

# DATA PROTECTION STATEMENT

The protection of personal data is an important concern for MLW intermed. Therefore, the website is operated in compliance with applicable regulations and laws on data protection and data security, in particular the provisions of the General Data Protection Regulation (DS-GVO), the Federal Data Protection Act (BDSG) and the Telemedia Act (TMG). MLW intermed takes the protection of the user's personal data seriously and wants the user to feel secure when visiting the website.

## A. Name and address of the person in charge

The person in charge within the meaning of the General Data Protection Regulation and other national data protection laws of the member states as well as other provisions of data protection law is:

MLW intermed  
Handels- und Consultinggesellschaft  
für Erzeugnisse und Ausrüstungen des  
Gesundheits- und Bildungswesens mbH  
August-Borsig-Ring 1  
15566 Schöneiche bei Berlin  
Germany  
Phone: (+49) 030 42158-622  
Fax: (+49) 030 42158-603  
e-mail: [info@mlw-beauty.com](mailto:info@mlw-beauty.com)  
website: [www.mlw-beauty.com](http://www.mlw-beauty.com)

## B. Collection and storage of personal data and the nature and purpose of their use

(1) In the following we inform you about the collection of personal data when using our website. Personal data means all data that may be related to you personally, e.g. name, address, e-mail addresses, user behaviour.

(2) When you contact us by e-mail or via a contact form, we will store the data provided by you (your e-mail address, possibly your name and telephone number) and your message in order to answer your questions. We will process the data collected in this context on the basis of Art. 6 para. 1 lit. f DS-GVO in order to process your enquiry. We delete them after their storage is no longer necessary or restrict their processing if there are legal storage obligations.

3) If we wish to use contracted service providers for individual functions of our offer or use your data for advertising purposes, we will inform you in detail about the respective processes as described below.

### I. Collection of personal data when you visit our website

If you only use the website for information purposes, i.e. if you do not register or otherwise provide us with information, we only collect the personal data that your browser transmits to our server. If you decide to view our website, we collect the following data, which is technically required for us to display our website to you and to ensure stability and security. The legal basis is Art. 6 para. 1 sentence 1 lit. f DS-GVO (German GDPR):

The following data will be collected:

- **IP address**
- **Date and time of the request**
- **Time zone difference to Greenwich Mean Time (GMT)**
- **Content of the request (concrete page)**
- **Access status/HTTP status code**
- **Amount of data transmitted in each case**
- **Website from which the request was sent**
- **Browser**
- **Operating system and its interface**
- **Language and version of the browser software.**

The data will be deleted as soon as they are no longer required for the purpose for which they were collected. With regard to the data collected to provide the website, this is the case when the respective session is terminated.

If the data are stored in log files, this will be the case after seven days at the latest. Storage beyond this is possible. In that case, the IP addresses of the users are deleted or alienated so that assignment of the calling customer is no longer possible.

## **II. Use of cookies**

(1) To enable the use of certain functions, we use so-called cookies. Cookies are small text files which are stored on your terminal device and assigned to the browser you are using and through which certain information flows to the location which sets the cookie (in this case to us). Cookies cannot execute programs or transmit viruses to your computer. Their purpose is to make the Internet offer as a whole more user-friendly and effective.

(2) Some of the cookies we use are deleted immediately after closing your browser (so-called session cookies). Other cookies remain on your end device and make it possible to recognize your browser the next time you visit our site (persistent cookies).

(3) You may delete all cookies stored on your end device and set up the usual browsers so that storage of cookies is prevented.

In that case, you may need to make some settings again each time you visit this site and to accept that some features will be impaired.

## **III. Further functions and offers of our website**

(1) In addition to the purely informational use of our website, we offer various services you can use if you are interested. For this purpose, you will generally have to provide further personal data which we use to provide the respective service, and which are subject to the aforementioned data processing principles.

(2) To some extent we use external service providers to process your data. They have been carefully selected and commissioned by us, are bound by our instructions and are checked regularly.

#### **IV. Use of our webshop**

##### 1. Checkout process

If you wish to place an order in our web shop, it is necessary for concluding the contract that you provide your personal data, which we need to manage your order. We process the data you provide to manage your order.

The legal basis is Art. 6 para. 1 sentence 1 lit. b DS-GVO.

We transmit your address data to the company commissioned with the delivery. If it is necessary for the processing of the contract, we also transmit your e-mail address or your telephone number to the company commissioned with the delivery in order to agree on a delivery date (advice note).

We transmit your transaction data (name, date of order, payment method, date of dispatch and/or receipt, amount and payee, bank details or credit card data, if applicable) to the payment service provider commissioned with the processing of the payment.

##### 2. Storage period

We are obliged by commercial and tax law to store your address, payment and order data for a period of ten years. However, after two years we will restrict processing, i.e. your data will only be used to comply with legal obligations.

#### **V. Analysis Tools**

Currently we do not use analysis tools such as Google Analytics.

#### **VI. Use of social media plug-ins**

Currently we do not use social media plugins ("plugins") from social networks such as Facebook, Twitter, Instagram and Google+.

#### **VII. Integration of Google Maps**

(1) On this website we use the offer of Google Maps. This enables us to display interactive maps directly on the website, thus giving you the opportunity to use the map function conveniently.

(2) By visiting the website, Google receives the information that you have called up the corresponding subpage of our website. When the map is displayed, data, including your IP address and your location, are transmitted to and stored on Google's servers in the US. This is done regardless of whether Google provides a user account through which you are logged in or whether there is no user account. If you are logged in at Google, your data will be assigned directly to your account. If you do not wish to be assigned to your profile on Google, you must log out before enabling the button. Google stores your data as user profiles and uses them for the purposes of advertising, market research and/or the needs-based design of its website. Such an evaluation is made in particular (even for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about

your activities on our website. You have a right of objection to the creation of these user profiles. In order to exercise this right, you must contact Google.

(3) For further information on the purpose and scope of data collection and its processing by the plug-in provider, please refer to the provider's privacy policy. There you will also find further information on your rights in this regard and the settings you can make to protect your privacy:

<http://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the US and has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

The legal basis for using the plug ins is Art. 6 para. 1 sentence 1 lit. f DS-GVO.

## **C. Duration of data storage**

We store personal data only as long as it is necessary for the purposes for which it is processed or until you revoke a consent given by you. Insofar as legal storage obligations must be observed, the storage period for certain data can be up to 10 years regardless of the processing purpose.

## **D. Your rights as a data subject**

### **I. Information**

Upon request, you may get information free of charge and at any time about all personal data that we have stored about you.

### **II. Correction, deletion, limitation of processing (blocking)**

Should you no longer agree with the storage of your personal data or should the data have become incorrect, we will arrange for the deletion or blocking of your data or make the necessary corrections on the basis of a corresponding instruction (provided that this is possible under applicable law). The same applies if we you want us to process data only in a restrictive manner in future.

### **III. Data transmission**

Upon request, we will provide you with your data in a common, structured and machine-readable format, so that you can transfer the data to another person in charge on request.

### **IV. Right of appeal**

There is a right to appeal to the competent supervisory authority. As a rule, you may contact the supervisory authority at your usual place of residence or workplace or at our headquarters.

## **V. Right of revocation of consent with effect for the future**

You may revoke your consent at any time with effect for the future. Your revocation does not affect the lawfulness of processing until the time of revocation.

## **VI. Constraints**

Data for which we are unable to identify the data subject, e.g. if anonymized for analysis purposes, are not covered by the above rights. Information, deletion, blocking, correction or transfer to another company may be possible with respect to this information, if you provide us with additional information that allows identification.

## **VII. Right of objection**

If your personal data is processed on the basis of legitimate interests pursuant to Art. 6 para. 1 sentence 1 lit. f DS-GVO, you have the right to object to the processing of your personal data pursuant to Art. 21 DS-GVO if there are reasons for doing so which arise from your particular situation or if the objection is directed against direct advertising. In the latter case, you have a general right of objection, which will be implemented by us without stating a particular situation.

## **VIII. Exercise of your rights as data subject**

If you have any questions regarding the processing of your personal data, if you wish to obtain information, correct, block, object to or delete data, or if you wish to have your data transferred to another company, please contact

MLW intermed  
Handels- und Consultinggesellschaft für  
Erzeugnisse und Ausrüstungen des  
Gesundheits- und Bildungswesens mbH  
August-Borsig-Ring 1  
15566 Schöneiche bei Berlin  
Deutschland  
Fax: (+49) 030 42158-603  
e-mail: info@mlw-beauty.com

## **E. Data security**

To ensure the security of the data transmitted to us, we use SSL-256 bit encryption. You can recognise such encrypted connections by the prefix "https://" in the page link in the address line of your browser. Unencrypted pages are identified by "http://".

Thanks to SSL encryption, none of the data which you transmit to our website - for example in case of enquiries or logins - can be read by third parties.

We also use suitable technical and organisational security measures to protect your data from accidental or intentional manipulation, partial or complete loss, destruction or unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

## **F. Updating and modification of this privacy policy**

This privacy policy is currently in effect and has the status of July 2020.

Due to further development of this website and the offers made there or due to changing statutory and/or official requirements, it may become necessary to amend this data protection statement. You may retrieve and print out the current data protection statement from our website at <http://www.mlw-beauty.com/datenschutz> at any time.