

Privacy policy

Thank you for visiting our website. The protection of your data is very important to us. This privacy policy explains what personal data is collected and how and for what purpose the company uses it. Our aim is to always act transparently for all users and to inform them about how personal data is handled.

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1. General information

In the following, we would like to inform you about the handling of your personal data ("data") in accordance with Art. 13 of the General Data Protection Regulation (DSGVO). This data protection declaration applies when reference is made to this data protection declaration.

1.1 Processing of personal data

In the context of a business relationship, we process your data exclusively for contract performance or in order to take steps prior to entering into a contract with us and our subsidiaries.

The legal basis for this data processing is Art. 6 (1) (b) GDPR and for compliance with legal information and storage obligations Art. 6 (1) (c) GDPR. Personal data processing is limited to what is necessary in relation to these purposes. We do not store your data longer than necessary and to comply with statutory retention periods (including § 147 AO and § 257 HGB).

Our employees who process your data have committed themselves to confidentiality and compliance with the relevant legal obligations. Furthermore, they are subject to awareness-raising and trainings in data protection law regularly. If you contact us on behalf of your company or organization, we process your personal data pursuant to Art. 6 (1) (f) GDPR for the purpose of our legitimate interest to communicate and initiating or executing our business relationship. As the contact person, you have the right to object to this processing at any time with effect for the future pursuant to Art. 21 GDPR."

1.2 Data Controller

All4Labels Group GmbH, Möllner Landstraße 15, 22969 Witzhave Germany is responsible for the data processing described below in accordance with Art. 4 (7) DSGVO ([legal notice](#)).

Some processing is carried out by other companies. This is indicated below the relevant processing description.

2. Collection and processing of personal data when using the website

When you visit our website, our web server temporarily evaluates usage data for statistical purposes in order to improve the quality of our website. This data consists of the following data categories:

2.1 Usage Data

When you visit our website, our web server temporarily evaluates usage data for statistical purposes in order to improve the quality of our website. This data consists of the following data categories:

- the name and address of the requested content,
- the date and time of the query,
- of the transferred data volume,

- the access status (content transferred, content not found),
- the description of the used web browser and operating system,
- the referral link, which indicates from which page you reached ours,
- the IP address of the requesting computer, which is shortened in such a way that a personal reference can no longer be established.

The above-mentioned log data will only be evaluated anonymously.

2.2 Storage of IP Addresses for Security Purposes

We store the complete IP address transmitted by your web browser for a period of sixty days in the interest of detecting, limiting and eliminating attacks on our web pages. After this period, we delete or anonymize the IP address.

The legal basis for this processing is Art. 6 (1) (f) GDPR.

2.3 Data security

We take technical and organizational measures to protect your data as comprehensively as possible from unwanted access. These measures include encryption procedures on our web pages. Your data is transferred from your computer to our server and vice versa via the internet using TLS encryption.

You can usually recognize this by the fact that the lock symbol in the status bar of your browser is closed and the address line begins with https://.

2.4 Necessary Cookies

On our website, we use cookies which are necessary in order for the site to function.

Cookies are small text files that can be placed on your computer or mobile device by websites that you visit.

A distinction is made between session cookies, which are deleted as soon as you close your browser, and permanent cookies, which are stored beyond the individual session.

We do not use these necessary cookies for analysis, tracking or advertising purposes.

In some cases, these cookies only contain information on certain settings and cannot be linked to a person. They may also be necessary to enable user guidance, security and implementation of the site.

The legal basis for using these cookies is our legitimate interest according to Art. 6 (1) (f) GDPR.

You can set your browser to inform you about the placement of cookies. This is in order to make the use of cookies transparent for you.

You can also delete cookies or prevent the setting of new cookies at any time by using the appropriate browser settings.

Please note that if you delete certain cookies, our web pages may not be displayed correctly and some functions may no longer be available.

Cookie name	Provider	Purpose	Maximum Storage Period	Adequate level of data protection
borlabs-cookie	all4labels.com	Saves the visitors preferences selected in the Cookie Box of Borlabs Cookie.	1 Year	Data is sent to: Unknown (not adequate)
_cf_bm	myfonts.net	This cookie is used to distinguish between humans and bots. This is beneficial for the web site, in order to make valid reports on the use of their website.	1 Day	Data is sent to: Unknown (not adequate)

2.5 Google Analytics

We use the web analysis tool "Google Analytics" to design our websites according to your needs. Google Analytics creates user profiles based on pseudonyms. For this purpose, permanent cookies are stored on your end device and accessed out by us. In this way we are able to recognize and measure returning visitors.

The Google Analytics tool is provided by Google Ireland Limited and Google LLC. (USA) who support us as processors according to Art. 28 GDPR. The data processing can therefore also take place outside the EU or EEA. With regard to Google LLC (USA), no adequate level of data protection can be assumed due to the processing in the USA. There is a risk that authorities may access the data for security and surveillance purposes without you being informed or having the right to appeal.

Please take this into account if you decide to give your consent to our use of Google Analytics.

The legal basis for this data processing is your consent if you have given your consent via our consent banner.

The transfer to a third country takes place on the basis of Art. 49 (1) (a) GDPR.

You can withdraw your consent at any time. Please follow this link and make the appropriate settings via our banner.

2.6 Third party tracking technologies for advertising purposes

We use cross-device tracking technologies to help us show you targeted advertising on other websites based on your visit to our websites and to help us determine how effective our advertising efforts have been.

The legal basis for this data processing is your consent if you have given your consent via our consent banner.

Your consent is voluntary and can be withdrawn at any time.

2.6.1 How does tracking work?

When you visit our websites, it is possible that the third-party providers listed below may retrieve identification characteristics of your browser or terminal device (e.g. a browser fingerprint), evaluate your IP address, save or extract identification characteristics on your terminal device (e.g. cookies) or gain access to individual tracking pixels.

The individual characteristics can be used by these third parties to identify your terminal device on other websites. We may commission these third-party providers to show you advertisements based on the pages visited on our website.

2.6.2 What does cross-device tracking mean?

If you log on to the third-party provider with your user data, the respective identification characteristics of different browsers and end devices can be linked with each other. For example, if the third-party provider has created a unique identifier for each laptop, desktop personal computer, smartphone or tablet you use, these individual identifiers can be associated with each other as soon as you log in to a third-party service using your login credentials. This allows the third party to target our advertising campaigns across multiple devices.

2.6.3 Which third-party providers do we use in this context?

The third-party providers with whom we work for advertising purposes are listed below. If the data is processed outside the EU or EEA in this context, please note that there is a risk that local authorities may access the data for security and monitoring purposes without you being informed or having the right to appeal. Where we use providers in third countries without an adequate level of protection and you give your consent, the transfer to this third country is based on Art. 49 (1) (a) GDPR.

Cookie name	Provider	Maximum Storage Period	Adequate level of data protection	Withdrawal of consent
bcookie	LinkedIn (USA and/or Ireland)	1 Year	No adequate level of data protection. The data is transmitted on the basis of Art. 49 (1) (a) GDPR.	To withdraw your consent, please click here to change the appropriate settings via our banner.
bscookie	LinkedIn (USA and/or Ireland)	1 Year	No adequate level of data protection. The data is transmitted on the basis of Art. 49 (1) (a) GDPR.	To withdraw your consent, please click here to change the appropriate settings via our banner.
lang	LinkedIn (USA and/or Ireland)	Session	No adequate level of data protection. The data is transmitted on the basis of Art. 49 (1) (a) GDPR.	To withdraw your consent, please click here to change the appropriate settings via our banner.
lidc	LinkedIn (USA and/or Ireland)	1 Day	No adequate level of data protection. The data is transmitted on the basis of Art. 49 (1) (a) GDPR.	To withdraw your consent, please click here to change the appropriate settings via our banner.
UserMatchHistory	LinkedIn (USA and/or Ireland)	29 Days	No adequate level of data protection. The data is transmitted on	To withdraw your consent, please click here to change the

Cookie name	Provider	Maximum Storage Period	Adequate level of data protection	Withdrawal of consent
			the basis of Art. 49 (1) (a) GDPR.	appropriate settings via our banner.
AnalyticsSyncHistory	LinkedIn (USA and/or Ireland)	29 Days	No adequate level of data protection. The data is transmitted on the basis of Art. 49 (1) (a) GDPR.	To withdraw your consent, please click here to change the appropriate settings via our banner.

2.7 Contact Form

You may contact us third-party via our contact form. In order to use our contact form, we will require you to provide the data marked as mandatory.

The legal basis for this processing is Art. 6 (1) (f) GDPR, being our legitimate interest to respond to your request.

You can decide whether or not you would like to provide us with further information. This information is provided voluntarily and is not required to contact us.

We process your voluntary details on the basis of your consent in accordance with Art. 6 (1) (a) GDPR.

Your data will only be processed to process your request. We will delete your data if they are no longer required and there are no legal obligations to retain them.

Where the processing of your data which is transmitted via the contact form is based on legitimate interest in accordance with Art. 6 (1) (f) GDPR, you have the right to object to that processing at any time. To do so, please use the email address provided in the imprint.

In addition, you can withdraw your consent to the processing of your voluntarily provided information at any time. To do so, please use the email address provided in the imprint.

2.8 Map Service

On our websites, we embed map services which are not stored on our servers. In order to prevent the automatic downloading of third-party content when you visit our web sites with embedded map services, we only show locally stored preview images of the maps as a first step. This does not provide the third-party provider with any information.

Only after you click on the preview image, will third-party content be downloaded. This provides the third party with information that you have accessed our site and with the usage data technically required for this purpose. We have no influence on the further data processing by the third-party provider.

By clicking on the preview image, you give us the consent to download contents of the third-party provider.

The legal basis for the embedding processing is your consent if you have previously given your consent by clicking on the preview image.

Please note that the embedding of some map services means that your data may be processed outside the EU or EEA. In some countries, there is a risk that authorities may access the data for security and surveillance purposes without informing you or allowing you to take

legal action. Where we use providers in third countries without an adequate level of protection and you give your consent, the transfer to this third country is based on Art. 49 (1) (a) GDPR.

Provider	Maximum storage period	Adequate level of data protection	Withdrawal of consent
Google LLC (USA)		No adequate level of data protection. The data is transferred on the basis of Art. 49 (1) (a) GDPR.	If you have clicked on a preview image, the content of the third-party provider is immediately downloaded. To avoid this downloading on other sites, please do not click on the preview image.
OpenStreetMap		Processing only within EU/EEA.	If you have clicked on a preview image, the content of the third-party provider is immediately downloaded. To avoid this downloading on other sites, please do not click on the preview image.

2.9 Captcha

To protect our web forms from automated requests, we use a third-party captcha function. The captcha function automatically captures all user input and mouse movements that you make on our website (regardless of whether you visit pages that contain web forms or not). The data collected in this way is used to determine whether the input comes from a person or an automated program.

As the Captcha function is provided by a third party, displaying the captcha will cause third-party content to be downloaded. This provides the third party with information that you have accessed our site and with the usage data technically required for this purpose. In this respect, the third-party provider also receives your IP address, which is technically required to retrieve the content.

We have no influence on the further data processing by the third-party provider.

The legal basis for this data processing is your consent if you have given your consent via our cookie banner.

Please note that the use of the Captcha function may result in your data being processed outside the EU or EEA. In some countries, there is a risk that authorities may access the data for security and surveillance purposes without informing you or allowing you to take legal action. Where we use providers in third countries without an adequate level of protection and you give your consent, the transfer to this third country is based on Art. 49(1) (a) GDPR.

Cookie name	Provider	Maximum storage period	Adequate level of data protection	Withdrawal of consent
rc::c	Google LLC (USA)	Session	No adequate level of data protection. The data is transferred on the basis of Art. 49 (1) (a) GDPR.	To withdraw your consent, please click here to change your settings via our banner. However, you will then no longer be able to use our web forms.
rc::a	Google LLC (USA)	Persistent	No adequate level of data protection. The	If you have clicked on a preview image, the content of the third-party

Cookie name	Provider	Maximum storage period	Adequate level of data protection	Withdrawal of consent
			data is transferred on the basis of Art. 49 (1) (a) GDPR.	provider is immediately downloaded. To avoid this downloading on other sites, please do not click on the preview image.

2.10 Newsletter Registration and Delivery

You may register to receive our newsletter on our website. Please note that we require certain data (your e-mail address at the minimum) to complete the newsletter registration.

We will only send to you the newsletter if you have given us your express consent. After you have completed the newsletter registration on our website, you will receive a confirmation e-mail at the e-mail address you provided (double opt-in).

You may withdraw your consent at any time. An easy way to withdraw your consent is, for example, to use the unsubscribe link provided in every newsletter.

As part of the newsletter registration process, we store certain data in addition to the above-mentioned data, as far as it is necessary to prove so that you have registered for our newsletter. This may include storing the complete IP address at the time of the registration or confirmation of the newsletter, as well as a copy of the confirmation mail sent by us.

The legal basis for the data processing is our legitimate interest to be able to account for the legality of the newsletter delivery according to Art. 6 (1) (f) GDPR.

2.11 Embedding of additional technical third-party content and functions

We use functions and content of the third-party providers listed below to enhance our websites.

Calling up our websites will lead to downloading contents of the third-party providers who provide these functions and contents. As a result, the third-party provider receives the information that you have visited our site as well as the usage data technically required for this purpose.

We have no control over the further data processing by the third-party provider.

The legal basis for this data processing is your consent if you have previously given your consent via our banner/ consent management system.

Please note that the use of third-party content and functions may result in your data being processed outside the EU or EEA. In some countries, there is a risk that authorities may access the data for security and surveillance purposes without informing you or allowing you to take legal action.

Where we use providers in third countries without an adequate level of protection and you give your consent, the transfer to this third country is based on Art. 49 (1) (a) GDPR.

Cookie name	Provider	Technical function or consent	Maximum storage period	Adequate level of data protection	Withdrawal of consent
	Cloudflare	Friendly Captcha by https://unpkg.com/		Data is sent to: Unknown	If you no longer consent to the processing, please stop using our site.
_cf_bm	myfonts.net	This cookie is used to distinguish between humans and bots. This is beneficial for the web site, in order to make valid reports on the use of their website.	1 Day	Data is sent to: Unknown	If you no longer consent to the processing, please stop using our site.

2.12 Storage Period

Unless otherwise specified, we will delete your personal data if they are no longer required for the relevant processing purposes and no legal retention obligations oppose deletion.

2.13 Data Processor

We transfer your data to service providers who support us in the operation of our websites and related processes. These service providers are usually data processors within the meaning of Art. 28 GDPR. Our service providers are strictly bound by contracts and our instructions.

Any processors who may not have been previously disclosed are listed below. If data is transferred outside the EU or the EEA, we will also provide information on the adequate level of data protection.

Service Provider/ Processor	Purpose	Adequate level of data protection
Mittwald CM Service GmbH & Co. KG	Webhosting and Support	Processing only within EU/EEA
Brain Computing S.p.A.	Support	Processing only within EU/EEA

3. Your rights, control and decision-making possibilities as a data subject

When processing your personal data, the GDPR grants you certain rights as a data subject:

3.1 Right of access by the data subject (Article 15 GDPR)

You have the right to obtain confirmation as to whether personal data concerning you are being processed; if this is the case, you have the right to be informed of this personal data and to receive the information specified in Art. 15 GDPR.

3.2 Right to rectification (Article 16 GDPR)

You have the right to rectification of inaccurate personal data concerning you and, taking into account the purposes of the processing, the right to have incomplete personal data completed, including by means of providing a supplementary statement without delay.

3.3 Right to erasure (Articles 17 GDPR)

You have the right to obtain the erasure of personal data concerning you without undue delay if one of the reasons listed in Art. 17 GDPR applies.

3.4 Right to restriction of processing (Article 18 GDPR)

You have the right to request the restriction of processing if one of the conditions listed in Art. 18 GDPR is met, e.g. if you have objected to the processing, for the duration of our examination.

3.5 Right to data portability (Article 20 GDPR)

In certain cases, which are listed in detail in Art. 20 GDPR, you have the right to receive the personal data concerning you in a structured, commonly used and machine-readable format, or to request that this data be transferred to a third party.

3.6 Right to withdraw consent (Art. 7 GDPR)

If the processing of data is based on your consent, you are entitled to withdraw your consent to the use of your personal data at any time in accordance with Art. 7 (3) GDPR. Please note that the withdrawal is only effective for the future. Processing that took place before the withdrawal is not affected.

3.7 Right to object (Article 21 GDPR)

If data is collected on the basis of Art. 6 (1) 1 f GDPR (data processing for the purpose of our legitimate interests) or on the basis of Art. 6 (1) 1 e GDPR (data processing for the purpose of protecting public interests or in the exercise of official authority), you have the right to object to the processing at any time for reasons arising from your particular situation. We will then no longer process the personal data unless there are compelling legitimate grounds for the processing which override your interests, rights and freedoms or if data is still needed for the establishment, exercise or defence of legal claims.

3.8 Right to lodge a complaint with a supervisory authority (Article 77 GDPR)

According to Art. 77 GDPR, you have the right to lodge a complaint with a supervisory authority if you believe that the processing of your data violates data protection regulations. This right may be asserted in particular with a supervisory authority in the Member State of your habitual residence, your place of work or the place of the suspected infringement.

3.9 Asserting your rights

Unless otherwise described above, please contact us to assert your rights. You will find our contact details in our imprint.

3.10 Contact details for the data protection representative

Our external data protection officer is available to provide you with information on data protection. Please contact:

datenschutz nord GmbH

Sechslingspforte 2

22087 Hamburg

Web: www.datenschutz-nord-gruppe.de

E-Mail: office@datenschutz-nord.de

If you contact our data protection officer, please also indicate the responsible office mentioned in the legal notice.