

# Privacy Policy

## 1. Introduction

We would like to give you, the “data subject”, an overview of how we process your personal data and your rights under privacy and data protection laws. It is possible to use much of our website without providing any personal data, however if you want to use specific services offered by our company via our website, it may be necessary for us to process your personal data. If the processing of personal data is necessary, we will always inform you and where appropriate we will obtain your consent.

Personal data, including your name, address, or email address, is always processed in accordance with the UK General Data Protection Regulation (and the European General Data Protection Regulation) as well as the privacy laws of other countries applicable to Carl Zeiss AG. The purpose of this Privacy Policy is to provide you information about the nature, scope, and purpose of the personal data we collect, use, and process.

We have implemented numerous technical and organizational measures to ensure the most comprehensive degree of protection possible for the personal data we process via this website.

## 2. Controller

The controller as the term is defined in the European Union’s General Data Protection Regulation (GDPR) is:

Carl Zeiss AG  
Carl-Zeiss-Strasse 22  
73447 Oberkochen, Germany

Phone: +49-7364-20-0  
Fax: +49-7364-20-6808  
[info.de@zeiss.com](mailto:info.de@zeiss.com)

## 3. Data Protection Officer

If you have any questions or concerns related to privacy and data protection, please feel free to contact:

The Corporate Data Protection Officer  
Carl-Zeiss-Strasse 22  
73447 Oberkochen, Germany

Contact via email (please do not send any confidential information): [dataprivacy@zeiss.com](mailto:dataprivacy@zeiss.com)

Contact via telephone (English and German):  
+49-7364-20-0 (please mention that you are calling about a privacy/data protection matter)

## **4. Legal Basis and Purpose of Processing**

ZEISS only processes your personal data where we have your consent to do so, or a legal justification for such processing. When we process your personal data we will only process it for the reason given when we were given it.

In this case the defined purpose is to implement the cashback program. In this context, TechProtect GmbH assists us with payment processing.

## **5. Transfer of Data to Third Parties**

Your personal data will not be transferred to third parties for purposes other than those listed below.

We will only transfer your personal data to third parties if:

1. You have granted your explicit consent.
2. We have a legitimate interest in the transfer of your personal data and there is no reason to assume that you have an overriding legitimate interest in us not transferring your data
3. In the event that we have a legal obligation to transfer your personal data
4. The transfer of your data is lawful and necessary for the performance of contractual relationships with you

In order to protect your data and to allow us to transfer data to third countries (outside the EU/EEA), if necessary, we have entered into data processing agreements on the basis of the standard contractual clauses published by the European Commission.

ZEISS has global internal rules and standards so that data transferred outside of the EU/EEA but within ZEISS will be protected by the same rules and regulations enforced within the UK or EU/EEA

Where ZEISS outsources IT functions and the providers of those functions hold, transfer or process your data the providers will be contracted to maintain your privacy and only process the data as directed by ZEISS

## **6. Technology**

### **6.1 SSL/TLS Encryption**

This website uses encryption for security and to protect the transfer of confidential information, such as orders, login details, or inquiries that you may submit to us as the owner of this website. You can recognize an encrypted connection by the fact that you see “https://” instead of “http://” in your browser’s address bar as well as the symbol of a lock next to the website address.

We use this technology to protect your transmitted data.

## **7. Website Content**

### **7.1 Content**

Within the framework of the cashback program, we process personal data, such as proofs of purchase, addresses, and contact details, in accordance with the respective terms and conditions. We have entered into an agreement with the respective third parties and the entire process is covered by GDPR

The legal basis for the collection and further processing of your personal data is the performance of a contractual relationship with you in accordance with the terms and conditions of the program. The collected or processed data will only be used for the purpose of carrying out the program and will not be disclosed to unauthorized third parties. In order to transfer the cashback payment to participants, the required information will be provided to our payment service providers. We will not transfer your data to recipients in third countries. You will not be able to participate in the program without providing the necessary information.

### **7.2 Contact/Contact Form**

We process personal data when you contact us (e.g. via our contact form or email). The data we collect via contact form can be seen when viewing the respective contact form. This data is saved and used exclusively for the purpose of responding to your request or to contact you and for the associated technical administration. This data is processed on the basis of our legitimate interest in responding to your request. If the purpose of your request is to enter into a contract, this serves as an additional legal basis for processing your data. Your data will be deleted after we have finished handling your request. This is the case if the circumstances indicate that the matter in question has been fully resolved and provided that there are no legal data retention obligations that apply.

## **8. Your Rights as a Data Subject**

### **8.1 Right to Obtain Confirmation**

You have the right to obtain confirmation as to whether or not we are processing your personal data.

### **8.2 Right of Access (Art. 15 of the GDPR)**

You have the right to receive information from us, at any time and free of charge, regarding the personal data we have saved about you, as well as a copy of this data in accordance with the applicable legal provisions.

### **8.3 Right to Rectification (Art. 16 of the GDPR)**

You have the right to obtain from us the rectification of inaccurate personal data. Taking into account the purposes of processing, you also have the right to have incomplete personal data completed.

### **8.4 Right to Erasure (Art. 17 of the GDPR)**

You have the right to obtain from us the erasure of your personal data without undue delay, provided that one of the grounds provided for by law applies and to the extent that it is no longer necessary for us to process or save your personal data.

### **8.5 Right to Restriction of Processing (Art. 18 of the GDPR)**

You have the right to obtain from us the restriction of processing if one of the legal conditions have been met.

### **8.6 Right to Portability (Art. 20 of the GDPR)**

You have the right to receive the personal data that you have provided to us in a structured, commonly used, and machine-readable format. You also have the right to transmit this data to another controller without hindrance from us as the controller to which the personal data was provided insofar as the processing is based on consent pursuant to Article 6(1)(a) of the GDPR or on a contract pursuant to Article 9(2)(a) of the GDPR and the processing is carried out by automated means, as long as the processing is not necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us.

In addition, in exercising your right to data portability pursuant to Article 20(1) of the GDPR, you have the right to have the personal data transmitted directly from one controller to another insofar as doing so is technically feasible and does not affect the rights and freedoms of others.

### **8.7 Right to Object (Art. 21 of the GDPR)**

You have the right to object at any time to the processing of your personal data which is based on Article 6(1)(e) of the GDPR (data processing carried out in the public interest) and Article 6(1)(f) of the GDPR (data processing on the basis of the legitimate interests).

In this case, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for such processing which override your interests, rights, and freedoms or unless processing serves the establishment, exercise, or defense of legal claims.

### **8.8 Right to Withdraw Consent to Data Processing**

You have the right to withdraw your consent at any time. Withdrawing your consent does not affect the lawfulness of processing based on consent before its withdrawal. To withdraw your consent, please send an email to [consumerproducts@zeiss.com](mailto:consumerproducts@zeiss.com)

### **8.9 Right to Lodge a Complaint with a Supervisory Authority**

You have the right to lodge a complaint with a supervisory authority regarding our processing of your personal data.

## **9. Routine Storage, Deletion, and Restriction of Processing Personal Data**

We process and store your personal data only for the period of time necessary to achieve the intended purpose of storage or insofar as this is stipulated by legal provisions to which our company is subject.

If the purpose for storing your personal data no longer exists or if the retention period has expired, we routinely delete or restrict the processing of personal data in accordance with the legal provisions.

## **10. Duration of Storage of Personal Data**

The respective statutory retention period serves as the criteria for determining how long we store personal data. Once the retention period has expired, we routinely delete the corresponding data, provided it is no longer required for the performance of a contract or to take steps prior to entering into a contract.

## **11. Updates and Amendments to this Privacy Policy**

This privacy policy is currently in force and was last updated in September 2021.

Due to the further development of our website and services or due to changes in legal or regulatory requirements, it may become necessary to amend this Privacy Policy. You can access and print out a copy of the latest version of our Privacy Policy at any time on our website at [birdguide-zeiss.com](https://birdguide-zeiss.com).

General information on privacy and data protection at Carl Zeiss AG is available at <https://www.zeiss.com/data-protection/int/home.html>