

## Data Privacy Statement (DPS)

For 30 years eco-INSTITUT Germany GmbH has been cooperating with its customers, suppliers and employees in a fair and sustainable way. The responsible handling of your data is important to us and transparency our concern.

### PURPOSE

If you collaborate with us we collect your personal data based on article 6 1b) GDPR of the European law. We only gather personal data that are required and necessary to handle your requests. The data is encoded and protected. All stored data are subjected to a period of safekeeping of ten years due to our DIN EN ISO / IEC 17025 accreditation. At the end of the period your data will be deleted.

### RIGHTS

At any time you have the right to free information about your stored personal data, their origin and recipient and the purpose of the data processing, as well as a right to correct, block or delete these data. For this purpose as well as for further questions on the subject of personal data you can always contact us at the following address:

eco-INSTITUT Germany GmbH  
Schanzenstr. 6 - 20  
Carlswerk 1.19  
51063 Cologne  
Germany

Data Protection Commissioner Agnes Müller  
Phone +49 221 931245-0  
E-mail: [agnes.mueller@eco-institut.de](mailto:agnes.mueller@eco-institut.de)

If you have the opinion that the processing of your data violates data protection law or if your data protection claims have otherwise been violated in any way, you can complain to the supervisory authority.

Landesbeauftragte für Datenschutz  
und Informationsfreiheit Nordrhein-Westfalen  
Postfach 20 04 44  
40102 Düsseldorf  
Germany  
Phone +49 211 38424-0  
Fax: +49 0211 38424-10  
E-Mail: [poststelle@ldi.nrw.de](mailto:poststelle@ldi.nrw.de)

We would like to explain to you what happens when you visit our website, for what purpose we collect which data and what happens with it.

We operate two websites:  
[www.eco-institut.de](http://www.eco-institut.de) and [www.eco-institut-label.de](http://www.eco-institut-label.de). On the website [www.eco-institut.de](http://www.eco-institut.de) we also run a blog.

In order to best protect your transmitted data, we use SSL encryption for our websites.

### COOKIES

Our websites use cookies. These are small text files that are stored on your device using the browser. They do no harm. We use cookies to make our offer user-friendly. Some cookies remain stored on your device until you delete them. They allow us to recognize your browser on your next visit. If you do not want this, you can set up your browser to inform you about the setting of cookies and allow this only in individual cases. The deactivation of cookies may limit the functionality of our websites.

### PIWIK PRO

Our websites use functions of the web analysis service Piwik Pro. Cookies are used for this purpose, which enable an analysis of the use of the website by its users. Our concern within the meaning of the GDPR (legitimate interest) is to improve our offer and website. The information about the use of our websites is stored on servers of Piwik PRO or by service providers commissioned by them in the EU. Your IP address is recorded but immediately pseudonymised. As a result, only a rough localization is possible. You can prevent this by setting up your browser so that no cookies are saved. Information and the applicable data protection regulations of Piwik Pro can be found at <https://piwik.pro/privacy-security/>.

### VIMEO

We embed videos from the "Vimeo" platform, Vimeo Inc., Attention: Legal Department, 555 West 18th Street New York, New York 10011, USA. For technical reasons, this leads to calls to the Vimeo server. The data of your browser or your end device is transmitted. The data protection declaration of the "Vimeo" platform can be found here: <https://vimeo.com/privacy>. We would like to point out that Vimeo can use Google Analytics and opt-out options for Google Analytics and refer to Google's data protection declaration: <https://adssettings.google.com/>.

## SOCIAL MEDIA

We maintain online presence within social networks and platforms in order to communicate with customers, prospects and users active and to inform them about our services. When calling the respective networks and platforms, the terms and conditions and the data processing guidelines apply to their respective operators. To prevent data from simply being forwarded to social networks (Facebook, Twitter, Google +), we do not use social media plugins on our websites.

## NEWSLETTER

You have the option of subscribing to a newsletter via our website. For this we need your email address and your consent that you agree with the subscription to the newsletter. Once you have subscribed to the newsletter, we will send you a confirmation email with a link to confirm the registration. The registration for the newsletter will be logged in order to prove the registration process according to the legal requirements. This includes the storage of the registration and confirmation time as well as the IP and email address. Your IP address is captured but immediately pseudonymized.

The newsletter is distributed via "MailChimp", a newsletter shipping platform of Rocket Science Group, LLC, 675 Ponce De Leon Ave # 5000, Atlanta, GA 30308, USA. MailChimp uses the saved email addresses on our behalf. Please note that the retrieval of the newsletter will collect technical information and your IP address, as well as the time of retrieval and activation of links to improve the service of MailChimp. The evaluation can be assigned to you and serves to adapt the content to you and to send content according to your interests. In some cases, we will redirect you to the MailChimp website. Please note that on the website of MailChimp cookies are used, and therefore personal data processed by MailChimp and their partners. We have no influence on this data collection. However, we have concluded a data processing agreement with MailChimp. In doing so, MailChimp undertakes to process and protect your data in accordance with your privacy policy. Furthermore, MailChimp undertakes in the Agreement not to pass on your stored data to third parties. The privacy policy of MailChimp can be viewed here: <https://mailchimp.com/gdpr/>  
<https://www.intuit.com/privacy/statement/>

You can cancel the subscription of the newsletter at any time. You will find a link to sign out in the individual newsletters. You can also click on reply when you receive the newsletter and tell us at the address [newsletter@eco-institut.de](mailto:newsletter@eco-institut.de) that you want to be removed from the mailing list. Or you send your request to [info@eco-institut.de](mailto:info@eco-institut.de). We will immediately delete your data in connection with the newsletter dispatch.

## NEWSLETTER FOR eco-INSTITUT LABEL CUSTOMERS

We reserve the right to send you relevant information that is of legitimate interest to you as eco-INSTITUT label holder and that should urgently reach you by email (Article 6, 1f), GDPR). We understand relevant information to mean, for example, changes to the eco-INSTITUT label criteria or the eco-INSTITUT label certification program. When sending e-mails, we work with the CleverReach GmbH & Co. KG platform based in Schafjückenweg 2, 26180 Rastede. We have concluded an order data processing contract

with CleverReach and fully implement the provisions of the General Data Protection Regulation when using CleverReach. To send the newsletter, your email address is stored on CleverReach's servers in Germany or Ireland. The use of CleverReach enables us to analyze the behavior of newsletter recipients. Here, inter alia it is analyzed how many recipients have opened the newsletter message and how often which link in the newsletter was clicked. Further information on data analysis by CleverReach newsletter is available at: <https://www.cleverreach.com/en-de/newsletter-tool/newsletter-reporting/>

If you do not want to receive the eco-INSTITUT Label newsletter, you will find a LINK to unsubscribe in every message.

## CONTACT

If you contact us by e-mail, your details will be stored for processing the request and for follow-up questions for 12 months. We will not share this information without your consent.

If there is a cooperation during the contact, we store your data in accordance with our DIN EN ISO / IEC 17025 accreditation for 10 years.

## COMMENT

We offer you the opportunity to leave comments on individual blog posts. Leaving a comment will save the comment, the commenting time and your pseudonym. To track comments with illegal content, your IP address and e-mail address will also be saved. This is for our protection, otherwise we are responsible for the content. Your email address and your IP address will not be published. The comments and Data (mentioned below) is stored until the commented content is completely deleted or the comments need to be deleted.

Cologne, 26/10/2022  
eco-INSTITUT Germany GmbH

Note: This agreement has been translated from German into English. In case of any dispute, the authoritative version remains the German version