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# **Register Form User Account**

Please complete all required fields to request a user account for our Learning Management System.

## **Privacy Statement**

Please read the attached privacy statement carefully. The terms and conditions outlined therein must be accepted by you to gain access to our Learning Management System and the training courses we offer.

**I have read and understood the privacy statement and accept it.**

## **Personal Information**

Title:

First Name:

Last Name:

Business Relationship:

Job Position:

Phone Number:

Your company E-Mail Address:

## **Company Information**

Company Name:

Street Name:

House Number:

ZIP Code:

City:

Country:

**Invoice Details (only if different from above)**

**Contact Person**

First Name

Last Name

Phone Number:

E-Mail Address:

**Company**

Company Name

Street Name

House Number

ZIP Code

City

Country

Please submit the registration form via email to [academy@ziehm.com](mailto:academy@ziehm.com). We will review your request within the next 5 business days and contact you as soon as it has been processed.

Thank you for your interest in using our Ziehm Academy Learning Management System.

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

# **Privacy Statement**

Welcome to our website and thank you for your interest in our company. We take the protection of your personal data very seriously. We process your data in accordance with applicable personal data protection legislation, in particular the GDPR and our country-specific implementation laws, which provide comprehensive information about the processing of your personal data by Ziehm Imaging GmbH and your rights.

Personal data is any information that makes it possible to identify a natural person. This includes, in particular, your name, date of birth, address, telephone number, email address and IP address. Anonymous data is available if no personal reference to the individual/user can be made.

## **Special agreement for employees of Ziehm Imaging GmbH**

This privacy declaration is valid for all users of the Ziehm Learning Platform, except for employees of Ziehm Imaging GmbH.

The valid privacy declaration for employees of Ziehm Imaging GmbH can be found in the relevant company agreement.

## **Responsible body and data protection officer**

Ziehm Imaging GmbH  
Lina-Ammon-Strasse 10  
90471 Nürnberg  
0911 – 2172 – 0  
Info@ziehm.com  
www.ziehm.com

## **Contact info of the data protection officer**

Web-Datenschutz@ziehm.com

## **Your rights as a data subject**

We would first like to notify you of your rights as a data subject. These rights are set out in Articles 15 - 22 GDPR, and include:

- The right of access (Art. 15 GDPR),
- The right to rectification (Art. 16 GDPR),
- The right to data portability (Art. 20 GDPR),
- The right to object to data processing (Art. 21 GDPR),
- The right to erasure / right to be forgotten (Art. 17 GDPR),
- The right to restriction of data processing (Art. 18 GDPR).

To exercise these rights, please contact: Web-Datenschutz@ziehm.com. The same applies if you have any questions regarding data processing in our company or when you withdraw your consent. You also have a right of appeal to the relevant data protection supervisory authority.

## **Right to object**

When we process your personal data for the purpose of direct marketing, you have the right to object to this data processing at any time without providing the reasons for such objection. This also applies to profiling insofar as it is associated with direct marketing. If you object to the processing for direct marketing, we will no longer process your personal data for such purposes. The objection is free of charge and can be made informally, where appropriate to: Web-Datenschutz@ziehm.com.

Should we process your data to protect legitimate interests, you may object to such processing at any time for reasons that arise from your specific situation; this also applies to profiling based on these provisions. We will then cease to process your

personal information unless we can demonstrate compelling legitimate grounds for processing such information that outweigh your interests, rights and freedoms, or the processing is intended to assert, exercise or defend legal claims.

### **Purposes and legal bases of data processing**

The processing of your personal data complies with the provisions of the GDPR and all other applicable data protection regulations. Legal bases for data processing arise in particular from Art. 6 GDPR.

We use your data to initiate business, to fulfil contractual and legal obligations, to conduct the contractual relationship, to offer products and services and to consolidate customer relationships, which may include marketing and direct marketing.

Your consent also constitutes a data protection regulation. In this respect, we will inform you of the purposes of data processing and the right to withdraw your consent. If the consent also relates to the processing of special categories of personal data, we will explicitly notify you in the consent process.

Processing of special categories of personal data within the meaning of Art. 9 (1) GDPR may only take place where necessary on the grounds of legal regulations and there is no reason to assume that your legitimate interests should prevail to the exclusion of processing such data.

### **Data transfers / Disclosure to third parties**

We will only transmit your data to third parties within the scope of given statutory provisions or based on consent. In all other cases, information will not be transferred to third parties unless we are obliged to do so owing to mandatory legal regulations (disclosure to external bodies, including the supervisory authorities or law enforcement authorities).

### **Data recipients / categories of recipients**

In our organisation, we ensure that only individuals who are required to process the relevant data to fulfil their contractual and legal obligations are authorised to handle personal data.

In many cases, service providers assist our specialist departments to fulfil their tasks. The necessary data protection contract has been concluded with all service providers.

### **Transfers of personal data to third countries**

A transfer of data to third countries (outside the European Union or the European Economic Area) shall only take place if required by law or if you have provided your consent for such a transfer.

### **Period of data storage**

We store your data for as long as such is required for the relevant processing purposes. Please note that numerous retention statutory periods require that data must be stored for a specific period of time. This relates in particular to retention obligations for commercial or fiscal purposes (e.g. commercial code, tax code, etc.). The data will be routinely deleted after use unless a further period of retention is required.

We may also retain data if you have given us your permission to do so, or in the event of any legal disputes and we use the evidence within the statutory limitation period, which may be up to 30 years; the standard limitation period is 3 years.

### **Secure transfer of data**

We implement the appropriate technical and organisational security measures to ensure the optimal protection of the data stored by us against accidental or intentional manipulation, loss, destruction or access by unauthorised persons. The security levels are

continuously reviewed in collaboration with security experts and adapted to new security standards.

The data exchange to and from our website is encrypted. We provide https as a transfer protocol for our website, and always use the current encryption protocols. In addition, we offer our users content encryption in our contact forms and applications. We alone can decrypt this data. It is also possible to use alternative communication channels (e.g. surface mail).

### **Obligation to provide data**

A range of personal data is required to establish, implement and terminate the obligation and the fulfilment of the relevant contractual and legal obligations. The same applies to the use of our website and the various functions we provide.

We have summarised the relevant details in the above point. In some cases, legal regulations require data to be collected or made available. Please note that it will not be possible to process your request or execute the underlying contractual obligation without this information.

### **Data categories, sources and origin of data**

The data we process is defined by the relevant context: it depends on whether, for example, you place an order online, enter a request on our contact form or if you want to send us an application or submit a complaint.

Please note that we may also provide information at specific points for specific processing situations separately where appropriate, e.g. when uploading application documents or when making a contact request.

### **We collect and process the following data when you visit our website:**

- Name of the Internet service provider
- Web browser and operating system used
- Information on the website from which you visited us
- The IP address by your allocated Internet service provider
- Files accessed, volume of data transferred, downloads/file export
- Information on websites accessed on our site, including date and time
- For reasons of technical security (in particular to safeguard against attempts to attack of our web server), this data is stored in accordance with Article 6 (1) lit f GDPR. Anonymisation takes place no later than after seven days by abbreviating the IP address so that no reference is made to the user.

### **We collect and process the following data as part of a contact request:**

- Last name, first name, title
- Contact information (Phone, Email address)
- Info on wishes and interests

### **Contact form / Contact via email (Article 6 (1) lit a, b GDPR)**

A contact form is available on our website which can be used to contact us electronically. If you write to us using the contact form, we will process the data you submitted in the contact form to respond to your queries and requests.

In so doing, we respect the principle of data minimisation and data avoidance, such that you only have to provide the information we require to contact you, which is your email

address and the message field itself. Your IP address will also be processed for technical reasons and for legal protection. All other data is voluntary, and additional fields are optional (e.g. to provide a more detailed response to your questions).

If you contact us by email, we will process the personal information provided in the email solely for the purpose of processing your request. If you do not contact us using the forms provided, no additional data will be collected.

### **Registration / Customer account (Article 6 (1) lit a, b GDPR)**

Users can provide personal data to enable them to register on our website. The advantage here is that you can, in particular, view your order history and save your data to use for your next order, without having to re-submit it.

Registration is therefore necessary to perform a contract with you or required to implement pre-contractual measures, or possible if guest access is provided as an option.

The principle of data minimisation and data avoidance is observed here, as only the mandatory data fields required for registration are marked with an asterisk (\*). This is e.g. the email address, password and password re-entry.

When you register on our website, the user's IP address and the date and time of registration are also stored (technical background data). Activate the "Register now" to consent to the processing of your data.

Please note: We will encrypt the password you entered which will be stored with us. Our company employees cannot view this password and cannot therefore assist you if you forget it.

In this event, use the "Forgotten password" function, which will send you an automatically generated new password by email. No employee is authorised to request your password by telephone or in writing. Please never disclose your password should you receive such requests.

Upon completion of the registration process, your data will be stored with us for use in the protected customer area. When you log in to our website with your email address as your username and your password, this data will be made available to you on our website (e.g. for orders in our online shop). Completed orders can be tracked in the order history. You can specify changes to the billing or delivery address here.

Registered persons are free to amend/correct the billing or delivery address in the order history. You can also contact our customer service team, who will be happy to apply any changes / corrections. You can of course cancel or delete the registration or your customer account.

### **Cookies**

Our website uses "cookies" at various locations, which serve to make our offer more user-friendly, effective and secure. Cookies are small text files that are placed on your computer and stored by your browser (locally on your hard disk).

Cookies enable us to analyse how users use our websites so we can design the website content in accordance with the visitor's needs. Cookies also allow us to measure the effectiveness of a particular ad and, for example, to place it based on the user's interests.

Most of the cookies we use are "session cookies", which will be automatically deleted after your visit. Persistent cookies are automatically deleted from your computer when their validity period (generally six months) has expired or you delete them yourself prior to expiry.

Most web browsers automatically accept cookies. You can generally change your browser's settings if you prefer not to send the information. You can still use the offers on our website without restrictions (exception: configurators).

We use cookies to make our offers more user-friendly, effective and secure. We also use cookies to analyse how users use our websites so we can design the website content in accordance with the visitor's needs. Cookies also allow us to measure the effectiveness of a particular ad and, for example, to place it based on the user's interests.

Cookies are stored on the user's computer which then transmits them to us. As a user, you therefore exercise full control over the use of cookies. You can change the settings in your Internet browser to disable or restrict the sending of cookies. In addition, cookies that have already been saved on your computer can be deleted at any time via an Internet browser or other software programs. All this is possible in all the current Internet browsers.

Please note: If you deactivate the placing of cookies on your device, you may not be able to access all our website functions in certain circumstances.

### **Links to other providers**

Our website also contains clearly identifiable links to the Internet sites of other companies. Although we provide links to websites of other providers, we have no influence on their content, and no guarantee or liability can therefore be assumed for such. The content of these pages is always the responsibility of the respective provider or operator of the pages.

The linked pages were checked at the time of linking for potential legal violations and identifiable infringements. No illegal content was identified at the time of linking. However, a permanent content control of the linked pages is not reasonable without concrete evidence of an infringement and, upon notification of a violation of rights, such links will be promptly removed.