

PRIVACY POLICY NEWSLETTER AND WEBSITE

The protection and security of your personal data is very important to RAYLASE. We take the legal requirements of data protection and data security very seriously.

The following information applies to <https://www.raylase.de> (our "Website") and provides information to you about the basis on which any personal data we collect from you, or that you provide to us, will be processed by us if you visit our Website. In addition, we inform you of any rights that you have with respect to your personal data.

In no case will your personal data be transmitted to third parties, unless otherwise specified below.

1. WHO IS RESPONSIBLE FOR YOUR PERSONAL DATA?

RAYLASE GmbH, Argelsrieder Feld 2+4, 82234 Wessling is responsible for the processing of your personal data on the Website.

2. WHAT IS PERSONAL DATA?

"**Personal data**" means any information relating to an identified or identifiable natural person.

3. HOW DO WE COLLECT PERSONAL DATA?

We collect your personal data if you provide it to us when you use our Website. Other data is automatically recorded by our IT systems when you use our Website. Further details can be found below.

4. WHAT PERSONAL DATA IS PROCESSED AND FOR WHAT PURPOSE?

4.1 Logfiles

When you use our Website, our IT systems automatically collect and store so-called log file information that your internet browser transmits to us. Such log file information includes

- internet browser type / version
- operating system
- http referrer (the website you visited previously)
- host name of the accessing computer (your IP address)
- Date and time of server request
- requested website.

This information is required for technical reasons to enable you to use our Website and to ensure technical stability.

IP addresses are stored in our log files, so that in the event of an attack on our IT systems we can pursue our rights and restore the security of the IT systems (our

legitimate interest, legal basis is Art. 6 (1) (f) of the General Data Protection Regulation, "GDPR").

Except for the IP address, we cannot identify any natural person with this log file data. Identification via the IP address will occur only in case of an attack. In addition, log file data will not be merged with data from other sources. Log files will be deleted within 7 days.

4.2 User Account

If you register as a user on our Website, we will collect the following compulsory information from you (legal basis is Art. 6 (1) (b) GDPR):

- salutation
- first and last name
- e-mail address
- address
- self-selected password
- further details, e.g. your phone number or interests are voluntary.

We store and use your personal data to set up and manage your user account. In particular, you can receive certain downloads and manage your licenses through your user account.

Your registration data will be deleted if you tell us that the user account should be discontinued, unless we have the right for further storage of the data for another legal reason.

4.3 Processing of orders in the online shop

If you order something in our online shop (e.g. an extended license), we will use your contact details and transaction data to process your order as well to fulfil the contract (legal basis is Art. 6 (1) (b) GDPR). Transaction data are information on the products you have ordered (product information, prices) as well as payment data, billing and delivery address and shipping information.

Your personal data may also be passed on to third parties as part of order processing (e.g. for payment, shipping) – namely, credit institutions, credit card companies and other payment service providers, parcel services and collection agencies – whose use is required for fulfilling the contract because we cannot provide these services ourselves.

Your personal data will be deleted after the contract has been processed by us, unless we have the right for further storage of your personal data for another reason or we are obliged to do so due to statutory retention requirements.

4.4 Newsletter

You can order a newsletter from us by entering your e-mail address in the respective field on our Website and sending it to us. We will then contact you via that e-mail address and ask for your confirmation that you are owner of the e-mail address provided and that you consent to receipt of the newsletter (double-opt-in). The dispatch of the newsletter and

the performance measurement associated with it are based on the consent of the recipients pursuant to Art. 6 (1) (a), Art. 7 GDPR in conjunction with § 7 para. 2 no. 3 AAUG.

You can always object to further use of your e-mail address for the newsletter. In this case, we will delete your e-mail address. Furthermore, we will delete your e-mail address if there are indications that it is no longer correct. We do not undertake deletions insofar as we are entitled to further storage of the e-mail address for another reason or if we are obliged to do so due to statutory retention requirements.

4.5 Cookies

We use so-called cookies on our Website. Cookies are small text files that are placed on your computer and stored by your internet browser. For later retrieval of the same web pages, your browser tells the server which text the previously stored cookie contains. In addition to specifying its respective storage duration, a cookie typically contains information about your individual system settings or a random string as an identification number, which allows us to recognize your browser during later visits and thus to make a connection to a previous visit.

Most of the cookies we use are so-called session cookies. They are automatically deleted after your visit. Cookies do not harm your computer and do not contain viruses.

The cookies we use are technically required for interactive user functions. For example, cookies enable the content of your virtual shopping cart to be maintained across several websites (legal basis is Art. 6 (1) (b) GDPR for (pre) contractual measures and Art. 6 (1) (f) GDPR, our legitimate interest is offering the Website).

In addition, we use cookies to collect statistical data about the general usage behaviour of our users. By analysing this data, we gain a better understanding of the needs of our users so that we can further develop our website and improve the overall user experience. However, these cookies contain no personal data and are not linked to such personal data (legal basis is Art. 6 (1) (f) GDPR).

You can delete cookies that are stored on your computer. In addition, you can configure your internet browser to prevent storage of cookies. This may limit the usability of our Website.

In the context of our cookie notes, you also have the option to decline certain services by third parties including transmission of data to third parties. However, we would point out that this may possibly limit the usability of our web pages.

5. WHICH THIRD-PARTIES DO WE USE?

5.1 HubSpot

For the integration of form fields, we use the HubSpot CRM and Marketing Automation instance of the American software company HubSpot Inc.

HubSpot Germany GmbH, Am Postbahnhof 17, 10243 Berlin (hereinafter "HubSpot") is responsible for Germany.

The HubSpot instance is an integrated software solution that we use to cover various aspects of our online marketing. These include, among others: Email marketing (newsletters as well as automated mailings), reporting (e.g. traffic sources, hits), contact management (e.g. CRM) and contact forms.

This information is stored on HubSpot servers in Europe. We use all collected information exclusively on the basis of a valid legal basis. Unless otherwise stated, these are Art. 6 (1) (a) GDPR, Art. 6 (1) (b) GDPR or Art. 6 (1) (f) GDPR. In order to ensure the security of your personal data, we have concluded an data processing agreement in accordance with Art. 28 GDPR, including the standard contractual clauses with HubSpot.

You can find more information on data processing by HubSpot at:
<https://legal.hubspot.com/privacy-policy> and <https://legal.hubspot.com/cookie-policy>.

5.2 Google Analytics

This Website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the Website by you. The information generated by the cookie about your use of this Website is usually transmitted to a Google server in Ireland and in some cases in the USA and stored there. However, in the event of activation of "IP anonymization" on this website, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. On behalf of the operator of this Website, Google will use this information to evaluate your use of the Website, to compile reports on website activity and to provide other services related to website usage and internet usage to the website operator.

The IP address provided by your browser as part of Google Analytics will not be merged with other Google data

You can prevent the storage of cookies by making the corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this Website to the fullest extent possible. You may also prevent the collection by Google of the data generated by the cookie and related to your use of the Website (including your IP address) as well as the processing of this data by Google by using the browser plug-in available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en-GB&safe=strict>.

This Website uses Google Analytics with the extension "_anonymizelp ()". As a result, IP addresses are processed shortened and are no longer personal information. Insofar as the data collected about you is assigned a personal reference, it will be immediately excluded and the personal data will be deleted immediately.

This site also uses Google Analytics for cross-device analysis of visitor traffic conducted through a user ID. You can disable the cross-device analysis of your usage under My Data, Personal Information in your customer account.

We use Google Analytics to analyze and regularly improve the use of our Website. With the statistics we can improve our service and make it more interesting for you as a user. The legal basis for the use of Google Analytics is Art. 6 (1) (a) and (f) GDPR.

Information on the third-party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland:

- Terms of use: <http://www.google.com/analytics/terms/en.html>
- Privacy policy: <http://www.google.com/intl/en/policies/privacy>

5.3 Google Maps

Our website uses the external mapping service "Google Maps" from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Maps is used to display an interactive map on our website, which shows you how to find and reach us.

This service enables us to present our website attractively by loading map content from an external server. The requisite data is typically requested from a Google server which is located in the USA. Such a request normally involves sending information such as your IP address and the pages on our website that you have visited to a Google server in the USA, where it is stored for several months.

The legal basis for processing your data in connection with the "Google Maps" service is our legitimate interest in presenting an attractive website, Art. 6 (1) (f) GDPR.

You can prevent the use of Google Maps during the cookies enabling process simply by blocking their use. In this case, none of your data will be sent to Google.

For more information about how user data is handled, please refer to the Google data protection statement: <https://policies.google.com/privacy?hl=en-GB&gl=de>.

5.4 Google Ads

If you agree to the use of cookies for marketing purposes in our cookie banner, we use Google Ads as an online marketing measure to advertise our products and services.

A conversion occurs when you go from being a purely interested website visitor to an acting visitor. This always happens when you click on our advertisement and then perform another action, such as visiting our website. With Google's conversion tracking tool, we record what happens after a user clicks on our Google Ads ad. For example, we can see whether products are purchased, services are used or whether users have registered for our newsletter.

With the conversion tracking tool we see which keywords, ads, ad groups and campaigns lead to the desired customer actions. We see how many customers interact with our ads on a device and then perform a conversion. With this data we can calculate our cost-benefit factor, measure the success of individual advertising measures and consequently optimise our online marketing measures. Furthermore, we can use the data obtained to make our website more interesting for you and adapt our advertising offer even more individually to your needs.

When you click on one of our Google Ads ads, the "conversion" cookie from a Google domain is stored on your computer (usually in the browser) or mobile device.

As soon as you complete an action on our website, Google recognises the cookie and saves your action as a so-called conversion. As long as you are surfing on our website and the cookie has not expired, we and Google recognise that you have found us through our Google Ads display. The cookie is read out and sent back to Google Ads with the conversion data.

Unlike cookies that are set for Google domains, Google can only read these conversion cookies when you are on our website. We do not collect or receive any personal data. We receive a report with statistical evaluations from Google. For example, we find out the total number of users who clicked on our advertisement and we see which advertising measures were well received.

At this point we would like to mention that we have no influence on how Google uses the collected data. According to Google, the data is encrypted and stored on secure servers. In most cases, conversion cookies expire after 30 days and do not transmit any personal data.

If you stay on our website for a longer period of time, we also use the remarketing function of Google Inc. This function is used to show visitors to the website interest-based advertisements within the Google advertising network. The website visitor's browser stores cookies that make it possible to recognise the visitor when he or she visits websites that belong to the Google advertising network. These pages may then display ads to the visitor that relate to content that the visitor has previously viewed on websites that use Google's remarketing feature. According to its own statements, Google does not collect any personal data during this process. If you still do not wish to use Google's remarketing function, you can deactivate it by making the appropriate settings at <http://www.google.com/settings/ads>.

Information of the third party: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland:

For more information about how user data is handled, please refer to the Google data protection statement: <https://policies.google.com/privacy?hl=en-GB&gl=de>.

5.5 YouTube

Our website has integrated components of the YouTube website, which is operated by Google. The provider of the pages is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

If you visit one of our pages which is equipped with a YouTube plugin, a connection to the YouTube servers will be established. As part of this process, information about which of our pages you have visited will be sent to the YouTube server. If you are logged onto your YouTube account, you enable YouTube to link your surfing behaviour with your personal profile. You can prevent this by logging out of your YouTube account.

YouTube is used in the interest of an attractive presentation of our online offerings. This constitutes a legitimate interest within the meaning of Art. 6 (1) (f) GDPR.

You can prevent the use of YouTube during the cookies enabling process simply by blocking their use. In this case, none of your data will be sent to YouTube.

For more information about how user data is handled, please refer to the YouTube data protection statement: <https://policies.google.com/privacy?hl=en-GB&gl=de>.

5.6 LinkedIn – Pixel

This website uses LinkedIn Conversion-Tracking, a web analysis service of LinkedIn Corporation (legal basis, Art. 6 (1) (f) DSGVO). LinkedIn Conversion-Tracking uses so-called "cookies", i.e. text files which are stored on your computer by the LinkedIn Insight tag and which enable an analysis of your use of the website.

The information collected by the LinkedIn Insight tag about your use of our website is encrypted. The cookie is stored in the LinkedIn member's browser until the member deletes the cookie or the cookie expires (the expiration date is six months after the member's browser last loaded the Insight tag).

LinkedIn members have the option to opt-out of LinkedIn conversion tracking, to block and delete cookies or disable demographic characteristics (<https://www.linkedin.com/psettings/advertising/>). There is no separate opt-out option in LinkedIn's settings for third-party impressions or click tracking for campaigns running on LinkedIn, as all underlying campaigns respect LinkedIn members' settings.

Information of the third party: LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA:

- <http://www.linkedin.com/legal/privacy-policy>;
- <https://www.linkedin.com/help/lms/answer/85787>;

5.7 Facebook – Pixel

If you give your explicit consent via the cookie banner in accordance with point (a) of Art. 6 (1) GDPR, we will use Facebook custom audiences on some of our webpages. A pixel from Facebook Ireland Limited will be integrated on those pages.

The pixel will enable Facebook Ireland Limited to collect information about the use of our website (your truncated IP address, cookie ID, pixel ID, usage data, information about your browsing session, the URL of the webpages you visit and the websites you visit after visiting the RAYLASE website). This information might be matched to you personally with the help of other information that Facebook Ireland Limited might have stored on you (e.g. if you have a Facebook account).

The information collected via the pixel can then be used to display targeted advertising on your Facebook account for our products and services that interest you (retargeting). In addition, the information collected via the pixel may be aggregated by Facebook Ireland Limited, and the aggregated information may then be used by Facebook Ireland Limited for its own advertising purposes or for third-party advertising purposes. For example, Facebook Ireland Limited may be able to analyse information about your surfing habits on our website to ascertain your interests and advertise third-party products. Facebook

Ireland Limited may also link the information collected via the pixel to other information that Facebook Ireland Limited has collected on you via other websites and/or in connection with your use of its social network; as a result, Facebook Ireland Limited may create and store a profile about you. This profile may be used for advertising purposes.

More information can be found here: <https://www.facebook.com/about/privacy/> and <https://en-gb.facebook.com/business/a/online-sales/custom-audiences-website>

Your Facebook website custom audiences data will be processed by Facebook for no more than 180 days.

5.8 Social Plugins

Our website provides links to the following websites at the bottom of each page:

- facebook
- LinkedIn
- Twitter
- Xing

Every time you visit a website of our internet presence that contains such a plugin, your browser establishes a direct connection with the respective server. Thus the social media operator receives the information that you have called up the corresponding page of our website and can assign this information to your account, provided you are logged in. If you do not want the social media operator to collect data about you via our website, you must log out of the social media account before visiting our website.

You will find detailed information on the respective provider in the corresponding data protection declarations.

- facebook: <https://www.facebook.com/about/privacy/>
- LinkedIn: <https://www.linkedin.com/legal/cookie-policy>
- Twitter: <https://twitter.com/en/privacy>
- Xing: <https://privacy.xing.com/en>

6. RECIPIENTS OF YOUR PERSONAL DATA

In addition to the recipients mentioned in section 5 above, we may disclose or transmit your personal information to IT service providers. The IT service providers are carefully selected by us and work for us as processors.

In order to comply with our statutory obligations regarding accounting and the preparation of annual financial statements, we employ third parties (tax consultants, certified public accountants and lawyers) legally bound to confidentiality, since we cannot provide these services ourselves (legitimate interest). In the course of their work, they may receive your personal data in accordance with section 5 or gain access to these personal data (legal basis Art. 6 (1) (f) GDPR).

7. DATA PROTECTION OFFICER

Our data protection officer is Severine Petersen, Data Business Services GmbH & Co. KG. If you have any questions or concerns regarding our data protection declaration or the processing of your data, please contact us by post at RAYLASE GmbH, Argelsrieder Feld 2+4, 82234 Wessling or [datenschutz \(at\) raylase.de](mailto:datenschutz(at)raylase.de) . An external data protection officer has also been appointed. The data protection officer is Severine Petersen of the company pDatix GmbH, Sauerbruchstraße 8, 81377 Munich.

8. YOUR RIGHTS

You have the following rights with regard to your personal data:

- Right of access
- Right to rectification or erasure and, where appropriate, restriction of processing
- Right to object to further processing
- Right to data portability
- Right to withdraw data protection consent, in case you have given us such consent

You also have the right to lodge a complaint with a supervisory authority.

Dated: June 2023