

Privacy policy for this website

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Table of contents

1. Scope of application and handling of personal data
2. Responsible website operator
3. Definitions of terms
4. Access data
5. Collection and processing of personal data
6. Personal data: What, how and why we process it
7. Handling contact data
8. Rights of the user
9. Deletion of data
10. Right to object
11. Relevant legal bases

1. Scope of application and handling of personal data

This privacy policy informs users of this website and its contact options about the type, scope and purpose of the collection, processing and use of personal data by the website operator.

The website operator takes the protection of your personal data very seriously and treats it confidentially and in accordance with the statutory provisions. As new technologies and the constant further development of this website may result in changes to this data protection declaration, we recommend that you read the data protection declaration again at regular intervals.

2. Responsible website operator

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3. Definitions of terms

Definitions of the terms used (e.g. "personal data" or "processing") can be found in Art. 4 of the General Data Protection Regulation (GDPR).

4. Access data

The website operator or its server operator (host) collects data on access to the website on the basis of legitimate interest (see Art. 6 para. 1 lit. f. GDPR) and stores these as "server log files" on the website server. The following data is logged in this way:

- Visited website
- Access time
- Amount of data sent in bytes
- Source/reference from which you reached the page

- Browser used
- Operating system used
- IP address used

The server log files are stored for a maximum of 7 days and then deleted. The data is stored for security reasons, e.g. to be able to clarify cases of misuse. If data has to be retained for reasons of proof, it is excluded from deletion until the incident has been finally clarified.

5. Collection and processing of personal data

The website operator only collects, uses and passes on your personal data if this is permitted by law or if you consent to the collection of data. Personal data is all information that can be used to identify you personally and which can be traced back to you - for example, your name, e-mail address and telephone number.

You can also access this website without providing any personal data. However, in order to improve our online services, we store your access data to this website without personal reference. This access data includes, for example, the name of your Internet provider. By anonymizing the data, it is not possible to draw conclusions about your person.

6. Personal data: What, how and why we process it

1. **Which data?** - We process personal data such as company, first name, surname, IP address, e-mail address, city, zip code and reason for contact when you contact us by email or telephone.
2. **How?** - We only process personal data with the express permission of the user concerned by contacting us and in compliance with the applicable data protection regulations.
3. **Why do we do this?** - Personal data is processed on the basis of our legitimate interest for the purpose of responding to your inquiries, fulfilling our contractually agreed services or optimizing our online offering.

7. Handling contact data

If you contact us as the website operator via the contact options offered, your details will be stored so that we can answer and process your inquiry. This data will not be passed on to third parties without your consent.

8. Rights of the user

As a user, you have the right to request information free of charge about what personal data has been stored about you. You also have the right to rectification of incorrect data and to restriction of processing or erasure of your personal data. If applicable, you can also assert your right to data portability. If you believe that your data has been processed unlawfully, you can lodge a complaint with the competent supervisory authority.

9. Deletion of data

Unless your request conflicts with a legal obligation to retain data (e.g. data retention), you have the right to have your data deleted. Data stored by us will be deleted if it is no longer required for its intended purpose and there are no statutory retention periods. If deletion cannot be carried out because the data is required for permissible legal purposes, data processing will be restricted. In this case, the data will be blocked and not processed for other purposes.

10. Right to object

Users of this website can make use of their right to object and object to the processing of their personal data at any time.

If you would like a correction, blocking, deletion or information about the personal data stored about you, or if you have questions regarding the collection, processing or use of your personal data, please contact us at the following address:

data or would like to revoke your consent, please contact the following e-mail address:
rk@marcom-service.de.

11. Relevant legal bases

The legal regulations on data protection are based on the European General Data Protection Regulation (GDPR). The Federal Data Protection Act (FDPA) and the Digital Services Act (DSA) apply in addition.

According to the GDPR: Below you will find an overview of the legal bases of the GDPR on the basis of which we process personal data. Please note that in addition to the provisions of the GDPR, national data protection regulations may apply in your or our country of residence or domicile. Should more specific legal bases also apply in individual cases, we will inform you of these in the privacy policy.

National data protection regulations in Germany: In addition to the data protection regulations of the GDPR, national data protection regulations apply in Germany. These include, in particular, the Act on the Protection against Misuse of Personal Data in Data Processing (Federal Data Protection Act - FDPA). In particular, the FDPA contains special regulations on the right to information, the right to erasure, the right to object, the processing of special categories of personal data, processing for other purposes and transmission as well as automated decision-making in individual cases, including profiling. The data protection laws of the individual federal states may also apply.

Note on the applicability of the GDPR and Swiss FADP: This data protection notice serves to provide information in accordance with both the Swiss FADP and the General Data Protection Regulation (GDPR). For this reason, please note that the terms of the GDPR are used due to the broader geographical application and comprehensibility. In particular, instead of the terms "processing" of "personal data", "overriding interest" and "sensitive personal data" used in the Swiss DPA, the terms "processing" of "personal data", "legitimate interest" and "special categories of data" used in the GDPR are used. However, the legal meaning of the terms will continue to be determined in accordance with the Swiss DPA within the scope of application of the Swiss DPA.