

## Privacy Policy

Thank you for purchasing a Kistler MaDaM product. We inform you that Kistler is collecting data from your purchased product.

The protection of your privacy and your personal data is important to Kistler. It is the policy of Kistler to respect your privacy regarding any information we may collect from you from this application, and other sites/applications we own and operate. We only ask for personal information when we need it to provide a service to you. We collect it by fair and lawful means with your knowledge. We also let you know why we are collecting it and how it will be used. We only retain collected information for as long as necessary to provide you with your requested service. The data we store will be protected within commercially acceptable means to prevent loss and theft or unauthorized access, disclosure, copying, use or modification. We use products by Google to collect and store information. Those products are listed below. Apart from that, we do not disclose any personally identifying information publicly or to third-parties, except when required to by law.

With this privacy policy, we inform you about the type, scope, and purpose of our collection and use of personal data. You can access this information at any time on our website at <https://www.kistler.com/en/privacy-statement/>

### 1. Contact

The contact responsible for the data processing described herein is:

Kistler Instrumente GmbH  
Umberto-Nobile-Str. 14  
71063 Sindelfingen  
Germany

If you have any questions or concerns about data protection, please contact [data-protection@kistler.com](mailto:data-protection@kistler.com)

### 2. Scope

Our mission is to deliver our customers the best possible user experience. We use the data we collect to:

- Improve the customer user experience
- Determine which features of our products are being used to prioritize development efforts

- Simplify user interfaces
- Collect information on defects in our products in order to solve them

Data protection concerns personal data as defined in the General Data Protection Regulation (GDPR), i.e. all information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location, an online identifier or one or more specific characteristics.

The basis for our processing is the MaDaM purchase contract according to Art. 6 paragraph 1 letter (b) GDPR.

### **3. Automatic data collection during the use of this product**

When you use our products, your device automatically transmits certain data for technical reasons. The following data will be stored separately from any other data you may transmit to us:

- Date and time of access
- Browser type and version
- Operating system
- URL of the previously visited website
- amount of data transmitted
- Accessed domain
- Notification of successful data retrieval
- Defect occurrence information
- Abbreviated /anonymized IP address via Google's anonymization function (see <https://support.google.com/analytics/answer/2763052>)

These data are stored for technical reasons. The data from product access is used for error analysis, to guarantee system security, to log access to paid services (Kistler Software Licenses) and to improve our translation service.

Kistler does not collect personal data during the use of our products. In addition, Kistler never collects measurement data.

### **4. Cookie / HTML 5 local storage policy**

We use "cookies" and HTML5 local storage to provide you with a variety of features and improve your user experience.

Cookies are small files that are stored on your computer by your browser. If you do not wish to accept cookies, you can disable the storage of cookies on your computer by changing your browser settings accordingly. Please note that if you disable cookies, the functionality of the product may be impaired and the functionality may be limited.

Kistler uses cookies / HTML 5 local storage to store information about the state of the application and to let the data persist between sessions. Kistler does not use cookies to record any personally identifiable information about users.

We use two styles of cookies: persistent cookies and session cookies.

- Session cookies do not contain an expiration date. Instead, they are stored only as long as the browser or tab is open. As soon as the browser is closed, they are permanently lost.
- Persistent cookies do have an expiration date. These cookies are stored on the user's disk until the expiration date and then permanently deleted. They can be used for other activities such as recording a user's actions while on a particular product in order to customize their experience every time they visit.

In particular, we use the following cookies/local storage:

- Cookies to facilitate logging in.
- Save your favourite language and user-defined settings
- Cookie with a unique identifier to re-identify your browser (for more details, see "Google Analytics")
- First party cookies/local storage: Kistler may also use cookies to store application data. These cookies can store data, including the state of the application, or the choices that the customer has made while using the application. These cookies are crucial to the proper functioning of the application, and limiting the use of these cookies may cause the Kistler application to not function properly. The storage may be local storage which has no expiration date and will persist after the browser is closed, or session storage which gets cleared after the browser window is closed.
- Third-Party Cookies: We may use third-party cookies to record and analyze visitor behaviour in order to improve the functionality or appearance of our applications. The switch on this page allows you to choose to participate/not participate in this customer improvement program. These cookies may be created and used by outside service providers such as Google for their product Google Analytics. These services are integrated into our application because we consider it useful. This data will not be used by us to personally identify you and you can stop participating at any time. The cookies may be either session-based or persistent cookies.

## 5. Customer Improvement Program

Kistler uses various data collection services to provide the best customer user experience. The services used in this product are listed below. The data collected may be analyzed by the Kistler main office in Switzerland, or other companies of the Kistler group in the USA or Slovakia in anonymized form. Sending information to the services below may be disabled by unchecking the "Enable Customer Improvement" checkbox to the right.

### Google Analytics (with anonymization function)

Based on our legitimate interests, we use Google Analytics (with anonymization function), a web analysis service from Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google") in order to evaluate access to our website and our apps and to carry out business planning. Google Analytics uses cookies, which enable an analysis of your use of the website. The information generated by the cookie about your use of this product (including your shortened and thus anonymized IP address) is transmitted to a Google server in the USA and stored there. Google will use this information for the purpose of evaluating your use of this product, compiling reports on website activity on our behalf and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

Detailed information on how Google uses your data can be found in Google's privacy policy. <http://www.google.com/policies/privacy/>. Google is subject to the Privacy Shield Agreement.

We use Google Analytics with the anonymization function. By means of this addition, the IP address of the Internet connection of the person concerned is shortened and anonymized by Google if access to our product takes place from a member state of the European Union or from another contracting state of the Agreement on the European Economic Area.

You can deactivate Google Analytics with the help of a browser add-on if you do not want this analysis. You can download this add-on from the following link <http://tools.google.com/dlpage/gaoptout?hl=en>. You can also deactivate the option to the right: "Enable Customer Improvement", which from deactivates the Google Analytics service on our product in your browser for the future.

User-based event data on Google Analytics are deleted after 38 months.

## Google Tag Manager

This application uses Google Tag Manager. Google Tag Manager is a solution operated by Google that allows website cookies to be managed using an interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not register personal data. Tag Manager can cause other tags to be activated which may register data under certain circumstances. Google Tag Manager does not access this information. Google tag manager has the ability to send information to other services such as Google Analytics. Deactivating the option on the right also deactivates the use of Google Tag Manager.

## Google Data Studio

Kistler uses Google Data Studio to compile the data from Google Analytics into reports to improve our products. Google Data Studio is a solution operated by Google. These reports are anonymized and contain no personally recognizable data.

## Sentry

Kistler uses Sentry to compile and enrich data about defects during the usage of our products. The resulting logs are purely technical and contain no personally recognizable data.

## 6. Your Rights

Depending on your location you may have some or all of the following rights. If you wish to exercise any of the rights below, simply contact our data protection officer at [data-protection@kistler.com](mailto:data-protection@kistler.com)

When contacting our data protection officer, please include the following information:

- Product name
- Country
- IP Address network part (e.g. 192.168.1.X)

Your rights:

- **Right to confirmation and right to information** - we will gladly confirm whether we process your personal data, which data that is and for what purpose we process it.

- **Right of correction** - if your personal data processed by us is incorrect, we will, of course, be happy to correct it.
- **Right to deletion** - should you wish to have your personal data deleted, we will comply with your request if and to the extent we are not legally obliged or allowed to continue processing your personal data.
- **Right to restriction of processing** - should you wish to restrict our processing of your personal data, we will comply with your request if and to the extent we are not legally obliged or allowed to continue processing your personal data.
- **Right of objection** - should you wish to object to our processing of your personal data, we will comply with your request if and to the extent we are not legally obliged or allowed to continue our processing your personal data.
- **Right to withdraw consent** - you have the right to withdraw your consent to our processing at any time with effect for the future and we will no longer process your personal data based on your consent if and to the extent we are not legally obliged or allowed to do so.
- **Right to data portability** - to a certain extent you may have the right to receive your personal data that you have provided to us and we will gladly provide you with such data if and to the extent that we are not legally obliged or allowed not to.

If you are located in the European Union or the European Economic Area, you also have the right to lodge a complaint with the local supervisory authority about the processing of your personal data.

## 7. Changes to the Privacy Policy

We reserve the right to change this privacy policy. The current version of the privacy policy is available at any time at [madam.kistler.com](https://www.madam.kistler.com). The new version will be effective upon its publishing on the website.

### Revision

*Revision 2019.09.22*