

Thank you for visiting the CoaChrom Diagnostica GmbH website. We are delighted that you are interested in our products and services. The protection of your personal data is of the greatest importance to us.

1. Data protection

Any data collected is processed and stored in accordance with the data protection regulations. You have a natural right in accordance with the Data Protection Act to obtain your stored data free of charge. We will be happy to inform you regarding which of your personal data we have stored. In addition, you are entitled at any time to object to the registration of your personal details, or to have the data amended, blocked or deleted.

Collection and processing of non-personal data

Information of a non-personal nature is automatically collected by CoaChrom Diagnostica GmbH when the website and newsletter are accessed. This involves statistical data, which holds information relating, for example, to the kind of Internet browser used, the operating system, the number of visitors and suchlike in cumulative form. CoaChrom Diagnostica GmbH uses this information for the ongoing improvement of the website and newsletter.

Collection and processing of personal data

Personal data holds information such as name, company, sector, position, address, telephone number or e-mail address. This data is collected by CoaChrom Diagnostica GmbH exclusively for the purposes of making contact, registration for the newsletter, surveys or the like. In addition, personal data is automatically collected when the newsletter and its contents are delivered and accessed.

In this case, the personal data is stored exclusively for individual communications, processing enquiries, conveying product information, adapting newsletter content individually to the recipient and submitting offers. It is shared exclusively with companies within the CoaChrom Diagnostica GmbH group. Data is stored until you request that the data is deleted. It is possible to unsubscribe to the newsletter at any time using the dedicated link in the newsletter.

Newsletter

If you subscribe to our company's newsletter, the data in the respective input mask will be transmitted to the controller. The registration for our newsletter takes place in a so-called double opt-in procedure. This means that after registration, you will receive an e-mail in which you are asked to confirm your registration. This confirmation is necessary so that no one can register with foreign e-mail addresses. When registering for the newsletter, the user's IP address and the date and time of registration are stored. This serves to prevent misuse of the services or the e-mail address of the person concerned. The data is not passed on to third parties. An exception exists if there is a legal obligation to pass on the data. The data is used exclusively for sending the newsletter. The subscription to the newsletter can be cancelled by the data subject at any time. Likewise, consent to the storage of personal data can be revoked at any time. For this purpose, a corresponding link can be found in each newsletter. You may also send your cancellation by email: info@coachrom.com. We then promptly delete all your data related to newsletter dispatch. The legal basis for the processing of the data after registration for the newsletter by the user is, if the user has given his consent, Art. 6 para. 1 lit. a) DSGVO. The legal basis for sending the newsletter as a result of the sale of goods or services is Section 7 (3) UWG.

Use of Rapidmail:

Description and purpose: We use rapidmail to send newsletters. The provider is rapidmail GmbH, Wentzingerstraße, 21, 79106 Freiburg, Germany. Among other things, rapidmail is used to organize and analyze the dispatch of newsletters. The data you enter for the purpose of receiving the newsletter is stored on rapidmail's servers in Germany. If you do not want any analysis by rapidmail, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in every newsletter message. Furthermore, you can also unsubscribe from the newsletter by e-mailing to: info@coachrom.com. For the purpose of analysis, the e-mails sent with rapidmail contain a so-called tracking pixel, which connects to the servers of rapidmail when the e-mail is opened. In this way, it can be determined whether a newsletter message has been opened. Furthermore, with the help of rapidmail, we can determine whether and which links in the newsletter message are clicked. All links in the e-mail are so-called tracking links, with which your clicks can be counted. Depending on the font with which the respective newsletter is designed, a connection to external servers such as Google Fonts takes place.

Legal basis: The legal basis for data processing is Art. 6 para. 1 lit. a) DSGVO.

Recipient: The recipient of the data is rapidmail GmbH.

Transmission to third countries: There is no transmission of data to third countries.

Duration: The data stored by us within the scope of your consent for the purpose of the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted from our servers as well as from the servers of rapidmail after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

Possibility of revocation: You have the possibility to revoke your consent to data processing with effect for the future at any time. The legality of the data processing operations already carried out remains unaffected by the revocation.

Further data protection information: For more details, please refer to the data security notices of rapidmail at: <https://www.rapidmail.de/datensicherheit>. For more details on the analysis functions of rapidmail, please refer to the following link: <https://www.rapidmail.de/wissen-und-hilfe>

Matomo (formerly Piwik)

On this website we use the software „Matomo“ (www.matomo.org), a service provided by InnoCraft Ltd., 150 Willis St, 6011 Wellington, New Zealand. Matomo is an open source web analytics platform. A web analytics platform is used by a website owner in order to measure, collect, analyse and report visitors data for purposes of understanding and optimizing their website. The Matomo software sets a cookie (text file) on your system by which your browser can be recognised. If subpages on our website are accessed, the following data is stored:

- IP address, shortened by the last two bytes (anonymised)
- location of the user
- page being viewed and time
- referrer page (URL of the previous page you visited)

- URLs of pages viewed after the first subpage
- browser and plug-ins, operating system and screen resolution used
- time spent on our website

The data collected by Matomo is stored on our own servers. No data is transferred to a third party.

Legal basis

The legal basis for data processing is Art. 6 para. 1 lit. f) DSGVO.

Purpose of data processing / legitimate interests

Processing your personal data such as cookies is helping us identify what is working and what is not on our website. For example, it helps us identify if the way we are communicating is engaging or not and how we can organize the structure of the website better. Our team is benefiting from the processing of your personal data, and they are directly acting on the website. By processing your personal data, you can profit from a website which is getting better and better.

Your data will be used only to improve the user experience on our website and help you find the information you are looking for. The data will never be used to personally identify a website user and will never be merged with other data. By anonymising the IP address, we take into account the user's legitimate interest of the protection of personal data.

Recipient of the personal data

The personal data received through Matomo are sent to:

- Our company
- Our service providers: rockit GmbH, A-1150 Wien und Konzept IT GmbH, A-1230 Wien

Retention period

The data are deleted as soon as they are not anymore used for our purposes.

Your rights

As Matomo is processing personal data on legitimate interests, you can exercise the following rights:

1. Right of access: You can ask us at any time to access your personal data.
2. Right to erasure: You can ask us at any time to delete all the personal data we are processing about you.
3. Right to object: You can object to the tracking of your personal data for a period of two years by using the following opt-out feature. Please be aware of the fact that the opt out cookie you set by unchecking the following box is deleted when you delete all cookies.

(See opt out at <https://www.coachrom.com/en/privacy-policy>)

Information

If you have any further questions relating to our data privacy statement or the collection, processing or usage of your personal data, please contact us at this address:

CoaChrom Diagnostica GmbH
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2344 Maria Enzersdorf
Österreich
Phone:
+43-1-2362221
0800-24 66 330 (toll-free)

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4. Liability

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5. Links

Our offer contains links to the external websites of third parties, over whose contents we have no control. We can therefore also accept no responsibility for this external content. The respective provider or operator of the pages is always responsible for the content of the linked pages. The linked pages were checked for any potential statutory violations at the time the link was made. No illegal content was identified at the time the link was made. Constant checking of the linked pages is, however, not reasonable without specific evidence of a legal violation. In the event that we become aware of any legal violations we will remove such links immediately.