Data protection information of WILO SE

Data protection is very important to WILO SE. This information provides you with a transparent overview of which of your data we process. In particular, we inform you about

A. General information on data protection
B. Data processing on our websites
C. Data processing in our applications/digital products
D. Notes on our social media pages

A. General information on data protection

I. Name and address of the controller

The controller within the meaning of the General Data Protection Regulation (GDPR) and other national data protection laws of the member states as well as other data protection regulations is the:

WILO SE
Wilopark 1
44263 Dortmund
Germany
Phone: + 49 231 4102 - 0
E-mail: wilo@wilo.com
Website: www.wilo.com

The data protection officer of the controller is

Data Protection Officer of WILO SE, Germany
WILO SE
Wilopark 1
44263 Dortmund
Germany
Phone: +49 231 4102-0
E-mail: datenschutz@wilo.com

II. General information on data processing

1. Scope of the processing of personal data

We collect and use personal data only to the extent necessary to provide a functional website and our content and services. The collection and use of personal data takes place regularly only with the consent of the data subject. An exception applies in cases where prior consent cannot be obtained for factual reasons and the processing of the data is permitted by law.

2. Legal basis for the processing of personal data

Insofar as we obtain the consent of the data subject for the processing of personal data, Art. 6 para. 1 lit. a GDPR serves as the legal basis.

Art. 6 para. 1 lit. b GDPR serves as the legal basis for the processing of personal data required for the fulfilment of a contract to which the data subject is a party. This also applies to processing operations that are necessary for the performance of pre-contractual measures. Insofar as the processing of personal data is necessary to fulfil a legal obligation to which our company is subject, Art. 6 para. 1 lit. c GDPR serves as the legal basis.

In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 lit. d GDPR serves as the legal basis.

If the processing is necessary to safeguard a legitimate interest of our company or a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the former interest, Art. 6 para. 1 lit. f GDPR serves as the legal basis for the processing.

3. Recipients of the data

Within our company, those departments that need your data to fulfil our contractual and legal obligations will have access to it. Service providers and vicarious agents employed by us may also receive data for these purposes. These are companies in the categories of IT services, logistics, printing services, telecommunications, debt collection, advice and consulting as well as sales and marketing.

With regard to the transfer of data to recipients outside our company, it should first be noted that our employees who work with personal data are obliged to maintain data secrecy and confidentiality.

We may only pass on information about you if this is required or permitted by law or if you have consented to the data being passed on. Under these conditions, recipients of personal data may be, for example

- Public bodies and institutions (e.g. tax authorities, law enforcement authorities) in the event of a legal or official obligation.
- Other companies or companies in the Group to which we transfer personal data in order to carry out the business relationship with you (depending on the contract, e.g. catalogue dispatch, credit agencies, for international projects, cross-boarder business, etc.).
- Other companies in the Group for risk management due to legal or regulatory obligations.
- Social media companies such as Meta, Instagram, LinkedIn, YouTube

4. Transfer of data to a third country or to an international organisation

A transfer of data to third countries outside the European Union and the European Economic Area is only permissible if it is carried out in compliance with Articles 44 et seq. of the GDPR. Data will be transferred to entities in countries outside the European Union (so-called third countries), for example, insofar as

- it is necessary for the execution of your contracts (e.g. catalogue shipping, production or service orders),
- it is required by law (e.g. tax reporting obligations) or
- we are legally entitled to do so (e.g. because you have given us your consent or on the basis of a legitimate interest on our part).

If, in addition, individual data processing involves a transfer to third countries, we refer to the basis for the transfer in this data protection information.

5. Data erasure and storage duration

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage no longer applies. Data may also be stored if this has been provided for by the European or national legislator in EU regulations, laws or other provisions to which the controller is subject. The data will also be blocked or deleted if a storage period prescribed

by the aforementioned standards expires, unless there is a need for further storage of the data for the conclusion or fulfilment of a contract. For example, we store

- Log files for max. 14 days
- Databases for logins for the duration of the account's existence
- Universal Messenger for three months
- Commercerools for the duration of the legal transaction and the associated statutory retention periods

III. Your rights as a data subject

As a data subject, you have the following rights:
the right of access under Art. 15 GDPR, the right to rectification under Art. 16 GDPR, the right to erasure under Art. 17 GDPR, the right to restriction of processing under Art. 18 GDPR and the right to data portability under Art. 20 GDPR. You also have the right to lodge a complaint with a data protection supervisory authority, Art. 77 GDPR.
The data protection supervisory authority responsible for us is
Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen, Kavalleriestraße 2-4, 40213 Düsseldorf, Germany.

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on Art. 6 para 1 lit. f GDPR, including profiling based on those provisions. If personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such purposes. The objection can be made informally and should be addressed to the contact details given above.

Pursuant to Art. 7 para 3 sentence 1 GDPR, you have the right to withdraw your consent informally (e.g. by post or email) at any time with effect for the future. The lawfulness of the processing carried out on the basis of the consent until the withdrawal remains unaffected. Upon your revocation, we will delete the personal data processed on the basis of the consent, if there is no other legal basis for their processing. The revocation can be made informally and should be addressed to the above contact details.

B. Data processing on our websites

I. Provision of the website and creation of log files

1. Description and scope of data processing

Each time our websites are accessed, our system automatically collects data and information from the computer system of the accessing computer.
The following data is collected:

- Information about the browser type and version used
- The operating system of the data subject
- The internet service provider of the data subject
- The IP address of the data subject
- Date and time of access
- Websites from which the data subject's system accesses our website
- Websites that are accessed by the data subject's system via our website
- Length of stay of the person concerned
- Country of origin of the person concerned
- Preferred language of the person concerned
- Time of the visit of the data subject

The data is also stored in the log files of our system. This data is not stored together with other personal data of the data subject.

2. Legal basis for data processing

The legal basis for the temporary storage of data and log files is Art. 6 para 1 lit. f GDPR.

3. Purpose of data processing

The temporary storage of the IP address by the system is necessary to enable the website to be delivered to the data subject's computer. For this purpose, the IP address of the data subject must remain stored for the duration of the session.

Data is stored in log files to ensure the functionality of the website. We also use the data to optimise the website and to ensure the security of our information technology systems.

These purposes also constitute our legitimate interest in data processing in accordance with Art. 6 para. 1 lit. f GDPR.

4. Duration of storage

The data is deleted as soon as it is no longer required to fulfil 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 when the respective session has ended.

If the data is stored in log files, this is the case after 14 days at the latest. Storage beyond this period is possible. In this case, the IP addresses of the data subject are deleted or anonymised so that it is no longer possible to identify the accessing client.

5. Possibility of objection and removal

The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, the data subject has no option to object.

II. Use of cookies

Our websites use cookies. Please find the details of the cookies used by Wilo in our Cookies Settings, which can be found on the relevant website.

III. Use of the Google Tag Manager

1. Description and scope of data processing

This website uses Google Tag Manager. Google Tag Manager is a tag management system that can be used to implement scripts and tracking pixels on websites and apps. Processed data are:

- Session identifiers
- anonymous user IDs
- Flight search details

The recipient of the data is Google Ireland Limited. Gordon House, Barrow Street, Dublin 4, Ireland. No data is transferred to a third country. You can find detailed information at http://www.google.com/privacy/

2. Legal basis for data processing

The legal basis for the use of Google Tag Manager is your consent in accordance with Art. 6 para 1 lit. a GDPR.

3. Purpose of data processing

We use Google Tag Manager to optimise our landing pages and services.

4. Duration of storage

The data will be deleted as soon as it is no longer required for the purposes of processing.

5. Possibility of objection and removal

You can adjust your settings in the cookie declaration at any time and revoke your consent with effect for the future. Processing that has already taken place in the past is not affected by this.

IV. Use of the Meta Pixel

1. Description and scope of data processing

We use Meta Pixel. This is a tracking technology offered by Facebook and used by other Facebook services. It is used to track visitors' interactions with websites ("events") after they have clicked on an advert placed on Facebook or other services provided by Meta ("conversion").
The recipient of the data is Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin, D02, Ireland. You can find more information here: https://www.facebook.com/privacy/explanation
The following types of data are processed:

- Viewed adverts
- Respected content
- Device information
- Geographical location
- HHTP header
- Interactions with advertising, services and products
- IP address, browser information, device operating system, device ID, user agent, browser type
- Clicked elements
- Marketing information
- Visited pages
- Pixel ID, referrer URL
- Usage data and user behaviour
- Facebook cookie information and Facebook user ID
- Usage/click behaviour

2. Legal basis for data processing

We process the aforementioned data on the basis of your consent in accordance with Art. 6 para 1 lit. a GDPR.

3. Purpose of data processing

We use the Meta Pixel and data collection and processing for analysis, marketing, retargeting, advertising, conversion tracking and personalisation of offers and services.

4. Duration of storage

The user interactions recorded on the websites are not stored for longer than two years. However, the data is deleted as soon as it is no longer required for the purposes of processing.

5. Possibility of objection and removal

You can adjust your settings in the cookie declaration at any time and revoke your consent with effect for the future. Processing that has already taken place in the past is not affected by this.

V. Use of the LinkedIn Insight Tag

1. Description and scope of data processing

The LinkedIn Insight Tag is a JavaScript code that is embedded on our website. It allows us to track website visits and analyze user interactions with our LinkedIn ads. The following data is processed:

- URL and referrer URL
- IP-address (shortened or hashed)
- Device and browser properties (User Agent)
- Timestamp of the visit
- Key professional data (career level, industry, company size, etc.)
- Location
- Navigation and click behavior

The recipient of the data is LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. A transfer to a third country (e.g. to the USA) can be carried out on the basis of standard contractual clauses of the EU Commission.

2. Legal basis for data processing

We process the aforementioned data on the basis of your consent in accordance with Art. 6 I lit. a GDPR.

3. Purpose of data processing

The data collected is used for the purposes of analysis, marketing, retargeting, advertising, conversion tracking and personalization of offers and services.

4. Duration of storage

Direct identifiers will be removed within 7 days. Pseudonymised data will be deleted after 180 days at the latest. The data will be deleted as soon as it is no longer needed for the purposes of processing.

5. Possibility of objection and removal

You have the option of adjusting your settings in the cookie declaration at any time and revoking your consent with effect for the future. Processing that has already taken place in the past is not affected by this.

VI. Use of Google Adwords

1. Description and scope of data processing

We use the Google Adwords service (including Google Adwords Remarketing) to draw attention to our attractive offers with the help of advertising material (so-called Google Adwords) on external websites. We can determine how successful the individual advertising measures are in relation to the advertising campaign data.

These adverts are delivered by Google via so-called "ad servers". For this purpose, we use ad server cookies, through which certain parameters for measuring success, such as the display of adverts or clicks by users, can be measured. If you access our website via a Google advert, Google Adwords will store a cookie on your PC. These cookies generally lose their validity after 90 days and are not intended to identify you personally. The unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions) and opt-out information (marking that the user no longer wishes to be addressed) are usually stored as analysis values for this cookie.

These cookies enable Google to recognise your internet browser. If a user visits certain pages of an Adwords customer's website and the cookie stored on their computer has not yet expired, Google and the customer can recognise that the user clicked on the ad and was redirected to this page. A different cookie is assigned to each Adwords customer. Cookies can therefore not be tracked via the website of Adwords customers. We ourselves do not collect and process any personal data in the aforementioned advertising measures. We only receive statistical analyses from Google. These analyses enable us to recognise which of the advertising measures used are particularly effective. We do not receive any further data from the use of the advertising material; in particular, we cannot identify users on the basis of this information.

The recipient depends on the location where the website was accessed. In the case of access from the EU, the recipient is Google Ireland Limited. Gordon House, Barrow Street, Dublin 4, Ireland. Detailed information can be found at http://www.google.com/privacy/.

6. Legal basis for data processing

Personal data is processed on the basis of your consent in accordance with Art. 6 I lit. a GDPR.

7. Purpose of data processing

We use this tool to show you adverts that are of interest to you, to make our website more interesting for you and to achieve a fair calculation of advertising costs.

8. Duration of storage

The data will be deleted as soon as it is no longer required for the purposes of processing.

5. Possibility of objection and removal

You can adjust your settings in the cookie declaration at any time and revoke your consent with effect for the future. Processing that has already taken place in the past is not affected by this.

2. Use of the SalesViewer technology

1. Description and scope of data processing

This website uses the SalesViewer technology of SalesViewer GmbH. For this purpose, a javascript-based code is used to collect company-related data and the corresponding use. The data collected using this technology is encrypted using a non-reversible one-way function (known as hashing). The data is immediately pseudonymised and is not used to personally identify the visitor to this website.

2. Legal basis for data processing

The legal basis for the use of SalesViewer technology is our legitimate interest pursuant to Art. 6 I lit. f GDPR in being able to record and analyse visits to the website at company level.

3. Purpose of data processing

SalesViewer technology is used to collect company-related data for marketing, market research and optimisation purposes.

4. Duration of storage

The data stored within the framework of SalesViewer will be deleted as soon as it is no longer required for its intended purpose and the deletion does not conflict with any statutory retention obligations.

5. Possibility of objection and removal

You can object to the collection and storage of data at any time with effect for the future by clicking on this link https://www.salesviewer.com/opt-out to prevent the collection by SalesViewer within this website in the future. An opt-out cookie for this website will be stored on your device. If you delete your cookies in this browser, you must click this link again.

3. Use of iFrames

1. Description and scope of data processing

We use so-called inline frames (iFrames) on some websites. An iFrame (frame) is an HTML element that is set as a frame within a website and is used to structure web pages. With the help of iFrames, content from other providers is integrated into our website.

When an iFrame is displayed on our website, the user's IP address is transmitted to the third party whose iFrame is integrated. When this iFrame is loaded, the third-party provider may collect further information (including personal data) and process it. It cannot be ruled out that the information will also be transmitted to a server in a third country. We cannot influence whether and what personal data the third-party provider actually collects from you. Details on the data processing carried out in connection with the services of the third party can be found in the privacy policy of the respective provider.

2. Legal basis for data processing

The legal basis for the integration of iFrames is Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in making the website even more user-friendly and appealing for website visitors.

3. Purpose of data processing

The purpose of integrating the so-called iFrames is to make our website more attractive for the data subject through an appealing and simple option. The aim is to reduce loading times by transferring smaller amounts of data and to enable individual and independent scrolling of individual page areas.

4. Duration of storage

The duration of the storage of your data by the third-party provider of the iFrame can be found in their privacy policy.

5. Possibility of objection and removal

You have the right to object. You can send or inform us of your objection at any time. Please use the address of the data protection officer of the controller for this purpose.

IX. Newsletter and further marketing measures

1. Description and scope of data processing

On our website, it is possible to subscribe to a free newsletter and mailings. You can also register to receive downloads. When registering, the data from the input mask is transmitted to us.

The following data is also collected during registration:

(1) IP address of the calling computer
(2) Date and time of registration

Your consent will be obtained for the processing of the data as part of the registration process and reference will be made to this privacy policy. After registration, each user receives a confirmation e-mail to the e-mail address provided (so-called double opt-in procedure). Only after clicking on the link contained in this e-mail is the registration complete.

If you purchase goods or services on our website and provide your e-mail address, this may subsequently be used by us to send you a newsletter. In such a case, the newsletter will only be used to send direct advertising for its own similar goods or services.

In connection with data processing for the sending of newsletters, mailings and downloads, the data will not be passed on to third parties.

Tracking may take place so that pixel images, also known as web beacons or tracking pixels, are integrated into the emails sent, but are not directly included (only the web address). These must be downloaded from the external server by the browser's mail program. Information is provided on the time of access, the IP address and the client used.

2. Legal basis for data processing

The legal basis for the processing of data after registration for the newsletter, mailing or download by the data subject is Art. 6 para. 1 lit. a GDPR if consent has been given.

The legal basis for sending the newsletter as a result of the sale of goods or services is Art. 6 I lit. f GDPR, § 7 para. 3 UWG.

Newsletter tracking is also based on Art. 6 para. 1 lit. f GDPR.

3. Purpose of data processing

The purpose of collecting the e-mail address of the data subject is to send the newsletter, mailing or downloads.

Tracking is used for statistical analysis in order to recognise how many emails were read and when, and which links were frequently accessed. In this case, the use is not personalised. The information is used to optimise the content of e-mails or to better tailor them to the mail clients used by recipients.

The collection of other personal data as part of the registration process serves to prevent misuse of the services or the e-mail address used.

4. Duration of storage

The data is deleted as soon as it is no longer required to fulfil the purpose for which it was collected. The data from the registration mask is therefore stored for as long as the subscription to the marketing measures is active. The analysis data is deleted after three months.

The other personal data collected during the registration process is generally deleted after a period of seven days.

5. Possibility of objection and removal

The consent to the marketing measures can be revoked by the data subject at any time. For this purpose, there is a corresponding link in every e-mail.

X. Registration

1. Description and scope of data processing

On our website, we offer people the opportunity to register by providing personal data. The data is entered into an input mask and transmitted to us and stored. The data will not be passed on to third parties unless a payment institution is involved in the e-commerce process. The following data may be collected as part of the registration process:

- First name
- Surname
- E-mail address
- password
- Address
- POSTCODE
- City
- Birthday
- Telephone number
- Fax number
- Tax number
- The company
- Company website

The following data is also stored at the time of registration:

- Date and time of registration
- Date and time of the registration confirmation
- Date and time of consent to data protection
- Registration website

As part of the registration process, the data subject's consent to the processing of this data is obtained.

This data is also collected in the context of e-commerce. In this case, data may also be transmitted to a third party. BS PAYONE handles cashless payment transactions for Wilo using credit and debit cards. BS PAYONE is then the controller within the meaning of Art. 4 para. 7 GDPR.

2. Legal basis for data processing

The legal basis for the processing of the data is Art. 6 para. 1 lit. a GDPR if the data subject has given consent.

If the registration serves the fulfilment of a contract to which the data subject is a party or the implementation of pre-contractual measures, the legal basis for the processing of the data is Art. 6 para. 1 lit. b GDPR.

The processing of data in the context of eCommerce is based on Art. 6 para. 1 lit. b GDPR.

3. Purpose of data processing

Registration of the data subject is required for the provision of certain content and services on our website. It may also be necessary for the data subject to register in order to fulfil a contract or carry out pre-contractual measures.

4. Duration of storage

The data will be deleted as soon as it is no longer required to fulfil the purpose for which it was collected.

This is the case for the data collected during the registration process if the registration on our website is cancelled or amended.

In addition, data may be deleted for the fulfilment of a contract or for the implementation of pre-contractual measures if the data is no longer required for the implementation of the contract. Even after conclusion of the contract, it may be necessary to store personal data of the contractual partner in order to fulfil contractual or legal obligations. This means that as soon as someone requests the deletion of their account, the above-mentioned data will be deleted, unless there are laws to the contrary that oblige Wilo to store the data (e.g. retention periods).

5. Possibility of objection and removal

As a data subject, you have the option of having your registration deleted or deleting it yourself at any time. You can have the data stored about you amended at any time. You can customise profile data in individual applications yourself at any time.

If the data is required for the fulfilment of a contract or for the implementation of pre-contractual measures, premature deletion of the data is only possible insofar as contractual or legal obligations do not prevent deletion.

XI. Contact form and e-mail contact

1. Description and scope of data processing

A contact form is available on our website, which can be used to contact us electronically. Such a form can also be used to register for a training course offered by Wilo or other partner companies. If someone makes use of this option, the data entered in the input mask will be transmitted to us and stored. This data is what you see in the input screen.

The following data is also stored at the time the message is sent:

- The IP address of the data subject
- Language and URL of the page accessed
- Browser and operating system of the data subject
- Origin page of the data subject
- Date and time of contact

For the processing of the data, reference is made to the data protection declaration during the sending process of the contact form, which you must confirm that you have read and accepted.

Alternatively, it is possible to contact us via the e-mail address provided. In this case, the personal data of the data subject transmitted with the e-mail will be stored.

No data will be passed on to third parties in this context. The data is used exclusively for processing the conversation, unless we use contractual partners to provide our services, e.g. in the context of repair services that are not provided directly by our factory customer service, and who require the data to provide the service. If you send an application as an attachment to the e-mail or form, we will store it in our electronic applicant portal, which is hosted by a processor (Lumesse GmbH).

2. Legal basis for data processing

The legal basis for the processing of data within the contact form is Art. 6 para. 1 lit. a GDPR if the data subject has given consent.

The legal basis for the processing of data transmitted in the course of sending an email is Art. 6 para. 1 lit. f GDPR. If the e-mail contact is aimed at the conclusion of a contract, e.g. the commissioning of the factory customer service, or the sending of an application, then additional legal bases for the processing are Art. 6 para. 1 lit. b and lit. c GDPR.

The legal basis for the storage of participant information for training courses is Art. 6 para. 1 lit. b and lit. c GDPR.

3. Purpose of data processing

The processing of the personal data from the input mask serves solely to process the contact. If you contact us by email, this also constitutes the necessary legitimate interest in processing the data. If you register for a training course, the data you provide will be processed for the purpose of handling and organising the training course.
The other personal data processed during the sending process is used to prevent misuse of the contact form and to ensure the security of our information technology systems.

4. Duration of storage

The data is deleted as soon as it is no longer required to fulfil the purpose for which it was collected. Personal data from the input screen of the contact form is not stored on the web servers. Data sent by email will be deleted when the respective conversation with the data subject has ended. The conversation is ended when it can be inferred from the circumstances that the matter in question has been conclusively clarified.

If you send an order for our factory customer service, you will be contacted using the double opt-in procedure. If you reply to the contact e-mail, the data will be deleted within one day. If we do not receive a response from you regarding the contact e-mail, we will keep your order enquiry for a further two weeks to give you the opportunity to place the order you have already entered.

Your data relating to participation in training courses or other customer events may be stored for up to 10 years due to tax law requirements.

The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

5. Possibility of objection and removal

The data subject has the option of withdrawing consent to the processing of personal data at any time. If the data subject contacts us by email, they can object to the storage of their personal data at any time. In such a case, the conversation cannot be continued.

All personal data stored in the course of contacting us will be deleted in this case.

XII. Use of Matomo

1. Description and scope of data processing

This website uses the software "Matomo" (www.matomo.org), a service provided by InnoCraft Ltd, 150 Willis St, 6011 Wellington, New Zealand. The software places a cookie (a text file) on your computer with which your browser can be recognised. If subpages of our website are accessed, the following data is stored:

- The IP address of the data subject shortened by the last two bytes (anonymised)
- The accessed subpage and time of access
- Browser and operating system of the data subject
- Source page of the data subject (referrer)
- The time spent on the website
- The pages that are accessed from the accessed subpage

The data collected with Matomo is stored on a server in Germany rented by Wilo. It is not passed on to third parties.

2. Legal basis for data processing

The legal basis for the processing of personal data using Matomo is Article 6(1)(f) of the GDPR.

3. Purpose of data processing

We need the data in order to analyse the surfing behaviour of affected persons and to obtain information about the use of the individual components of the website. The purpose of data processing is to endeavour to sustainably improve the website and the user experience. This is our legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR. By anonymising the IP address, we take account of the data subject's interest in the protection of their personal data. The data is never used to personally identify the data subject of the website and is not merged with other data

4. Duration of storage

The data will be deleted as soon as it is no longer required to fulfil the purpose for which it was collected.

5. Possibility of objection and removal

You have the option to object to the recording of data in the manner described above in various ways at any time:

- You can completely prevent the storage of cookies in your browser. However, this may mean that you will no longer be able to use some functions of our website that require identification (shopping basket, orders, personal settings, etc.)
- You can activate the "Do-not-track" setting in your browser. Our Matomo system is configured to respect this setting.

C. Data processing in our applications/digital products

I. MyWilo

In order to use our digital applications, you must first register via MyWilo, where some personal data will be collected from you for the subsequent applications.

1. Description and scope of data processing

In the context of registering and using MyWilo, we process

- E-mail address
- Password
- Salutation
- First Name
- Last Name
- Land/Region
- Your consent under data protection law and
- Consent to the app's terms of use

2. Legal basis for data processing

We process the data based on your consent according to Art. 6 para. 1 lit. a) GDPR.

3. Purpose of data processing

The purpose of the processing is to provide you with a WiloID with which you can log in to our other digital applications.

4. Duration of storage

We will retain your data for as long as you use our digital services or instruct us to delete the data for you. In addition, we will delete the data if you have not logged into any of the digital applications for a longer period of time.

5. Possibility of objection and removal

You have the option of having your user account deleted by Wilo at any time.

II. Wilo-Monitor

1. Description and scope of data processing

As part of the registration and use of the Wilo-Monitor, we process mandatory information

- Your salutation
- Your name
- First name
- the e-mail address
- the address (in exceptional cases possibly personal) of the installation location of the pump

and, if you optionally provide this data to Wilo,

- Your phone number
- and, if applicable, the e-mail address(es) of other data subjects, which you enter in the input mask.

Wilo uses the processor BISS Bosphorus Endüstriyel Yazilim in Istanbul to support the platform. If your data is transferred to the third country, Wilo has concluded the necessary

data protection guarantees in the form of standard data protection clauses and has carried out a positive Transfer Impact Assessment.

2. Legal basis for data processing

We process the above-mentioned data in accordance with Art. 6 para. 1 lit. b) GDPR in order to fulfil our obligations within the framework of the contractual relationship entered into with you. If you have been authorised by one of our customers to use the Wilo-Monitor, we will process your data in accordance with Art. 6 para. 1 lit. f) GDPR. We have a legitimate interest in providing the service to authorized users to provide services to our customers.

3. Purpose of data processing

We process the above-mentioned data for the purpose of notifying the system to be monitored of its function and malfunction. We process the contact details of possible other persons in order to contact them in the event of your personal inability. In addition, we process your data in order to notify you in the event of releases or information relevant to the use of the application.

4. Duration of storage

We will store your data until you delete your user account of the Wilo Monitor or instruct us to do this for you.

5. Possibility of objection and removal

You have the option of deleting your user account at any time or having it deleted by Wilo. Where we process the data on the basis of a legitimate interest, you can object to the processing of the data at any time on grounds relating to your particular situation.

III. Wilo-Smart Balance

1. Description and scope of data processing

As part of the registration and use of Wilo-Smart Balance, we process

- E-mail address
- Password
- Salutation
- First Name
- Last Name
- Land/Region
- and, if applicable, the name of your contact person for the respective property. In this case, please make sure that you have obtained the person's effective consent beforehand.

2. Legal basis for data processing

We process the above-mentioned data in accordance with Art. 6 para. 1 lit. b) GDPR in order to fulfil our obligations within the framework of the contractual relationship entered into with you.

3. Purpose of data processing

We offer you our app to support the implementation of hydraulic balancing. We use the information we collect for the purposes of technical administration of our app and customer administration, in particular to cover mailings for technical releases or to notify you of relevant information about the use of the app.

4. Duration of storage

We store your personal data for the duration of the use of your account. In the event of long-term inactivity, we will delete your data from our system at the end of the respective calendar year.

5. Possibility of objection and removal

If you wish to delete your account, please contact wiloline@wilo.com. In addition, you can independently change and delete data in the app at any time.
Furthermore, the data will be deleted in the event of long-term inactivity.

IV. Wilo-Select

1. Description and scope of data processing

If you use the app as a guest user, we do not process any of your personal data.

When you register for the application, we process the following data as mandatory data that you have already entered in MyWilo:

- E-mail address
- Password
- Salutation
- First Name
- Last Name
- Land/Region
- Date of account creation

Optionally, you can enter the following information about one or more contact persons:

- Details of the contact person's company:
  Unique ID of a business partner, company, company name, short form, group of companies, Additional information, department, street, zip code, PO box, city, region, country, VAT ID number, telephone, fax, e-mail address, link to homepage (URL), comment, zip code / city, company ID type, country / zip code / city

- Details of the contact itself
  Title, first name, last name, department, telephone, mobile phone, fax, e-mail address, e-mail (private), comment, contact person (first name last name)

2. Legal basis for data processing

We process the above-mentioned data in accordance with Art. 6 para. 1 lit. b) GDPR in order to fulfil our obligations within the framework of the contractual relationship entered into with you.

3. Purpose of data processing

The purpose of the processing is to support you in selecting the correct product for your project by providing you with Wilo Select, a pump design and documentation application.

4. Duration of storage

We store your personal data for the duration of the use of your account. In the event of long-term inactivity, we will delete your data from our system at the end of the respective calendar year.

5. Possibility of objection and removal

If you wish to delete your account, please contact select@wilo.com. In addition, the data will be deleted in the event of long-term inactivity.

D. Notes on our social media pages

I. Facebook

1. Description and scope of data processing

When you visit our Facebook pages https://www.facebook.com/WiloDeutschland and https://www.facebook.com/WiloGroup, we process your data through the use of Page Insights. We receive statistics about the use of this page, which are derived from this data. Processed data categories are:

- Master data
- Contact details
- Content data
- Types of utilisation
- Connection data

The recipient of the data is Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (as joint controller). The essence of the agreement can be found at https://www.facebook.com/legal/terms/page_controller_addendum). A transfer to a third country is not intended.

2. Legal basis for data processing

The legal basis for processing is our legitimate interest in accordance with Art. 6 para. 1 lit. f) GDPR. This lies in the analysis and optimisation of our website and in the needs-based design of the website.

3. Purpose of data processing

We use the data provided to us by Meta to make our posts and activities on our Facebook page more attractive.

4. Duration of storage

The data will be deleted as soon as it is no longer required to fulfil the purpose for which it was collected.

5. **Possibility of objection and removal**

Meta is responsible for implementing your data subject rights. Meta will inform you about your data subject rights at https://www.facebook.com/legal/terms/information_about_page_insights_data. You can also assert your rights against us; we will then forward your enquiry to Meta immediately.

II. Instagram

1. Description and scope of data processing

When you visit our Instagram pages https://www.instagram.com/WiloDeutschland and https://www.instagram.com/WiloGroup, Meta can evaluate your usage behaviour and provide Wilo with information obtained from this. This may include, for example, the reach

of our Instagram pages, visitor numbers, clicks, the number of new subscribers or "Like" information. Wilo itself does not process any of your personal data in this context.

The recipient of the data is Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (as joint controller).
The essence of the agreement can be found at
https://www.facebook.com/legal/terms/page_controller_addendum). A transfer to a third country is not intended.

2. Legal basis for data processing

The legal basis for processing is our legitimate interest pursuant to Art. 6 para. lit fGDPR. This lies in the analysis and optimisation of our website and in the needs-based design of the website.

3. Purpose of data processing

We use the data provided to us by Meta to make our posts and activities on our Instagram page more attractive.

4. Duration of storage

The data will be deleted as soon as it is no longer required to fulfil the purpose for which it was collected.

5. Possibility of objection and removal

Meta is responsible for implementing your data subject rights. Meta will inform you about your data subject rights at https://privacycenter.instagram.com/policy/?hl=de. You can also assert your rights against us; we will then forward your enquiry to Meta immediately

III. LinkedIn

1. Description and scope of data processing

1.1 We have set up pages about our company on the LinkedIn platform at https://www.linkedin.com/company/wilo-group and https://www.linkedin.com/company/wilo-deutschland/. When you visit these pages, LinkedIn processes your personal data. We receive statistics on the use of these pages, which are derived from this data.

1.2 In addition, we place advertisements within the LinkedIn platform for the purpose of generating leads (lead ads) and increasing brand awareness (awareness ads). In doing so, personal data may be processed that is collected either through interaction with our ads or directly via forms (Lead Gen Forms) provided by LinkedIn.

1.3 The categories of data processed are in both cases:

- Master data
- Contact details
- Content data
- Types of utilisation
- Connection data
- Location data, if applicable

Recipient of the data: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland (as joint controller pursuant to Art. 26 GDPR - the essence of the agreement can be found at https://legal.linkedin.com/pages-joint-controller-addendum). A third country transfer may be intended in individual cases on the basis of the standard data protection clauses of the EU Commission, Art. 46 para. 2 lit. c) GDPR and, if applicable, on the basis of adequacy decisions (Art. 45 GDPR).

2. Legal basis for data processing

2.1 The legal basis for processing is our legitimate interest in accordance with Art. 6 para. 1 lit. f) GDPR. This lies in the analysis and optimisation of our website and in the needs-based design of the website.

2.2 The legal basis for processing is your consent in accordance with Art. 6 (1) (a) GDPR.

3. Purpose of data processing

3.1 We use the data provided to us by LinkedIn to make our posts and activities on our LinkedIn page more attractive.

3.2 In addition, we use your data in the context of advertising campaigns on LinkedIn to generate leads and contact requests, to evaluate and optimize our marketing measures, and to measure reach and analyze target groups.

4. Duration of storage

4.1. The data will be deleted as soon as it is no longer required to fulfil the purpose for which it was collected.

4.2 The data will be deleted or anonymized as soon as you revoke your consent to advertising measures by Wilo.

5. Possibility of objection and removal

5.1 LinkedIn is responsible for implementing your data subject rights. LinkedIn will inform you about your data subject rights at https://www.linkedin.com/legal/privacy-policy. You can also assert your rights against us; we will then forward your request to LinkedIn immediately.

5.2 You can withdraw your consent at any time with future effect at marketing.dach@wilo.com.

IV. YouTube

1. Description and scope of data processing

We have set up video channels about our company on the "YouTube" platform under the addresses https://www.youtube.com/@WiloDeutschland and https://www.youtube.com/@WiloGroup. When you access these pages, Google processes your personal data. We receive statistics about the use of this site, which are derived from this data.
Processed data categories are:

- Master data, if applicable
- Contact details, if applicable
- Content data
- Types of utilisation
- Connection data
- Location data, if applicable

The recipient of the data is Google Ireland Ltd, Gordon House, Barrow Street Dublin, Ireland. A third country transfer to the USA may be intended in individual cases.

2. Legal basis for data processing

The legal basis for processing is our legitimate interest in accordance with Art. 6 para. 1 lit. f) GDPR.

3. Purpose of data processing

This lies in the guarantee of an appealing, standardised presentation of video content that is independent of your end device.

4. Duration of storage

The data will be deleted as soon as it is no longer required to fulfil the purpose for which it was collected.

5. Possibility of objection and removal

Google is responsible for implementing your data subject rights. Google will inform you about your rights as a data subject at https://policies.google.com/privacy?hl=de. You can also assert your rights against us; we will then forward your enquiry to Google immediately.