

## Privacy policy (as at: May 2018)

Thank you for your interest in our website [www.mendel-verlag.de](http://www.mendel-verlag.de) and in our company, products and services. We at Mendel Verlag GmbH & Co KG are aware that the protection of your privacy when using our website is an important concern. Therefore, it goes without saying that we comply with the legal regulations on data protection. Furthermore, it is important to us that you as a customer know at all times when and how we collect and store which of your data and how we use it.

In the following, we inform you about the collection and other processing (e.g. storage, retrieval, modification, disclosure) of personal data when using our website. Personal data is all data that can be related to you personally, e.g. name, address, e-mail addresses, user behaviour.

If we process personal data within the framework of the use of our website or if we use commissioned service providers for individual functions, offers or services of our website with reference to data processing or if we want to use your data for advertising purposes, we will inform you in detail below about the respective processes, in particular which data is processed in this context. In doing so, we will also state the intended storage period or, in any case, the defined criteria for the storage period as well as the relevant legal basis for the respective processing.

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## 1. Name and address of the person responsible

The person responsible within the meaning of the Datenschutz-Grundverordnung (DSGVO) and other national data protection laws of the Member States as well as other data protection provisions is the:

Mendel Verlag GmbH & Co. KG  
Wasserstr. 223, 44799 Bochum  
Tel: +49 2302 202930  
E-mail: [info@mendel-verlag.de](mailto:info@mendel-verlag.de)  
Website: [www.mendel-verlag.de](http://www.mendel-verlag.de)

## 2. Name and address of the data protection officer

The data protection officer is:

Mendel Verlag GmbH & Co. KG  
Wasserstr. 223, 44799 Bochum  
Tel: +49 2302 202930  
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Website: [www.mendel-verlag.de](http://www.mendel-verlag.de)

## 3. Collection and storage of personal data as well as type, purpose, legal basis and duration of their use

### 3.1 When visiting the website

In the case of mere informative use of the website, i.e. if you do not register or otherwise transmit information to us, we only collect the personal access data in so-called server log files that your browser transmits to our server. The following data is collected as part of the server log files:

- IP address
- Date and time of the request
- Time zone difference from Greenwich Mean Time (GMT)
- Content of the request (concrete page)
- Access Status/HTTP Status Code
- Data volume transferred in each case
- Website from which the request comes
- Browser
- Operating system and its interface
- Language and version of the browser software

This data is evaluated and used exclusively to ensure trouble-free operation of the site with regard to stability and security and to improve our offer and is subsequently discarded. The legal basis for the data processing is Art. 6 (1) sentence 1 letter f) DSGVO. Our legitimate interest follows from the aforementioned purposes for data collection.

The data is also stored in the log files of our system. Not affected by this are the IP addresses of the user or other data that allow the data to be assigned to a user. This data is not stored together with other personal data of the user.

The collection of data for the provision of the website and the storage of the data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility for the user to object.

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case after 7 days at the latest.

In addition, we use cookies when you visit our website. You can find more detailed explanations of this under sections 4 and 5 of this data protection declaration.

## **3.2 When using further services, functions and offers of our website**

In addition to the purely informational use of our website, we offer various services, offers and functions that you can use if you are interested. For this purpose, you will generally have to provide further personal data which we use to provide the respective service and for which the aforementioned data processing principles apply. The services/offers and/or functions are described in more detail below.

### **3.2.1 Contact form**

When you contact us via our enquiry form or in the case of general enquiries, the data you provide voluntarily (such as your e-mail address, first and last name and, if applicable, telephone number, place of residence and postcode) will be stored by us in order to answer your question. The answer will be given e.g. by e-mail or, if specified, by telephone number or fax.

The legal basis for the processing is Art. 6 (1) a) and b) of the DSGVO on the basis of your voluntarily given consent or in order to respond to your enquiry.

We delete the data accruing in this context after the enquiry you have made has been dealt with or restrict the processing if there are legal obligations to retain data.

## **4. Use of cookies**

### **4.1 Scope of data processing**

In order to make the visit to our website user-friendly and effective and to enable the use of certain functions, we use so-called cookies on various pages. These are small text files that are stored on your end device and that store certain settings and data for exchange with our system via your

browser. Through the cookies, certain information flows to the place that sets the cookie (in this case by us). Cookies cannot execute programs or transmit viruses to your computer.

Cookies do not contain any personal data and can therefore not be directly assigned to any user. Please note that certain cookies are already set as soon as you enter our website. This website uses the following types of cookies:

- Necessary/functional cookies: These cookies are necessary to enable the operation of our website. These include, for example, cookies that enable you to log in to the customer area or to place something in the shopping basket.
- Transient cookies: These are automatically deleted when you close the browser. These include, in particular, session cookies. These store a so-called session ID, with which various requests from your browser can be assigned to the joint session. This means that your computer can be recognised when you return to our website. The session cookies are deleted when you log out or close the browser.

You can configure your browser settings according to your wishes and, for example, refuse to accept all cookies. Your browser can also be configured so that a message is always displayed when a cookie is created. Please consult the respective provider of your browser. Please note that if you refuse cookies, you may not be able to use all the functions of this website.

The legal basis for the use of cookies is Art. 6 (1) sentence 1 letter f) DSGVO. Our legitimate interest results from the above-mentioned purposes to make the offer of our website more userfriendly and effective.

## 5. Your rights

If personal data about you is processed, you have the following rights in relation to the personal data relating to you:

### 5.1 Right of access, Art. 15 DSGVO

You may request confirmation from the person responsible as to whether personal data concerning you are being processed by him.

If such processing has taken place, you can request information from the person responsible about the following:

- the purposes for which the personal data are processed;
- the categories of personal data which are processed;
- the recipients or categories of recipients to whom the personal data concerning you have been or will be disclosed, in particular in the case of recipients in third countries or international organisations. In the latter cases, you may request to be informed about the appropriate safeguards pursuant to Art. 46 of the DSGVO in connection with the transfer;
- the planned duration of the storage of the personal data relating to you or, if specific information on this is not possible, criteria for determining the storage duration;

- the existence of a right to rectification or erasure of personal data concerning you, a right to restriction of processing by the person responsible or a right to object to such processing;
- the existence of a right of appeal to a supervisory authority;
- any available information on the origin of the data if the personal data are not collected from the data subject;
- the existence of automated decision-making, including profiling, pursuant to Art. 22(1) and (4) of the DSGVO and, at least in these cases, meaningful information about the logic involved and the scope and intended effects of such processing for the data subject.

## **5.2 Right of rectification, Art. 16 DSGVO**

You have a right of rectification and/or completion vis-à-vis the person responsible if the personal data processed concerning you are inaccurate or incomplete. The person responsible must carry out the rectification without delay.

## **5.3 Right to erasure, Art. 17 DSGVO**

### **5.3.1 Obligation to delete**

You may request the person responsible to erase the personal data concerning you without delay and the person responsible is obliged to erase this data without delay if one of the following reasons applies:

- The personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed.
- You withdraw your consent on which the processing was based pursuant to Art. 6(1)(a) or Art. 9(2)(a) of the DSGVO and there is no other legal basis for the processing.
- You object to the processing pursuant to Art. 21 (1) DSGVO (cf. point 6.) and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21 (2) DSGVO.
- The personal data concerning you has been processed unlawfully.
- The deletion of the personal data concerning you is necessary for compliance with a legal obligation under Union or Member State law to which the person responsible is subject.
- The personal data concerning you was collected in relation to information society services offered pursuant to Art. 8(1) DSGVO.

### **5.3.2 Information to third parties**

If the person responsible has made the personal data concerning you public and is obliged to erase it pursuant to Art. 17(1) of the DSGVO, it shall take reasonable measures, including technical measures, having regard to the available technology and the cost of implementation, to inform data persons responsible which process the personal data that you, as the data subject, have requested that they erase all links to or copies or replications of that personal data.

### 5.3.3 Exceptions

The right to erasure does not exist insofar as the processing is necessary

- to exercise the right to freedom of expression and information;
- for compliance with a legal obligation which requires processing under Union or Member State law to which the s is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the person responsible;
- for reasons of public interest in the field of public health pursuant to Art. 9(2)(h) and (i) and Art. 9(3) of the DSGVO;
- for archiving purposes in the public interest, for scientific or historical research purposes or for statistical purposes pursuant to Art. 89(1) of the DSGVO, insofar as this is necessary under 5.3.1 is likely to render impossible or seriously prejudice the achievement of the purposes of such processing; or
- for the assertion, exercise or defence of legal claims.

### 5.4 Right to restriction of processing, Art. 18 DSGVO

You may request the restriction of the processing of personal data concerning you under the following conditions:

- if you contest the accuracy of the personal data concerning you for a period enabling the person responsible to verify the accuracy of the personal data;
- the processing is unlawful and you refuse the erasure of the personal data and request the restriction of the use of the personal data instead;
- the person responsible no longer needs the personal data for the purposes of processing, but you need them for the assertion, exercise or defence of legal claims, or
- if you have objected to the processing pursuant to Art. 21 (1) DSGVO (cf. point 6.) and it has not yet been determined whether the legitimate grounds of the person responsible outweigh your grounds.

Where the processing of personal data relating to you has been restricted, such data may be processed, with the exception of storage, only with your consent or for the exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of substantial public interest of the Union or of a Member State.

If you have obtained a restriction of processing under the above conditions, you will be informed by the person responsible before the restriction is lifted.

### 5.5 Right to information, Art. 19 DSGVO

If you have asserted the right to rectification, erasure or restriction of processing against the person responsible, the person responsible is obliged to communicate this rectification or erasure of the data or restriction of processing to all recipients to whom the personal data concerning you have been disclosed, unless this proves impossible or involves a disproportionate effort.

You have the right to be informed of these recipients by the person responsible.

## **5.6 Right to data portability, Art. 20 DSGVO**

You have the right to receive the personal data concerning you that you have provided to the person responsible in a structured, commonly used and machine-readable format. You also have the right to transmit this data to another person responsible without hindrance from the person responsible to whom the personal data has been provided, provided that the following conditions are met

- the processing is based on consent pursuant to Art. 6(1)(a) DSGVO or Art. 9(2)(a) DSGVO or on a contract pursuant to Art. 6(1)(b) DSGVO and
- the processing is carried out with the aid of automated procedures.

In exercising this right, you also have the right to have the personal data concerning you transferred directly from one person responsible to another person responsible, insofar as this is technically feasible. The freedoms and rights of other persons must not be affected by this.

Your right to deletion remains unaffected.

The right to data portability shall not apply to the processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the person responsible.

## **5.7 Right to object, Art. 21 DSGVO**

You have a right to object on a case-by-case basis and a right to object to the processing of data for advertising purposes. You can find further information on this under point 6. of this privacy policy.

## **5.8 Right to revoke the declaration of consent under data protection law**

You can revoke your consent to the processing of your personal data at any time. Please note that the revocation is only effective for the future. The lawfulness of the processing carried out on the basis of the consent until the revocation is not affected.

## **5.9 Automated decision in individual cases including profiling, Art. 22 DSGVO**

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision

- (1) is necessary for the conclusion or performance of a contract between you and the responsible person,
- (2) is authorised by legislation of the Union or the Member States to which the person responsible is subject and that legislation contains adequate measures to safeguard your rights and freedoms and your legitimate interests; or
- (3) is done with your express consent.

In cases (1) and (3), the person responsible shall take reasonable steps to safeguard the rights and freedoms of, and your legitimate interests, including at least the right to obtain the intervention of a person on the part of the person responsible, to express your point of view and to contest the decision.

Furthermore, decisions based exclusively on automated processing may not be based on special categories of personal data pursuant to Art. 9(1) of the DSGVO, unless Art. 9(2)(a) or (g) of the DSGVO applies and appropriate measures have been taken to protect the rights and freedoms and your legitimate interests.

### **5.10 Right to complain to a supervisory authority, Art. 77 DSGVO**

You also have the right to complain to a data protection supervisory authority about the processing of your personal data. You can address your complaint to the supervisory authority in the Member State of your residence, your place of work or the place of the alleged infringement. The supervisory authority to which the complaint has been lodged will inform you, as the complainant, about the status and the results of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 DSGVO.

## **6. Right of objection according to Art. 21 DSGVO**

### **6.1 Right to object on a case-by-case basis**

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you which is carried out on the basis of Art. 6(1)(e) DSGVO (data processing in the public interest) and Art. 6(1), first sentence, point (e) DSGVO (data processing in the public interest). f) DSGVO (data processing for the protection of the legitimate interests of the person responsible or a third party); this also applies to profiling based on these provisions. If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

### **6.2 Right to object to the processing of data for advertising purposes**

In individual cases, we process your personal data for the purpose of direct advertising. 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 associated with such direct advertising. If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

The objection in the above-mentioned cases can be made without formalities and should be addressed by telephone or, if possible, by e-mail with the subject "Objection" to:

Mendel Verlag GmbH & Co. KG  
Wasserstr. 223, 44799 Bochum  
Tel.: +49 2302 202930  
E-mail: [info@mendel-verlag.de](mailto:info@mendel-verlag.de)

## 7. Data security

We make every effort to store your personal data in such a way that it is not accessible to third parties by using all technical and organisational possibilities. We cannot guarantee complete data security when communicating by e-mail, so we recommend that you send confidential information by post.

For reasons of security and to protect the transmission of confidential information, such as enquiries that you send to us as the site operator, this site uses TLS encryption. You can recognise an encrypted connection by the fact that the address line of the browser of "http://" changes to "https://" and by the lock symbol in your browser bar. If TLS encryption is activated, the data you transmit to us cannot be read by third parties.

### **Important Notice**

The English translation of this Privacy Policy is for informational purposes and is not legally binding. Only the German version, which can be downloaded from the German-language part this website, is authoritative.