

## Data Protection Declaration

Thank you for your interest in using our website. The protection of personal data has the highest priority for us. Below you will find information about the processing of your personal data and your rights in the context of using our website. In the course of the further development of our website and the implementation of new legal requirements, new technologies or in order to improve our service for you, changes to this data protection declaration may become necessary. We therefore recommend that you re-read this data protection statement from time to time.

### 1. Person(s) Responsible

Responsible for the data processing is:  
 Masterflex Technical Hoses Limited  
 Units G & H, Prince of Wales Business Park,  
 Vulcan Street, Oldham, OL1 4ER  
 Tel: +44 161 626 8066  
 E-Mail: [info@masterflex-uk.com](mailto:info@masterflex-uk.com)

### 2. Your Rights as a Person

As the person concerned, you have the following rights under the Basic Data Protection Ordinance (DS-GVO), insofar as their respective legal requirements are met:

Information: You have the right to obtain information about the data we process about you.

Correction: You may request the correction of inaccurate personal data. You can also request that incomplete data be completed.

Deletion: In certain cases you can request the deletion of your personal data.

Restriction of processing: In certain cases, you may request that we restrict the processing of your data.

Data transferability: If you have provided us with data on the basis of a contract or consent, you may request that you receive the data you have provided in a structured, current and machine-readable format or that we transmit it to another person responsible.

**Right of objection**

**Right of objection on a case-by-case basis**

You have the right to object at any time to the processing of your personal data on the basis of Art. 6 para. 1 sentence 1 e) DS-GMO or Art. 6 para. 1 sentence 1 f) DS-GMO for reasons arising from your particular situation; this also applies to profiling based on these provisions. We then no longer process this personal data for these purposes, unless we can prove compelling reasons worthy of protection for the processing, which outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

**Right of objection to the processing of data for direct marketing purposes**

In individual cases we process your data for direct advertising purposes. You have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising. This also applies to profiling insofar as it is connected with such direct advertising. If you object to the processing for direct marketing purposes, your personal data will no longer be processed for these purposes.

Revocation of consent: If you have given us consent to the processing of your data, you can revoke this at any time with effect for the future. The legality of the processing of your data until revocation remains unaffected by this. You can also declare a revocation in addition to the ways mentioned under "Assertion of your rights" in accordance with the respective instructions for "Exercise of the revocation" in the section "Services & Cookies".

Enforcement of your rights: To exercise all your aforementioned rights, please contact [info@masterflex-uk.com](mailto:info@masterflex-uk.com) or via telephone under +44 161 626 8066 or by post to the address indicated above under item 1. Please ensure that we can uniquely identify you.

Right of appeal to the supervisory authority: You have the right to lodge a complaint with a data protection supervisory authority, in particular in the Member State of your habitual residence, place of work or place of suspected infringement, if you believe that the processing of personal data concerning you is unlawful..

### 3. [Automated individual decisions including profiling]

Automated decisions in individual cases, including profiling within the meaning of Article 22 of the DS-GMO, do not take place in connection with the use of our service.

### 4. Details on Services, Cookies, etc.

#### 4.1. Own Services

Funktionalität	Data Category	Purpose(s)	Legal Basis	If applicable, pursued legitimate interests	Recipient or Category of Recipient	Third country transfer; adequacy decision (yes/no)	Guarantees for and access to transfers to third countries, where appropriate	Storage periods or criteria for determining them	Obligation to provide personal data and, if applicable, consequences of failure to provide them	Exercise of the revocation, if necessary	Source of Data
Display of Service	Date and time of access, duration of visit, type of terminal device,	Provision of the service	Article 6(1)(b) and (f) DS-GVO	Technical Functionality	Hosting provider, internal departments,	--	--	Immediately after delivery by the web server	No obligation to provide, automated collection by calling up the service	--	Direct survey when accessing the website/service

Funktionalität	Data Category	Purpose(s)	Legal Basis	If applicable, pursued legitimate interests	Recipient or Category of Recipient	Third country transfer; adequacy decision (yes/no)	Guarantees for and access to transfers to third countries, where appropriate	Storage periods or criteria for determining them	Obligation to provide personal data and, if applicable, consequences of failure to provide them	Exercise of the revocation, if necessary	Source of Data
	operating system used, functions you use, amount of data sent, type of event, IP address, domain name				external service partner for technical support						
Log files	URLs accessed, user's IP address, time and date of access, amount of data transferred, website from which the user has accessed the requested page ("referrer"), website accessed by the user's system via our website, http status, information on browser type and version used, user's operating system, user's Internet service provider	Statistical evaluations, Improvement of the website, System security (e.g. prevention of misuse), fault diagnosis	Article 6(1)(b) and (f) DS-GVO	See Purposes	Hosting providers, internal departments, external service providers for technical support, government agencies on request	--	--	7 days after creation	No obligation to provide, automated collection by calling up the service	--	Direct survey when accessing the website/service
Contact Form	First and last name of the contact, postal address, telephone number, e-mail address, message content	Receipt and processing of inquiries, complaints or other feedback	Article 6(1) (a), (b) and (f) DS-GVO	See Purposes	Hosting providers, internal departments, government agencies on request	India; No	Standard data protection clauses according to Art. 46 para. 2 DS-GMO, Please ask for a copy under contact of number 1.	After final processing of the request	Mandatory data in the contact form marked with "*", other data serve for faster processing of your request, but do not have to be indicated necessarily	--	Direct survey in the contact form
Newsletter Registration	Recipient's first and last name, title, e-mail address, date and time of registration	Sending the newsletter to customers	Article 6(1)(a) DS-GMO	--	internal departments, especially marketing, hosting provider, Processors of newsletters, government agencies on request	none	--	After unsubscribing from newsletter	No obligation to provide	Unsubscribe link in every newsletter	Direct survey in the form for newsletter registration
Comments	Name or pseudonym, content of the comment	Enabling the commenting of contents of the website	Article 6(1)(f) DS-GMO	See Purposes	hosting provider, internal departments, in particular customer service	USA; no	Standard data protection clauses according to Art. 46 para. 2 DS-GMO, Please ask for a copy under contact of number 1.	After removal of the article to be commented on and, if necessary, deletion of illegal content	No obligation to provide	--	Direct survey in the form for comments

#### 4.2. Integration of third-party services

We integrate third party services to enable you to use their functions, services and features. These integrated third-party services are designed and provided by the respective providers. We therefore have no influence on the design, content and function of these third-party services or the processing of personal data by their providers. In this respect, please contact the providers of the integrated services directly.

Service	Provider/Recipient	Purpose(s)	Legal Basis	If applicable, legitimate interests pursued	Data protection information of the provider	Further Warnings
Google Maps	Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA	Provision of map service Google Maps	Article 6(1)(b) and (f) DSGVO	Provision of Google map service	<a href="https://www.google.com/intl/de/policies/privacy/index.html">https://www.google.com/intl/de/policies/privacy/index.html</a>	To prevent a connection to Google Maps, you can disable Javascript in the browser settings.
Facebook Social Plugin	Facebook, Inc., 1601 Willow Road, Menlo Park, California 94025, USA	Communication with the Facebook Profile	Article 6(1)(b) and (f) DSGVO	Enabling the communication via Facebook profile	<a href="https://www.facebook.com/policy.php">https://www.facebook.com/policy.php</a>	We use the Shariff solution, which means that only after you have clicked the Facebook button does

Service	Provider/Recipient	Purpose(s)	Legal Basis	If applicable, legitimate interests pursued	Data protection information of the provider	Further Warnings
YouTube-Videos	YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA (via Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA)	Display of YouTube Videos	Article 6(1)(b) and (f) DSGVO	Enabling YouTube video viewing	<a href="https://policies.google.com/privacy?hl=de&amp;gl=de">https://policies.google.com/privacy?hl=de&amp;gl=de</a>	your browser establish a direct connection to Facebook. The integration takes place via the "extended data protection mode" of YouTube.
Twitter	Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Irland		Article 6(1)(b) and (f) DSGVO	Enabling communication via Twitter-Accounts	<a href="https://twitter.com/privacy">https://twitter.com/privacy</a>	
Pinterest	Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland		Article 6(1)(b) and (f) DSGVO	Enabling use of photo community	<a href="https://about.pinterest.com/en/privacy-policy">https://about.pinterest.com/en/privacy-policy</a>	

### 4.3. Cookies

We use cookies on our website in order to offer a wide range of functions, to make the use more comfortable and to optimize our offers. Cookies are small text files that are stored by are generated on a web server and stored on your computer during your online visit using the web browser you are using.

We use so-called "session cookies" for this purpose. These are automatically deleted after the end of your browser session.

We also use long-term cookies, which are mainly used to provide you as a visitor to our website with permanently recurring settings. This enables us to adapt our website individually to your wishes. Long-term cookies also allow us to analyze the usage behavior of visitors, but only within the validity period of the cookie.

Furthermore, in connection with the integration of certain third-party services (see above), additional cookies may also be set by their providers (so-called "third party cookies").

If you do not wish cookies to be used, you can prevent cookies from being stored on your device by making the appropriate settings in your Internet browser. Please note that this may limit the functionality and range of functions of our offer. In addition, we will only set certain cookies if you have given your prior consent (see below). You can also make use of special options to object to certain cookies (see below). Please refer to the information in the following tables for detailed information on the type, scope, purposes, legal bases and possible objections to data processing in connection with these cookies.

The following cookies are used on our website (the information below may be on a sub-site):

#### a. Session ID

To make browsing our website easier for you, we use a so-called session identifier, which is assigned to each visitor at the beginning of each use of our website. This session ID is used by our server to recognize you or your computer/browser as the same visitor even though your IP address may have changed in the meantime. This session ID enables the assignment of several related requests of a user to a session. The session ID cookie we use is only valid until the end of a session. When you exit your browser, it is automatically deleted.

#### b. Piwik – Cookie

We use long-term cookies from the Piwik web statistics software to create web statistics. For further information, please refer to item 5.3. a.

#### c. Facebook - Buttons

This website uses so-called "social plugins" of the social network Facebook, which is operated by Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA. These social plugins can be recognized by the Facebook logo.

With the "Like button" and the "Share button" you can express your agreement to our online offer or simply recommend our content to your friends via Facebook. We have decided not to include these buttons already activated on our pages. They must first be activated by a mouse click. The reason for this is that data is transferred directly to Facebook by integrating buttons that are already activated. In theory, this would allow Facebook to create surf profiles of the users of our website. Our disabled buttons do not contact Facebook. The buttons are only active after you have activated the function of the buttons by clicking them. Only from this moment a connection to the servers of Facebook is established and you can use their functions. This activation is only valid for your current visit to our website. With each new call you have to activate the buttons again to be able to use them. If you are not logged in to Facebook, you will be prompted to log in to Facebook in a new window and will then have the opportunity to make your recommendation or share content. If you are already logged in to Facebook, you can make your recommendation without another window.

We have no control over the amount of data collected by Facebook in this way. If this button is activated, Facebook will in any case receive the information that you have called up the respective page of our Internet presence. If you are logged in to Facebook at the same time, Facebook can associate the corresponding views with your account. If you also interact with the social plugins, i.e. click on the "I like the button", the corresponding information is transmitted to Facebook. Even if you are not a member of Facebook, it is possible for Facebook to find out your IP address via the social plugin and save it if necessary. For details on the purpose and scope of Facebook's data processing, collection and use and your rights and setting options, please see Facebook's Privacy Policy:

[www.facebook.com/policy.php](http://www.facebook.com/policy.php)

If you do not want Facebook to collect information about you through our website and link it to your membership information, do not click the buttons (as described above). You can also block the social plugins using add-ons for your browser, such as the Facebook plugin with the "Facebook Blocker", which you can download here.:

[www.webgraph.com/resources/facebookblocker/](http://www.webgraph.com/resources/facebookblocker/)

#### d. Vimeo – Video Plugin (Google Analytics / New Relic)

To present our product videos, there is a plugin of Vimeo LCC, 555 West 18th Street, New York, New York 10011, USA ("Vimeo") implemented on our website. This plugin uses cookies. As soon as you call up a subpage of our website on which such plug-ins are installed, a direct connection is established between your browser and the Vimeo LCC servers. Because of this direct connection, the data required for this connection will be transmitted to Vimeo LCC as described under II.1.

If you have a Vimeo account and are logged in to it while using our website, Vimeo LCC may associate your visit to our website with your account. If you click on one of our videos, the Vimeo LCC will receive this information. Whether and to what extent Vimeo LCC uses this data is beyond our control. In this regard we refer to the further information of the Vimeo LCC: [http://vimeo.com/cookie\\_policy](http://vimeo.com/cookie_policy)

If you do not wish data to be transmitted to Vimeo LCC, please deactivate the storage of cookies in your browser for the Vimeo LLC website or set your browser so that cookies are generally not stored on your computer.

The Vimeo plugin uses other plugins, on which we have no influence. To our knowledge the following plugins are used:

#### **Google Analytics**

The Vimeo plugin uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). The Google Analytics cookie enables the analysis of your use of the Vimeo plugin. The information generated by the cookie about your use is usually transferred to a Google server in the USA and stored there. Google Analytics serves to evaluate your use of the Vimeo plugins in order to compile reports on the activities and to provide other services associated with the use and Internet usage. You can prevent cookies from being stored on your computer by adjusting your browser software accordingly. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link.

Further information can be found at <http://tools.google.com/dlpage/gaoptout?hl=en> or at <http://www.google.com/intl/de/analytics/privacyoverview.html> (general information on Google Analytics and data protection at Google).

#### **New Relic**

The Vimeo plug-in also uses the "New Relic" plug-in from New Relic Inc. 188 Spear Street, Suite 1200, San Francisco, CA 94105, USA. This plugin is used for the technical analysis of the servers used for availability and performance monitoring of the Vimeo plugin. For this purpose, system relevant data such as usage times, used hardware and software are collected and user profiles are created. Cookies are used for this purpose.

If you call a subpage of our website on which the New Relic plugin is active, a direct connection to the servers of New Relic is established. New Relic will be informed of this with regard to the data already listed under II.1 Logfiles. If you have a New Relic account and are logged in, New Relic may associate your visit with your account.

The exact purpose and scope of data collection and processing by New Relic and the rights and setting options for protecting your privacy can be found in New Relic's privacy policy: <https://newrelic.com/privacy>

If you do not wish New Relic to collect data, you can prevent this at any time by deactivating cookies in your browser settings.

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