

**Information on the processing of personal data *
within web tracking**



Designation	Description
Identity and contact details of the controller	Phoenix Contact S.p.A. Via Bellini 39/41 20095 Cusano Milanino (MI) Tel. 02.660591 info_it@phoenixcontact.com
Contact details of the data protection officer	Phoenix Contact S.p.A. Via Bellini 39/41 20095 Cusano Milanino (MI) Tel. 02.660591 info_it@phoenixcontact.com
Intended purposes of the processing of the personal data	Web analysis and online advertising (remarketing), i.e. in detail analysis of user behavior to optimize our online services and display interest-related advertising
Legal basis for the processing	Art. 6 (1) (f) GDPR (Legitimate interests of the controller)
Legitimate interests of processing pursued by the controller and their balancing with the interests and rights of the users	<p>Analysis and statistical evaluation of the use of our website, optimization of the user guidance and the economic operation of our online services, provision of offers and contents that are as relevant and interest-related as possible.</p> <p>We have carefully balanced these legitimate interests with your interests and fundamental rights and freedoms as a user. Where we use Google services or tools from other third-party providers, we do not have less restrictive but equally suitable means to pursue our interests, either because of the international distribution of such tools or because of their standard interfaces to other software systems we use. The data is processed using a pseudonym; the data gained is not used to identify users. In your interest, we have implemented the services of third-party providers in such a way that they are as data protection-friendly as possible (e.g. by shortening the IP address, reducing the standard storage period, etc.).</p> <p>Furthermore, there are different possibilities to deactivate and prevent tracking (opt-out), so that the user can easily execute his right to object according to the GDPR at any time. Where this is technically possible and supported by the service providers, do-not-track settings by our users are also respected.</p>
Categories of personal data that are processed	Statistical data for the use of the website and our online services (For example: Which pages are called in which order; which offers are clicked...).
Source (origin) of the data	From the data subject (when using the website).

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Recipient of the data (categories)	<p>As part of the administration of the website, employees of affiliated companies of the Phoenix Contact GmbH & Co. KG may have access to the data.</p> <p>Service providers who support us in the administration and operation of web analytics and online advertising as well as third party providers of analysis and tracking tools may have access to your data. However, these service providers are contractually obliged by respective data processing agreements to only use the data on our account and not for their own purposes.</p>
Transfer of data to a third country or an international organization and the associated safeguards to protect the data	<p>Within our services, data can be transferred anonymized or pseudonymized to servers in the USA and stored there. From the point of view of the European Union, there is no “adequate level of protection” in the USA for the processing of personal data in line with EU standards. However, our service providers are certified in accordance with the EU-U.S. Privacy Shield and are therefore subject to a comparable level of protection, thereby ensuring compliance with European data protection law.</p>
Storage duration of the data	<p>Data collected and processed for web analysis purposes are stored for a maximum of 14 months before being deleted or anonymized. For more information on the storage period, please refer to the information on the individual services in our privacy statement.</p>
Rights of the data subjects	<p>Provided that the respective legal requirements are met, you are entitled to the following rights: right to gain access and information to the stored personal data; rectification, erasure, restriction of the processing of your data; the right to withdraw your consent at any time or the right to object to the processing of personal data as well as the right of data portability.</p>
Right to lodge a complaint	<p>If you are of the opinion that the processing of your personal data is unlawful, you have the right to lodge a complaint with a competent data protection supervisory authority.</p>
Automated decision-making / Profiling	<p>There will be no automated decision-making or personalized profiling based on your collected data. The pseudonymized collected data will not be assigned to a person.</p>

Updated: June 2019