

## PRIVACY POLICY

### 1. Privacy at QIPC

The protection of personal data is important to us. Therefore, we conduct our activities in accordance with applicable personal data protection and data security legislation. Below, you will find out what information we collect, how we use it and to whom we may provide it.

### 2. Personal data

In general we collect personal data via personal contact. We do not collect any personal data (such as names, addresses, telephone numbers or e-mail addresses) through our websites, unless you voluntarily provide us with such data (e.g. through the contact form) or the corresponding legal provisions on the protection of your data allow this.

### 3. Purpose

In general, we use the personal data you provide solely to answer your queries concerning products and services, to fulfil your orders or to allow you to access specific information, offers or services. It is also possible that we may store, process and forward your personal data to our global subsidiaries with the aim of improving our customer services, our products or our performance; or use your data, or make them available to a third party, to keep you informed of special offers that may benefit your business.

Your personal data will only be used for customer-related activities such as direct marketing or market research if you have given your express permission. We treat all personal information as confidential and neither sell nor import it in any other way to third parties, with the exception of other companies within the QIPC group where this is necessary for business purposes.

When you register for our newsletter, we will use your name and e-mail address to send and personalise our newsletter. We also analyse the opening and clicking rates of our newsletters for market research purposes. However, tracking is completely anonymous and will not be merged with your personal information.

By subscribing to the newsletter, you agree to the use of your data for sending and analysing our newsletter. If you do not want to receive newsletters from us anymore, you can [unsubscribe here](#).

### 4. Restricted utilisation

QIPC will collect, process and utilise the personal data you provide on the QIPC website solely for the purposes stated, except where the collection, processing and utilisation

- serve an additional purpose directly associated with the original purpose for which the personal data were collected;
- are necessary for preparing, negotiating and fulfilling a contract with you;
- are required by legal obligations, public authorities or court order;
- serve to guarantee data security by preventing abuse or other illegal activities, e.g. deliberate attacks on the IT systems operated by QIPC.

## 5. Automatically collected data, cookies, web analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website

is usually transmitted to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, your IP address will be shortened by Google beforehand within member states of the European Union or other parties to the Agreement on the European Economic Area.

Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator.

The IP address provided by Google Analytics as part of Google Analytics will not be merged with other Google data. You can prevent the storage of cookies by a corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this website to the fullest extent possible.

Our user and event data will be held on the Google server for 26 months. After that period the data will automatically be deleted from the server.

You can find more information about terms of use and data protection at [www.google.com/analytics/terms/en.html](http://www.google.com/analytics/terms/en.html) or at [www.google.com/intl/en/analytics/privacyoverview.html](http://www.google.com/intl/en/analytics/privacyoverview.html).

## 6. Security

QIPC takes technical and organizational security measures to protect your personal data against unintentional or unlawful deletion, alteration or loss, and against unauthorized disclosure or access.

## 7. Links to other websites

The QIPC website may contain links to other websites. QIPC is not responsible for the privacy policies or the data protection of these sites.

## 8. Questions and annotations

QIPC will respond to any reasonable request to review and, if necessary, correct, supplement or delete personal data. If you have any questions or comments about our privacy policy (for example, to review and update your personal information), please contact us via [info@qipc.com](mailto:info@qipc.com) and send us your questions and suggestions.