

Privacy Policy

1. General Information

- 1.1. We appreciate your visit to our website and your interest in our company and services. Please make sure you read the following privacy statement carefully before you transmit any personal information to us.
- 1.2. This Privacy Policy has been designed to inform you and notify you of the kinds, the scope and the purpose, as well as your rights concerning your data collected and processed by Photo4id International GmbH, Mozartstraße 8, 80336 München.
- 1.3. By visiting our Photo4id websites and services you are accepting and consenting to the practices described in this Privacy Policy.

2. Cookies

- 2.1. A cookie is a small piece of data sent from a website and stored in a user's web browser while a user is browsing a website. When the user browses the same website in the future, the data stored in the cookie can be retrieved by the website to notify the website of the user's previous activity. We use Cookies in order to improve the usability of our services as well as for analyzing and personalizing purposes.
- 2.2. Most browsers automatically accept cookies, but you can usually refuse cookies or selectively accept certain cookies by adjusting the preferences in your browser. If you turn off cookies, there may some features of our site that will not be available to you and some web pages may not display properly.
- 2.3. You may opt-out from many ad-serving cookies by using the services provided by <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com/uk/your-ad-choices/> for users from the European Union.

3. Collection, Processing and Use of Personally Identifiable Data

- 3.1. We will collect, process and use personally identifiable data beyond the scope already permitted by law and without your required further consent only to the extent necessary for the conclusion and execution of a contractual relationship, performing requests or for billing purposes.
 - 1.1. Your personal data are used for the following purposes:
 - The provision of our services and within them the acceptance, processing and execution of your orders.

- Ensuring an efficient customer service and / or technical support for your products. When you contact us your details will be stored in order to process the enquiry and in case additional questions arise.
 - Technical notifications concerning our service.
 - Sending newsletters or other advertising material, providing that you have given us your corresponding approval.
- 3.2. We pass your data on to third parties where this is necessary for invoicing purposes (e.g. carrying out transactions or posting invoices) or for other reasons to enable us to fulfill our contractual obligations to you.
- 3.3. To protect your personally identifiable data collected and processed by us from unauthorized access and abuse, we have put a number of technical and organizational security measures in place. These security measures are monitored on a regular basis and updated according to technical progress as necessary. Our staff is well informed about privacy rules and obliged to follow them.
- 3.4. As provided for by applicable provisions we are entitled to disclose and submit data for criminal prosecution and risk prevention purposes.

4. Server Log-Files

- 4.1. During every visit of our websites information about IP address, referring URL, date/time, browser version and operating system, amount and state of transferred data is stored in the web server log files.
- 4.2. We use the log data without any other personal or pseudonymous profiling as required by law only for the purpose of the operation, security and optimization of our service

5. Incorporation of third party services and content

- 5.1. Third party content, such as videos from YouTube, map material from Google Maps, RSS feeds and graphics from other websites, for example, can be incorporated on the website.
- 5.2. This always presupposes that the provider of this content (hereafter referred to as the “third party provider”) always uses the user’s IP address. This is because without the IP address, they cannot send the content to the respective user’s browser. The IP address is thus required for displaying this content.
- 5.3. We endeavour only to use content of which the respective provider uses the IP address only for distributing the content. However, we have no influence on whether the third

party provider saves the IP address for other purposes, such as statistical purposes, for example. If we are aware of this, we will clarify this in the following paragraphs.

6. Google Analytics

- 6.1. This website uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses “cookies”, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States .
- 6.2. In case IP-anonymisation is activated on this website, your IP address will be truncated within the area of Member States of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases the whole IP address will be first transferred to a Google server in the USA and truncated there. The IP-anonymisation is active on this website.
- 6.3. Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing them other services relating to website activity and internet usage.
- 6.4. The IP-address, that your Browser conveys within the scope of Google Analytics, will not be associated with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also opt-out from being tracked by Google Analytics with effect for the future by downloading and installing Google Analytics Opt-out Browser Add-on for your current web browser:
<http://tools.google.com/dlpage/gaoptout?hl=en>.

7. Contact and Notices

- 7.1. In compliance with legal requirements we will at any time provide you with information on your personally identifiable data stored by us, free of charge and without undue delay.
- 7.2. Furthermore, you are free to revoke the approvals granted by confirming this Privacy Policy, at any time and with future effect. If you wish to do so, please feel free to contact us using the contact data in our imprint.

8. Necessary Amendments

- 8.1. We reserve the right to modify or amend this Privacy Policy with view to the provision of new services, if and to the extent necessary.
- 8.2. The same applies if the current Privacy Policy is found to contain any gaps. Upon such amendment, we will contact our Users by email sent to the email address provided to us.