

Privacy Notice

ANDREAS STIHL AG & Co. KG, Badstraße 115, D - 71336 Waiblingen (hereinafter referred to as "STIHL" or "we") appreciates your use of this app and your interest in our company and our products. Data protection is not just an empty phrase for us, which is why we take the protection of your personal data very seriously. We handle your data very carefully and confidentially and use them only within the framework of the applicable data protection regulations, in particular the General Data Protection Regulation ("GDPR").

Data Controllorship

STIHL is responsible for the lawful processing of your data. You can reach us via e-mail (datenschutz@stihl.de) or by telephone on +49 7151 26-0.

Processing of traffic data

When you use our app, we collect your IP address, although the last four digits are anonymized. In addition, we record individual device identifiers, as well as the location and time zone of each access. This information is necessary to ensure the functionality of our app, to detect and prevent abuse and to improve our service. This data is processed in order to make our services technically accessible to you (e.g. to adjust them to the device you are using) as well as to detect and prevent abuse. The legal basis for this is Art. 6 para. 1 lit. b GDPR.

We also collect data about the use of our App in anonymised form for statistical purposes. This serves the purpose of making our app even more appealing and to understand which content is most interesting for our users. The legal basis for processing this statistical data is our legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR.

Web analysis with Google Analytics

This app uses Google Analytics, a web analytics service provided by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Responsible for users in the EU/EEA and Switzerland is Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, Ireland, 1600. Google Analytics uses so-called "cookies", which are text files that are stored on your computer and enable an analysis of your use of the App. The information generated by the cookie is usually transferred to a Google server in the USA and stored there.

Our app uses Google Analytics with the extension "anonymize IP". This means that your IP address collected by the Google Analytics cookie will be shortened by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area before being transferred to the USA. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. On behalf of STIHL, Google uses this information to evaluate your use of the App, to compile reports on app activities and to provide further services to the operator in connection with the app use. The IP address transmitted by your terminal device as part of Google Analytics is not combined with other data from Google.

We only use Google Analytics with your consent. You can revoke this consent at any time in the app settings. The legal basis for the processing of your data is Art. 6 para. 1 lit. a GDPR.

For more information on terms of use and data protection, please visit

www.google.com/analytics/terms/de.html or
www.google.com/intl/de/analytics/privacyoverview.html.

Google is also certified under the [EU-US Privacy Shield](#).

Access to device settings

Our app allows you to visualize devices from our product range in an AR environment. To provide this functionality our app needs access to the camera of your device. However, no personal data is processed by us in this case. The resulting footage is not stored by us.

Duration of the processing of usage data

Your personal usage data will be deleted after a period of 2 months. Otherwise, the data mentioned in this section will be deleted when it is no longer required for the purposes described, unless legal regulations require longer storage.

Transmitting your data

Unless otherwise expressly described, all data is transferred to servers in the European Union and stored there. We protect all data during transmission using encryption methods such as Transport Layer Security (TLS). The IP address collected during transmission is shortened.

Your rights

You have a right to information about the personal data processed by STIHL and, if the relevant legal requirements are met, a right to rectification, deletion and restriction of processing. You also have the right to receive the personal data you have provided in a structured, commonly used and machine-readable format. This includes the right to transfer this data to another controller. If technically possible, you may also request that STIHL transfer the personal data directly to the other controller.

If we process your data on the basis of our legitimate interest or for direct marketing purposes, you have the right to object against the processing if the legal requirements are met.

To make use of the above-mentioned rights and in the event of questions and complaints regarding the use of your personal data, you can contact the STIHL data protection officer:

Contact data protection officer:

ANDREAS STIHL AG & Co. KG

DATA PROTECTION OFFICER

Badstraße 115

D - 71336 Waiblingen

E-mail: datenschutz@stihl.de

You also have the right to make a complaint to the authority responsible for STIHL.