



Softing Privacy Policy

Softing welcomes you as a visitor to our website and appreciates your interest in our products and services for the automotive electronics and industrial automation sectors.

Softing is very serious about taking steps to protect your data and ensure data confidentiality. Softing wishes to inform you about the items of data that are collected when visiting our website, and how we process and utilize this data.

1. Responsible party

The responsible party in the sense of data protection legislation comprises Softing AG, Softing Automotive Electronics GmbH and Softing Industrial Automation GmbH, insofar as the aforementioned companies collect, process or utilize data.

2. Consent

By using our website, you agree to our Conditions of Use, and also to the collection, processing and use of your data as explained in the text that follows. This Privacy Policy is updated regularly and modified as required to comply with changes to data protection legislation. You should therefore visit this page regularly in order to keep yourself informed of the current state of our Privacy Policy.

3. Types of information

3.1 Non-personal data

Softing uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics uses so-called cookies, i.e. small text files that are stored on your computer with the aim of analyzing your use of our website. The data that the cookie generates in regards to your use of our website (including your IP address) is transmitted to a Google server in the United States, where it is stored. Google uses this information in order to analyze your use of this website, compile reports on website activities for the website's operator as well as provide additional services pertaining to the use of this website and the Internet on the whole. In addition, Google will transmit this data to third parties as necessary, to the extent required by law or insofar as these third parties are processing the data at Google's request. In no event will Google relate your IP address to other Google data. You may prevent cookies from being placed on your computer by changing the relevant settings in your browser; however, please be advised that you may not be able to fully utilize all functions of this website if you do so. You can prevent the collection of data (including your IP address), which are generated by the cookie and relate to your use of the site, to Google and the processing of these data by Google, by downloading and installing of the following browser plug-in

<http://tools.google.com/dlpage/gaoptout?hl=de>.

3.2 Personal data

Personal data explicitly permits inferences to be made about a specific person. This category includes such details as the company, name, date of birth, address, telephone number and email address of visitors to our website.

Softing collects, processes and utilizes personal data only in accordance with applicable data protection legislation. Data is transferred to third parties only if this is permissible according to the law (cf. Transfer to Third Parties, Section 5.).

4. Purpose of collection, processing or usage

The data that you make available to Softing helps us to maintain and continually improve our high standard of personal support. We use your data only as described in this Policy and in

accordance with applicable data protection legislation.
Softing uses your information for the following purposes:

- for order processing, for the delivery of ordered products and for the rendering of services;
- for announcements about new products/the withdrawal of existing products, software updates, software upgrades, security patches, system enhancements, special offers and other items;
- for updating and maintaining our data records to ensure that our products and services reach their intended recipients;
- for general information about the products and services we provide;
- for adjusting the information we provide to your needs in order to optimize our information service;
- for creating personalized areas and protected content (e.g. user accounts);
- for ensuring and monitoring the quality of information and advice received on contacting Softing;
- for contacting you directly, answering customer inquiries, replying with information about issues related to shipping and billing;
- for conducting voluntary customer surveys;
- for processing inquiries about vacancies;
- for contractual fulfillment;
- for administration and troubleshooting work related to our website; and
- to prevent misuse or other unlawful activities.

5. Transfer of personal data

As a general rule, personal data is not transferred to third parties. Note in particular that we do not engage in the business of reselling customer data. Data may be transferred to the extent specified below:

- to Softing Group affiliate companies, which are subject to either this Privacy Policy or one whose provisions provide the same level of protection;
- to our service providers, e.g. for parcel delivery, letter post, credit card payments or the organization of training;
- to government authorities, where a court order or other official directive has been served;
- to buyers or potential buyers in cases where Softing disposes of affiliated companies or Softing AG is itself sold; and
- to other third parties, if there is a corresponding legal obligation, or if such a transfer of data is required in order to protect our rights or those of our customers (e.g. in order to assert or contest legal claims), or if you have given your permission for us to do so.

6. Information security

Softing makes every effort to put technical and organizational security measures in place that protect your personal data against deletion, modification, loss, misuse, unauthorized transfer or unauthorized access.

If you provide us with information via email, then confidentiality cannot be assured, since the content of emails can be read by third parties. You should provide us with confidential information in person or mail it to us via the postal service.

7. Minors

Softing does not collect, process or use personal data from minors. Should Softing discover that personal data from minors has been utilized unknowingly, then these items of data will be deleted without delay.

8. Inquiries and feedback

Softing is happy to respond to inquiries about your personal data as used by Softing, in particular where this involves legitimate requests for information or for the correction, amending or deletion of data.

Our Data Protection Officer will also be happy to receive other inquiries or feedback at datenschutz@softing.com.