1. Scope and subject matter of the Privacy Policy

The subject matter of this Privacy Policy is information on whether, to what extent, and for which purpose we collect and process personal data through our website with the URL https://www.niessing.com.
This privacy policy applies exclusively to the aforementioned website. If links are made to other sites, we have neither influence nor control over the linked contents and the data protection provisions applying on those sites. We recommend that you review the particularly applicable privacy statements to determine whether and to what extent personal data is collected, processed, used and/or made available to third parties.

2. Definitions and terminology

Personal data:	means any information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.
Processing:	means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.
Controller:	means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.
Recipient:	means a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

The complete text of the General Data Protection Regulation, including the further definitions and terminology, is available on the Internet under the following **link**.

3. Controller: name and contact data / place of jurisdiction

Niessing Manufaktur GmbH & Co. KG, Butenwall 117, 48691 Vreden, Germany, represented by the managing director Sandro Erl,
e-mail address: service@niessing.com.

4. Purpose and legal basis for the processing of personal data

Category: Website access	**Comment**			
Personal data	IP address and cookie identfier			
Description	Whenever a user accesses our website, we collect the so-called access data and store these in a log file. The access data include the name of the retrieved website, the retrieved file, date and time of access, transferred data volume and notice on succeeded access, browser type and version, operating system, the so-called referrer URL (website from which access is made), the requesting provider, and your IP address. For details on the cookies we collect and the particular purpose fulfilled by each cookie, please see the document **Privacy Policy Opt Out**.			
Purpose of th data processing	We collect the IP address in order to report an attack on our website or on our IT infrastructure to the law enforcement authorities, or, in the event of imminent damage, to the emergency response authorities, and to thus ensure the functionality of our website. The cookie identifier additionally provides information on user behaviour and search queries, which enables us to better adapt our services to the user interests in future accesses.			
Interest in data processing	The IP address as part of the access and device data serves for optimizing the website in terms of technology and design and for protecting our systems (e.g. in connection with an attack or security event). We cannot establish a personal reference from the log file data, including the IP address, when our website is accessed.			
Data recipients	**Company**	**Description**	**Transfer to a thrid country**	**Information on data protection**
	Hetzner Online GmbH Industriestr. 25 91710 Gunzenhausen, Germany	Hetzner Online GmbH is the iweb hosting provider and data center operator hosting our website.	No	https://www.hetzner.com/rechtliches/datenschutz
Duration of data storage	The access provider will delete the IP address two months after collection; for details on cookies, the duration of cookie storage, and how t to delete these data (your right to object), please see the **Privacy Policy Opt Out.**			
Legal basis	Art. 6 para. 1 lit. f) GDPR			
Provision required or neccessary	The provision of personal data is neither a statutory nor contractual requirement. Disabling cookie identifiers, however, will usually also result in disabling certain features and functionality of our website.			

Category: Tracking	Comment
Personal data	IP address, cookie identifier
Description	Our website employs advertising and tracking tools that, among others, also use cookies and the IP address.
Purpose of the data processing	The IP address is a part of the cookies stored on the user’s computer in order to obtain information on user behavior or on search queries. This enables us to better adapt our services to the user interests for future accesses or to specifically serve interest-based ads.
Interest in data processing	Advertising and tracking tools allow us to tailor our services to our customers and other interested persons and to increase traffic by placing target group oriented ads. For details on how the cookies work and how you can delete them and prevent tracking (your right to object), please see the **Privacy Policy Opt Out.**
Data recipients	For details on the data recipients, on the functionality of the tools, and for information on how to prevent the data transfer (tracking), please see the **Privacy Policy Opt Out.**

Company	Tool	Transfer to a third country	Information on data protection	Opt out
Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	Google Analytics	Yes	https://policies.google.com/?hl=en-GB https://support.google.com/analytics/answer/6004245?hl=en Privacy Shield Certification	Yes
Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	DoubleClick	Yes	https://policies.google.com/technologies/ads?hl=enGB https://policies.google.com/technologies?hl=en-GB Privacy Shield Certification	Yes
Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	Doubleclick Ad Exchange	Yes	https://policies.google.com/?hl=en-GB https://policies.google.com/technologies/ads?hl=enGB https://policies.google.com/technologies?hl=en-GB Privacy Shield Certification	Yes
Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	Google Remarketing Tags	Yes	https://policies.google.com/?hl=en-GB https://policies.google.com/technologies/ads?hl=enGB https://policies.google.com/technologies?hl=en-GB Privacy Shield Certification	Yes
Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	Google Conversion Tracking	Yes	https://policies.google.com/?hl=en-GB https://policies.google.com/technologies/ads?hl=enGB https://services.google.com/sitestats/de.html Privacy Shield Certification	-

Category: Tracking	Comment				
	Hotjar Ltd. Level 2, St. Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta	Hotjar	No	https://www.hotjar.com/privacy	Yes
	Space Pencil, Inc. 847 Sansome Street, San Francisco, CA 94111, USA	Kissmetrics	Yes	https://www.kissmetrics.com/user-privacy Privacy Shield Certification	Yes
	Optimizely, Inc. 631 Howard Street, Suite 100, San Francisco, CA 94105, USA	Optimizely	Yes	https://www.optimizely.com/privacy/ Privacy Shield Certification	Yes
	Crazy Egg, Inc., 16220 E. Ridgeview Lane, La Mirada, CA 90638, USA	CrazyEgg	Yes	http://www.crazyegg.com/privacy	Yes
	Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA	Facebook Connect	Yes	https://www.facebook.com/about/privacy Privacy Shield Certification	-
	Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA	Website Custom Audiences	Yes	https://www.facebook.com/about/privacy Privacy Shield Certification	Yes
	Qualaroo, Inc., 1901 Newport Blvd, 175 Costa Mesa, CA 92627, USA	Qualaroo	Yes	https://qualaroo.com/privacy-policy Privacy Shield Certification	-
Duration of data storage	For details on the functionality of the tracking tools, for information on cookie storage duration, and for information on how to prevent tracking, please see the **Privacy Policy Opt Out.**				
Legal basis	Art. 6 para 1 lit. f) GDPR				
Provision required or necessary	The provision of personal data is neither a statutory nor contractual requirement. Disabling cookie identifiers, however, will usually also result in disabling certain features and functionality of our website.				
Profiling	Tracking tools help us to evaluate user behavior and analyze user interests; for further details please see the **Privacy Policy Opt Out.**				

Category: Contact form	Comment
Personal data	Company, e-mail-address, first and last name
Purpose of the data processing	We will use your contact form data, as well as your inquiry itself, solely for answering to your inquiry, and therefore only for communicating with you and for preparing offers.

Category: Contact form	**Comment**				
Data recipients	For details on the data recipients, on the functionality of the tools, and for information on how to prevent the data transfer (tracking), please see the **Privacy Policy Opt Out.**				
	Company	**Tool**	**Transfer to a third country**	**Infos zum Datenschutz**	**Opt-Out**
	LiveChat One International Place, Suite 1400, Boston, MA 02110-2619, USA	LiveChat	Yes	http://www.livechatinc.com/privacy-policy/.	-
Duration of data storage	The time required for processing and handling your inquiry or until you request us to delete your data.				
Legal basis	Art. 6 para. 1 lit b) GDPR				
Provision required of necessay	The provision of personal data is neither a statutory nor contractual requirement. However, we can only process your inquiry if you provide your personal data.				

Category: Newsletter	**Comment**				
Personal data	E-mail address				
Purpose of the data processing	We will use your e-mail address exclusively for sending the Newsletter and for advertising purposes for our company's products and services.				
Data recipients	**Company**	**Tool**	**transger to a third country**	**Information on data protection**	**Opt out**
	Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA	MailChimp	Yes	http://mailchimp.com/legal/forms/data-processing-agreement/. https://www.privacyshield.gov/partici-pant?id=a2zt0000000TO6hAAG. Privacy Shield Certification	-
Duration of data storage	Until we decide to discontinue the newsletter or until you request us to delete your e-mail address (revocation of consent).				
Legal basis	Art. 6 para. 1 lit a) GDPR				
Particular right to revocation	You have the right to revoke your consent at any time to the processing of your personal data (unsubscribing from the newsletter). The legality of the data processing carried out until you revoke your consent remains unaffected. Please find the contact data for withdrawing your consent under "Legal Notice" on this website. You can equally use the link provided in the advertising e-mail. This will incur no costs other than the transmission costs according to the basic rates. Your revocation also applies to the provider of the newsletter tool, where your data will consequently also be irrevocably deleted.				
Provision required or necessary	The provision of personal data is neither a statutory nor contractual requirement. However, we can only send the newsletter to you if you provide your e-mail address.				

5. Your rights

In accordance with applicable data protection legislation, you have the right of access to your personal data, the right to rectification, the right to erasure, the right of restriction of processing and the right to object to processing of your data, the right to data portability, and the right to revoke this consent at any time. In addition, you have the right to lodge a complaint with the data protection supervisory authorities.

You can assert all rights to us by e-mail at service@niessing.com or using the contact data given under "Controller".