

## **DATA PROTECTION NOTICES**

Data processing at tooz (e.g. collection, processing, transfer) is performed in accordance with the law. The personal information needed from you for business transactions is stored by us and transferred to service providers contracted by tooz to the extent necessary to process the transactions.

### **Scope of Application**

This data protection notice applies to websites, domains, social media platforms and applications belonging to tooz. In some cases, tooz websites also contain links to websites of third-party, tooz-external companies to which this data protection and legal notice does not apply.

### **General Data Protection Standard**

tooz is a corporation operating on a global scale which has cross-border legally business processes, management structures, and technical systems.

When you visit our websites, data may be collected which may, in some cases, be of a personal nature. In this notice, we point out what personal information tooz collects during your visit to our websites, and how we handle this data.

We consider the protection of your personal information a very serious matter. Our processing of your personal information collected during your visit to our websites is carried out fully in accordance with the relevant legal stipulations. In addition, our approach to dealing with personal information is based on the EU data protection principles which provide for the greatest possible degree of transparency, observance of the right to choose, access rights and the transmission and lawful processing of personal information.

tooz complies with the data protection laws which are applicable in its own particular case. At the same time, we have instructed our employees to refer to and comply with our data protection rules wherever personal information is requested on any website.

To the extent legally permissible and with due regard for your legitimate interests in excluding the transmission or use of information, we may forward your address and creditworthiness data to, or request this data from, credit agencies in order to run credit checks for orders.

For orders paid for by invoice, and installment purchases, we use address data in addition to other creditworthiness data to estimate the risk of payment defaults in individual cases.

Furthermore, tooz is permitted to collect and process address and order information for its own marketing purposes. This means, for example, that tooz may compare email addresses collected during order processes with Facebook Ireland Limited's email address lists in order to display personalized advertisements to the owner of the address. Facebook Ireland Limited is not permitted, however, to use the email address for any

purpose other than comparing it with its address list. Information is sent to third parties for advertising purposes only in cases where it is legally permissible to do so.

## **Notice**

You may object to the use, processing and transfer of your personal information at any time by means of an informal written letter addressed to tooz or via email ([dataprivacy@tooztech.com](mailto:dataprivacy@tooztech.com)). Upon receipt of your objection, we will cease to use, process and transfer the information in question for any purpose other than carrying out the orders and tasks you have requested; we will also cease to send you advertising and promotional materials.

## **Disclosure or objection**

Want to know which of your personal information is processed by tooz? Want to object to having your information used? Under Article 15 of the General Data Protection Regulation and § 34 of the German Federal Data Protection Act 2017 you have a legal right to this and we are happy to comply with your request.

## **Gathering, Processing and Transfer of Personal Information**

tooz wants to give you as much control as possible over your personal information. Normally, you can access tooz websites without providing any personal information.

However, in certain areas of the tooz websites you are requested to enter personal data in order to help us enhance the site for you and keep in contact with you. Any personal information you submit is treated as confidential and is saved and processed exclusively within the scope of the relationship between you and tooz. Your personal information will not be forwarded, published or otherwise made available to third parties for marketing purposes without your prior approval.

However, as part of the provision of our services, your information may under certain circumstances be transferred to third parties who we have included in order processing, e.g. business partners or IT service providers. When transferring personal information to these third parties, we restrict ourselves to the information which is necessary for the provision of the service in question and we ensure that this transfer is carried out in compliance with the required data security. tooz will only transfer your personal information to third parties which have committed themselves to data protection and to the processing of your information in compliance with the applicable laws.

In addition, tooz may be forced by court or official orders to disclose your data and associated information. Likewise, we reserve the right to use your information for the assertion of or defense against legal claims.

In the event of a takeover or merger with another company, it may be necessary to disclose or transfer your information to actual or potential buyers. In this case, tooz will

aspire to the highest possible level of data protection and will comply with the legal stipulations.

## **Rights of those affected**

You are entitled to request information regarding the personal data we process at any time; you may also object to the processing of this information as well as request that the extent to which your personal information is processed be limited, that information be corrected or that information be deleted. Please note that tooz may only delete your personal information in the event that no legal stipulations exist which require this information to be stored, or in the event that tooz' right to store this information does not take precedence over your right to have it deleted. Please also note that once you have requested to have your information deleted, or to have the processing of your information limited, or you have objected to the processing of your information, you may then no longer use tooz services, in part or in full, which require the use of your personal information.

If your personal information is being used by tooz because you have agreed to have it used, or because it is required for the fulfilment of a contract you have concluded with tooz, you may request a copy of the information that you have made available to tooz. Please send your request to the email address provided below. Be sure to include which data or processing activities you are requesting information about, in what format you would like to receive this information, and whether the information should be sent to you or another recipient. tooz will carefully review your request and inform you of the best way to fulfil it.

Furthermore, in the following cases you can ask tooz to not share your personal information with others:

1. If you claim that the personal information held by tooz is incorrect (however, the processing of information in this case will only be limited during the period of time needed by tooz to verify the accuracy of the personal information in question),
2. If there is no legal basis for the processing of your personal information by tooz and you request that tooz cease processing your information,
3. If tooz no longer needs your personal information, but you claim that tooz must store this information so that legal claims can be raised or exercised, or so that the claims of third parties can be defended, or
4. If you object to the processing of your personal information by tooz (on the basis of tooz' legitimate interest), for the length of time required to verify if tooz' interest in processing your personal information takes precedence or if a legal requirement to store the information exists.

## **Compliance with regulations**

tooz and its products, services and technologies are subject to the export regulations of various countries, including those of the European Union and its member states and those of the United States. You acknowledge that tooz is required, per applicable export regulations, trade sanctions, and embargos, to take measures to prevent companies, organizations, and parties named in sanction party lists from acquiring certain products, technologies, and services through tooz websites or delivery channels controlled by tooz. These measures may include the following:

1. The automated comparison of user registration information described in this notice and other information related to the user's identity with applicable sanction lists;
2. Regular and repeated comparisons of this information as sanction lists are updated or as the user updates his or her information;
3. The blocking of access to the services and systems of tooz if a user is potentially found in an applicable sanction list;
4. Establishing contact with the user in the event his or her information is found in a sanction list, in order to verify his or her identity.
5. You also acknowledge that information required to carry out activities in accordance with your decision to have your personal information processed and used, or to receive marketing and promotional materials from tooz may be stored to the extent this is required by law.

## **Legitimate interest of tooz**

Each of the items listed below presents a case in which tooz has a legitimate interest in processing and using your personal information. If you do not agree to having your information processed and used by tooz in these ways, you may object to these processing activities.

### **Questionnaires and surveys**

tooz may invite you to participate in customer surveys. The questionnaires used for these surveys are designed in such a way that the questions can be answered without providing personal information. However, any personal information provided in a questionnaire or survey may be used by tooz to improve its products and services.

### **Generation of anonymized data sets**

tooz may anonymize the personal information covered by this Data Protection Statement to create anonymized data sets which can be used to improve tooz products and services.

### **To keep you informed about updates and collect feedback**

Within the framework of tooz' relationship with you as a customer, tooz may keep you informed, to the extent permitted by law, about its products and services which are similar to the products and services which you have already purchased from tooz or which you use, or products or services which are directly related. Moreover, tooz may contact you to collect feedback regarding products, services, seminars, webinars or events which you

have purchased or attended for the purpose of improving the product, service, webinar, seminar, or event in question.

### **Information on data security**

tooz knows how important it is that the information you provide to us is handled discreetly and is protected. Data security on our websites is a top priority. We have therefore made great efforts to ensure that our online security measures are effective. Essential data traffic on the tooz websites is therefore encrypted. tooz endeavors to update its encryption technology on a continuous basis in line with technical progress, in order to guarantee the confidential handling of the information you send us over the Internet.

To the extent technically possible, for example to measure the use and effectiveness of a web-page, as well as for authentication and simplification of navigation, we use various technologies including "cookies". A cookie is a data item which a website sends to your browser. It is stored on your system and is used to identify it (see Cookies, Web Tracking and Web Analytics).

During a visit to our websites visitors' IP addresses are captured for the analysis of malfunctions, for website administration, and for the establishment of demographic characteristics. Furthermore, we use the IP addresses and other information, made available to us by you on this website or by other means as required, to find out which of our websites are being visited and what topics interest our visitors.

### **Cookies, Web Tracking and Web Analytics**

tooz online services use cookies, pixels and other similar technologies (collectively called "cookies" from now on) to recognize your browser or device, to learn more about your interests and to provide you with essential functions and services as well as for other purposes.

Cookies have the advantage that they enable you to use many of our offerings (services/features). If you do not allow cookies to be placed or reject cookies in any way, it is not possible, for example, to use various aspects of our online services or to use other products or services that require cookies.

Approved third party providers may also place cookies when you interact with tooz . Third party providers include search engines, measurement and analysis service providers, social media networks and advertising companies. Third parties use cookies to provide content, including ads, that is relevant to your interests, to measure the effectiveness of their ads, and to provide services on behalf of tooz. For more information about third parties who may place cookies, please refer to the "Partners" section in the "Tracking and Cookie Technologies" section.

In certain cases, the data collected can be used to identify the visitor. The data collected is used to improve the offering or target customers. IP addresses are generally shortened or only processed in an anonymous form.

Depending on their function and purpose, cookies can be grouped into different categories: strictly necessary cookies, functional cookies, performance or analytical cookies, cookies for marketing purposes and social media cookies.

Essential cookies are necessary to allow you to navigate through a website and use the features built into it. Without these cookies, the website's functionality cannot be guaranteed. This means that certain actions performed by the user (e.g. text input, configuration options) are not stored as the user navigates to other pages on the website.

Functional cookies make it possible for a website to store information provided by the user (e.g. username, language selection, current location) to improve the user's browsing experience and personalize the functionality of the website. For example, a website can provide the user with local pricing information if a cookie is used to store the region that the user is in. Functional cookies are also used to perform commands such as playing videos. These cookies collect information in anonymous form and cannot be used to track your use of other websites.

Performance cookies collect information about how a website is used (e.g. information about which pages the visitor visits most frequently and whether or not the user receives any error messages). These cookies do not store any information which could be used to identify the user. The collected information is aggregated and anonymized. These cookies are used exclusively to improve the performance of the website and, hence, the user's experience.

Cookies for marketing purposes are used to present users with advertising which is relevant to them and which is tailored to their interests. They are also used to limit the number of impressions of an ad and to measure the effectiveness of advertising campaigns. They register whether a user has visited a page or not. This information can then be shared with advertisers. These cookies are used to improve the relevance of advertising and are linked in part to page functionalities of third parties.

## **Social media**

For example, we use social media cookies so we can activate social media icons. This also allows access to social media and surfing on our and other websites can be tracked by the operator of the social network.

If you want to modify, limit, or object to the use of cookies or the analysis of your surfing behavior, or if you wish to withdraw your objection, you can change and manage the settings for each website in most standard browsers as follows:

- Chrome: Click the padlock icon next to the address bar (on SSL-certified pages) or on the information icon (i).

- Firefox: Click the icon next to the web address. Look to the right of the check box and select "Further information". The cookie management is located under "Privacy & Security".
- Internet Explorer: Click the gear icon, then go to "Extras" > "Internet Options". Go to the "Privacy" tab. The cookie management options are located under "Advanced".

You can also manage browser cookies for the most common web browsers via the browser settings. The help function of most web browsers explains how to prevent your browser from accepting new cookies, how your browser can notify you when you receive a new cookie, how to disable cookies and when the cookies expire. If you deactivate all cookies in your browser, neither tooz nor third parties will transmit cookies to your browser. However, if you do this, you may need to manually adjust some settings each time you visit a website, and some features and services may not work.

### **How does tooz use cookies?**

Cookies are used to survey access to our online services and to implement functionalities intended for social media and marketing. We also forward information to our partners for analytical, marketing and social media purposes. Our partners may merge this information with other data you provide or others they may have collected through the use of their services. You can object to this use to different degrees. To do this, please select your personal preference.

### **Cookie Preferences**

tooz uses cookies in a number of ways and for the following purposes:

- To authenticate and identify you when you use one of our websites or applications, so that we can provide you with the services you have requested
- To provide the tooz websites and applications you use to store your settings or record the point at which you stopped using a tooz website or application
- To measure your use of tooz websites and applications so that we can improve our websites and on-line services and adjust them to suit your likely interests.
- To understand what your interests likely are so that we can present you with relevant information when you visit tooz websites
- To provide content, including advertisements, that is relevant to your interests on tooz websites and third-party websites and generate reports. This allows us to measure and analyze the performance of our services.
- To prevent fraud and improve security.
- To undertake research and diagnostics to improve content, products and services.

## Google Analytics

This website makes partial use of Google Analytics, a web analysis service from Google Inc., headquartered at 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google"). For this purpose, Google Analytics uses cookies, i.e. text files that are saved on your computer and enable you to analyze your website. As a rule, the information about your use of this website obtained by the cookie is transmitted to a Google server in the USA, where it is saved. However, your IP address will be shortened by Google if IP anonymization is activated on the website. This applies within the EU member states or in other signatory states of the agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA 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 the website activities, and to provide the website operator with other services relating to website use and Internet use. Google will not merge other data with the IP address transmitted by your browser within the scope of Google Analytics. You can prevent the saving of cookies by setting your browser software accordingly. However, if you choose to do so, please note that you might not be able to utilize all the functions of the tooz website in question to their full extent. In addition, you may prevent Google's capture and processing of the data generated by the cookie related to your use of the website (including your IP address) by downloading and installing a browser plugin available via the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

The Terms and Conditions of Use and Data Protection Notice can be found at <https://www.google.com/analytics/terms/de.html> or at <https://www.google.de/intl/de/policies>.

Google has added the code "anonymizelp" to this web page to enable IP addresses to be collected in an anonymized form.

We use the remarketing and Google AdWords function of Google Inc. on our websites. ("Google"). This function is used to present website visitors with advertisements related to their interests within the Google advertising network. On these sites, the user may be presented with advertising related to content that he or she viewed previously on other websites which employ the Google remarketing feature. According to Google, it does not collect personal information during this process. If you do not want Google to use the remarketing feature, this can normally be deactivated by changing the settings at <http://www.google.com/settings/ads>. Alternatively, you can disable the use of cookies for interest-related advertising via the Advertising Network Initiative by following the instructions at [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp). For more information about Google remarketing and Google's privacy policy, please visit: <http://www.google.com/privacy/ads>.

If you have reached our website via a Google advertisement, Google AdWords may sometimes save a cookie on your computer. This cannot trace back to you as a person. The information collected with the help of this so-called "conversion cookie" is used to generate statistics on our conversion rate. This implies that we can know how many users visit our websites through a Google ad and, if applicable, purchase a product. If you want

to avoid the tracking process, you can disable cookies for conversion tracking by setting your browser to block cookies from the relevant domain: Google AdWords: [googleadservices.com](http://googleadservices.com)

## **Personalized Recommendations**

We use software to create user profiles and keep them up to date. The process involves the use of cookies for tracking purposes on the website. Unknown visitors are registered as anonymous.

In some cases we use retargeting by which visitors to a web page are tagged so that they can be presented with targeted information on other web pages. This information cannot be used to identify individuals and can be deactivated at any time by changing the display settings or privacy settings in your browser.

In some cases we use the remarketing function of Google Inc. This feature is used to present website visitors with advertisements related to their interests within the Google advertising network. To do this, a cookie is saved to the visitor's browser which makes it possible to identify the user when he or she visits a website which is part of the Google advertising network. On these sites, the user may be presented with advertising related to content that he or she viewed previously on other websites which employ the Google remarketing feature. According to Google, it does not collect personal information during this process. If you do not want Google to use the remarketing feature, this can generally be deactivated by changing the settings under <http://www.google.com/settings/ads>.

Through the use of the Google remarketing feature and the "similar audiences" feature, you may be presented with advertising from tooz which is tailored to your person and personal interests when you visit websites within Google's so-called "Display Network". You can also deactivate the cookies used in this process at any time by changing the display settings or privacy settings in your browser.

## **Facebook**

We use the Facebook "Customer Audience" and "Facebook Pixel" services on our websites to optimize our advertising offers, provided that you have granted an appropriate consent.

More information about these Facebook services and the privacy policy of Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook") can be obtained by clicking on the link <https://www.facebook.com/privacy/explanation>. If you use a Facebook user account, the Facebook pixel on our web pages can recognize this by the Facebook cookie which is used to transmit the collected usage data to Facebook for analysis and marketing purposes. Under certain circumstances, the Facebook Pixel may enable tracking on many other websites. You can check and/or deactivate this data collection and the additional processing and use of the data by

Facebook directly on Facebook. With Facebook Pixel, the following data is transmitted to Facebook:

- HTTP header information (including IP address, web browser information, web page location, document, web page URL, web browser user agent, and date and time of use)
- Pixel-specific data: this includes the Pixel ID and Facebook cookie data including your Facebook ID (this data is used to associate events with a specific Facebook ad account and associate them with a Facebook user)
- Additional information about your visit to our web pages as well as standard and user-defined data events.
  - Orders placed (sales transactions)
  - Completed registrations and trial subscriptions
  - Products searched for, product information downloads

The above data processing only applies to users who have a Facebook account or have accessed a Facebook partner page (which set a cookie). Playing advertising on Facebook (partner) pages using the "Customer Audience" service does not concern users who are not members of Facebook. If the Facebook ID contained in a Facebook cookie can be assigned to a Facebook user, then Facebook will assign this user to a target group ("Custom Audience") according to the rules we have defined, provided that the rules are relevant. We use the information thus obtained for the presentation of advertisements on Facebook (partner) pages or other websites. If you wish to object to the use of Facebook Pixel, you can set an opt-out cookie on Facebook or disable JavaScript in your browser. For additional information and configuration options for protecting your privacy with regard to advertising purposes, please refer to Facebook's privacy policy, which can be found amongst other locations at

[https://www.facebook.com/ads/website\\_custom\\_audiences](https://www.facebook.com/ads/website_custom_audiences).

### **LinkedIn Analytics, LinkedIn Ads und LinkedIn Conversion Tracking**

We use the conversion tracking technology and retargeting feature of LinkedIn Corporation on our website. This technology allows visitors to this website to play personalized ads on LinkedIn. It is also possible to create anonymous reports on ad performance and website interaction information. To do this, the LinkedIn Insight tag is included on this website, which establishes a connection to the LinkedIn server if you visit this website and are logged into your LinkedIn account at the same time. Please see LinkedIn's privacy policy at [www.linkedin.com/legal/privacy-policy](http://www.linkedin.com/legal/privacy-policy) for more information on data collection and use, and the choices and rights to protect your privacy. If you are logged in to LinkedIn, you can deactivate data collection at any time at the following link: <https://www.linkedin.com/psettings/enhanced-advertising>.

### **Use of Twitter and Twitter Conversion Tracking**

We use the visitor action pixel of Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA ("Twitter") on our website, provided you gave your consent to this. This

helps us to track the actions of users after they have seen or clicked a Twitter advertisement. We can then determine the effectiveness of Twitter advertisements for statistical and market research purposes. The data captured in this way is anonymous to us - meaning that we do not see the personal data of individual users. This data is however saved and processed by Twitter, about which we inform you in line with the knowledge available to us. Twitter may link this data with your Twitter account and also use it for its own marketing purposes in accordance with Twitter's data protection policy <https://twitter.com/privacy> You may enable Twitter and its partners to place advertisements on and outside of Twitter. A cookie may additionally be saved on your computer for these purposes.

More detailed information on conversion tracking and data protection settings for customized adverts can be found at <https://support.twitter.com/articles/20171528#>.

By using Twitter and the "re-tweet" function, the websites you have visited are linked with your Twitter account and disclosed to other users. Data is also transferred to Twitter in the process. Please note that, as providers of the webpage, we do not obtain any knowledge of the content of the transferred data or its use by Twitter. Further information in this regard is available in Twitter's data privacy statement at <https://twitter.com/privacy>.

You may change your data protection settings on Twitter under the account settings at <http://twitter.com/account/settings>. This consent may only be granted by users who are over 16 years old. If you are younger, please ask your parent or guardian for advice.

## **Partners providing tracking and cookie technologies**

Addresses and privacy policies of our partners providing tracking and cookie technologies

### **Google**

Google Germany GmbH  
ABC-Str.19  
20354 Hamburg

<https://policies.google.com/privacy?hl=de&gl=de>  
<https://privacy.google.com/businesses/processorterms>  
<https://privacy.google.com/businesses/controllerterms>

### **Facebook**

Facebook Ireland Limited,  
4 Grand Canal Square  
Grand Canal Harbour  
Dublin 2, Ireland

<https://de-de.facebook.com/privacy/explanation>  
<https://www.facebook.com/help/568137493302217>

### **LinkedIn**

LinkedIn Ireland Unlimited Company

Wilton Place

Dublin 2, Ireland

[https://www.linkedin.com/legal/privacy-policy?trk=hb\\_ft\\_priv](https://www.linkedin.com/legal/privacy-policy?trk=hb_ft_priv)

### **Twitter Inc.**

1355 Market Street

Suite 900

San Francisco CA 94103

<https://twitter.com/de/privacy>

## **Country-Specific Regulations**

**Russian Federation:** The following applies to users located in the Russian Federation: The services mentioned here are not intended for citizens of the Russian Federation whose permanent address is in Russia. If you are a citizen of the Russian Federation and your permanent address is located in Russia, you acknowledge that any and all personal information you provide when using our services is done so at your own risk and that you are solely responsible for this information; you also acknowledge that by using ZEISS services you grant your explicit permission to have your personal information collected and transferred to the United States and other countries for processing, and that ZEISS cannot be held responsible for failure to adhere to any laws of the Russian Federation.

**People's Republic of China:** The following applies to users located in the People's Republic of China: By using ZEISS services you grant your explicit permission for your personal data to be collected, processed and transferred to recipients outside China.

## **Contacts for data protection concerns**

If you have a data protection concern, please contact [dataprivacy@tooztech.com](mailto:dataprivacy@tooztech.com).

## **Amendments to this Data Protection Notice**

This notice is amended occasionally to ensure that it complies with current legal requirements and covers all of our online services.

Your legal rights to information, rectification, blocking, erasure, and objection are not affected by these changes.

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