsletter is carried out in a double opt-in procedure:

After subscribing to the newsletter, you will receive a separate e-mail requesting the confirmation of your registration in order to prevent misuse.

These registrations for the newsletter will be logged in order to prove the registration in accordance with legal requirements. This includes the storage of the registration and confirmation time as well as the IP address.

IMPORTANT: The changes to your data stored with MailChimp will also be logged.

Use of the mail service provider "MailChimp"

The WEBOMATIC Newsletter is hosted by MailChimp, a newsletters platform owned by Rocket Science Group, LLC, 675 Ponce De Leon Ave NE # 5000, Atlanta, GA 30308, USA.

The e-mail addresses of the newsletter recipients and the data described in these instructions are stored on MailChimp servers in the USA. MailChimp uses this information to send and evaluate our newsletters on our behalf. According to its own information, MailChimp can use this data to optimize its own services (technical dispatch optimization and visual presentation of newsletters, but also economic purposes, such as country analyzes).

However, the data of subscribers to the WEBOMATIC® Newsletter are not used by MailChimp to write to themselves or pass them on to third parties.

MailChimp has been certified by the US-EU privacy shield "Privacy Shield" and is therefore committed to the EU data protection requirements. Furthermore, WEBOMATIC® Maschinenfabrik GmbH and Rocket Science Group-MailChimp have concluded a "Data Processing Agreement". In this contract, MailChimp

undertakes to protect the data of our WEBOMATIC Newsletter recipients and to process them in accordance with its data protection regulations and in particular not to pass them on to third parties. (Here you can see the MailChimp privacy policy).

Credentials

In order to register for the newsletter, it is sufficient to enter your e-mail address.

Optionally, we ask you to provide your first and last name and to choose a language. This information is only for the personalization of the newsletter and a better understanding of the content. Furthermore, we also ask you optionally to indicate your industry or company. We only use this information to adapt the content of the newsletter to the interests of our readers.

Statistical survey and analyzes

The WEBOMATIC Newsletter contains a "web beacon", a file in pixel size, which is retrieved from the MailChimp Server when you open the newsletter. It contains technical information, such as the browser and your system used, as well as your IP address and the time of the newsletter. Retrieved.

This information is used to improve the services based on the technical data or target groups and their reading behavior based on call locations and access times (which can be determined using the IP address).

It is also statistically collected if and when the newsletters are opened and which links are clicked on. Although this information can be technically assigned to individual newsletter recipients, we want to make it clear that the observation of individual recipients is not our goal. Based on the average statistics, we would like to find out what content the recipients of the newsletter were interested in and which content needs to be adapted in the future in order to make the WEBOMATIC® newsletter attractive to all recipients.

Online-display and data management

In certain cases, such as viewing problems in e-mail programs, we direct newsletter subscribers through a link to the MailChimp web pages where the WEBOMATIC® newsletter can be accessed online. Also, newsletter recipients can store their personal data, such as change the e-mail address later.

The privacy policy of MailChimp is only available on the MailChimp website page. Therefore, we pointed out that on the websites of MailChimp cookies are used and thus personal data processed by MailChimp, their partners and service providers used (for example, Google Analytics). We have no influence on this data collection. For more information, see the privacy policy of MailChimp.

Termination / Revocation

You can terminate the receipt of our WEBOMATIC® newsletter at any time, ie. Withdrawing your consent will expire at the same time your consent in the mailing via MailChimp and the statistical analysis. The separate revocation of the dispatch via MailChimp or the statistical evaluation is not possible.

The link to cancel the newsletter can be found at the end of each newsletter.

Legal basis Data protection regulation

According to the General Data Protection Regulation (DSGVO), which will apply from May 25, 2018, we inform you that the consents to the sending of e-mail addresses on the basis of Art. 6 para. 1 lit. a, 7 DSGVO and § 7 (2) no. 3 and (3) UWG.

The use of the mail service provider MailChimp, carrying out the statistical surveys and analyzes as well as logging the registration process, are based on our legitimate interests in accordance with Art. 6 para. 1 lit. f DSGVO. We are interested in using a user-friendly and secure newsletter system that serves both our business interests and the expectations of our users.

We further point out that you can contradict the processing of your personal data in accordance with the statutory requirements. 21DSGVO at any time in the future. The objection may in particular be made against processing for direct marketing purposes.