

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.

Content

Privacy policy	1
1. General information	3
1.1 Processing of personal data	3
1.2 Data Controller	3
2. Collection and processing of personal data when using the website	3
2.1 Usage Data	3
2.2 Storage of IP Adresses for Security Purposes	4
2.3 Data security	4
2.4 Necessary Cookies	4
2.5 Consent Banner	5
2.6 Google Analytics	5
2.7 Visitor measurement	5
2.8 Third party tracking technologies for advertising purposes	6
2.8.1 How does tracking work?	6
2.8.2 What does cross-device tracking mean?	6
2.8.3 Which third-party providers do we use in this context?	7
2.9 Contact Form	8
2.10 Embedded Videos	8
2.11 Map Service	8
2.12 Captcha	9
2.13 Newsletter Registration and Delivery	10
2.14 Embedding of additional technical third-party content and functions	10
2.15 Storage Period	11
2.16 Data Processor	11
2.17 Vacancies via Indeed	11
3. Postal advertising	12

4. Your rights, control and decision-making possibilities as a data subject	12
4.1 Right of access by the data subject (Article 15 GDPR)	12
4.2 Right to rectification (Article 16 GDPR)	12
4.3 Right to erasure (Articles 17 GDPR)	12
4.4 Right to restriction of processing (Article 18 GDPR)	12
4.5 Right to data portability (Article 20 GDPR)	12
4.6 Right to withdraw consent (Art. 7 GDPR)	13
4.7 Right to object (Article 21 GDPR)	13
4.8 Right to lodge a complaint with a supervisory authority (Article 77 GDPR)	13
4.9 Asserting your rights	13
4.10 Contact details for the data protection representative	13

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 Adresses 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	Processing within the EU/EEA
_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	1 Day	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy

Cookie name	Provider	Purpose	Maximum Storage Period	Adequate level of data protection
		valid reports on the use of their website.		decision (EU-U.S. Data Privacy Framework).

2.5 Consent Banner

We use a consent management platform (consent or cookie banner) on our websites. The processing in connection with the use of the consent management platform and the logging of the settings you have made is based on our legitimate interest in accordance with Art. 6 (1) (f) GDPR to provide you with our content according to your preferences and to be able to prove your consent(s). The settings you have made, the consents you have given and parts of your usage data are stored in a cookie. This ensures that it is kept for further website visits and that your consents continue to be traceable. You can find more information about this under the section "Necessary cookies".

The provider of the consent management platform acts on our behalf and is strictly bound by our instructions (processor). A data processing agreement in accordance with Art. 28 GDPR has been concluded.

2.6 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.

We are supported by Google Ireland Limited as a processor in accordance with Art. 28 GDPR when using the Google Analytics service. The data processing by Google may also take place outside the EU or the EEA (especially in the USA). With regard to Google, an adequate level of data protection is ensured due to the adequacy decision (EU-U.S. Data Privacy Framework). Google is also obliged to conclude standard contractual clauses with further sub-processors.

The legal basis for this data processing is your consent if you have given your consent via our consent banner. You can withdraw your consent at any time. To do so, please follow the blue circle icon at the bottom left of the screen on the website and make the appropriate settings via our banner.

2.7 Visitor measurement

We use web analytics tools to design our websites in accordance with the needs of our visitors. This creates usage profiles based on pseudonyms. For this purpose, permanent cookies are stored on your device and accessed by us. In addition, it is possible that we retrieve identifiers related to your browser or device (e.g., a so-called browser fingerprint or your full IP address). This allows us to recognise returning visitors and count them as such.

In addition, we use the following functions as part of visitor measurement:

- We supplement the pseudonymous data with additional data provided by third-party providers. This allows us to record demographic characteristics of our visitors, e.g. information on age, gender and place of residence.
- We use a tracking method that allows us to capture and subsequently evaluate the mouse cursor movement of our visitors.
- We create explorative click paths and browsing behaviour analysis based on contextual data, including usage history on other sites with also enabled cookies.

Data processing is based on your consent, provided that you have given your consent via our banners. You may withdraw your consent at any time. To do so, please follow the blue round icon at the bottom left of the screen on the website and make the appropriate settings via our banner.

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

Below we list the third-party providers with whom we collaborate within the context of our visitor measurement. If data is processed outside the EU or the EEA (in particular in the USA) in this context, we provide information about the level of data protection in the following table.

Provider	Maximum Storage period	Adequate level of data protection	Withdrawal of consent
Google	26 months	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to withdraw your consent, please click on the blue round icon at the bottom left of the screen on the website to change the relevant settings via our banner.

2.8 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.

2.8.1 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.

2.8.2 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.

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

Below we list the third-party providers we collaborate with for advertising purposes. If data is processed outside the EU or the EEA (in particular in the USA) in this context, we provide information about the level of data protection in the following table.

Cookie name	Provider	Maximum Storage Period	Adequate level of data protection	Withdrawal of consent
bcookie	LinkedIn (USA and/or Ireland)	1 Year	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to withdraw your consent, please click on the blue round icon at the bottom left of the screen on the website to change the relevant settings via our banner.
bscookie	LinkedIn (USA and/or Ireland)	1 Year	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to withdraw your consent, please click on the blue round icon at the bottom left of the screen on the website to change the relevant settings via our banner.
lang	LinkedIn (USA and/or Ireland)	Session	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to withdraw your consent, please click on the blue round icon at the bottom left of the screen on the website to change the relevant settings via our banner.
lidc	LinkedIn (USA and/or Ireland)	1 Day	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to withdraw your consent, please click on the blue round icon at the bottom left of the screen on the website to change the relevant settings via our banner.
UserMatchHistory	LinkedIn (USA and/or Ireland)	29 Days	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to withdraw your consent, please click on the blue round icon at the bottom left of the screen on the website to change the relevant settings via our banner.
AnalyticsSyncHistory	LinkedIn (USA and/or Ireland)	29 Days	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to withdraw your consent, please click on the blue round icon at the bottom left of the screen on the website to change the relevant settings via our banner.

2.9 Contact Form

You may contact us via our contact form. In order to use our contact form, we first require the data marked as mandatory.

The legal basis for this processing is Art. 6 (1) (f) GDPR in order to respond to your request. In addition, you can decide for yourself whether you would like to provide us with further information. This information is provided voluntarily and is not mandatory for contacting us. We process the information you provide voluntarily on the basis of your consent.

Your data will only be processed to respond to your enquiry. We delete your data if it is no longer required and there are no legal retention obligations in conflict to that.

Concerning the processing according to Art. 6 (1) (f) GDPR, you have the right to object at any time. You can also withdraw your consent to the processing of the data you provided voluntarily at any time. To do so, please contact the e-mail address stated in the imprint.

2.10 Embedded Videos

We embed videos on our websites that are not stored on our servers. To ensure that calling up our web pages with embedded videos does not automatically lead to the reloading of content of the third-party provider, in a first step, we only display locally stored preview images of the videos. This does not provide the third-party provider with any information.

Only after clicking on the preview image the content of the third-party provider will be reloaded. The third-party provider is therefore able to obtain the information that you have accessed our site as well as the usage data that is technically required in this context. Additionally, the third-party provider is able to implement tracking technologies. We have no influence on the further data processing by the third-party provider. By clicking on the preview image, you give us permission that contents from the third-party provider are reloaded.

The embedding is based on your consent, provided you have given your consent by clicking on the preview image. If data is processed outside the EU or the EEA (in particular in the USA) in this context, we provide information about the level of data protection in the following table.

Provider	Maximum storage period	Adequate level of data protection	Withdrawal of consent
Google (Youtube)	6 Months	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you have clicked on a preview image, the content of the third-party provider will be reloaded immediately. If you do not want such reloading on other pages, please do not click on the thumbnails any more.
Vimeo	2 Years	Processing may also take place outside the EU/EEA. No adequate level of data protection. The transfer is based on Art. 49 (1) (a) GDPR.	If you have clicked on a preview image, the content of the third-party provider will be reloaded immediately. If you do not want such reloading on other pages, please do not click on the thumbnails any more.

2.11 Map Service

On our websites, we embed map services that are not stored on our servers. To ensure that calling up our websites with embedded map services does not automatically lead to the reloading of content of

the third-party provider, in a first step, we only display locally stored preview images of the maps in a first step. This does not provide the third-party provider with any information.

Only after clicking on the preview image the content of the third-party provider will be reloaded. The third-party provider is therefore able to obtain the information that you have accessed our site as well as the usage data that is technically required in this context. We have no influence on the further data processing by the third-party provider. By clicking on the preview image, you give us permission that contents from the third-party provider are reloaded.

The embedding is based on your consent, provided you have given your consent by clicking on the preview image.

Please note that the embedding of some map services results in that your data will be processed outside the EU or EEA (in particular the USA). If data is processed outside the EU or the EEA (in particular in the USA) in this context, we provide information about the level of data protection in the following table.

If you have clicked on a preview image, the content of the third-party provider will be reloaded immediately. If you do not want such reloading on other pages, please do not click on the thumbnails any more.

Provider	Maximum storage period	Adequate level of data protection	Withdrawal of consent
Google LLC (USA)	18 Months	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you have clicked on a preview image, the content of the third-party provider will be reloaded immediately. If you do not want such reloading on other pages, please do not click on the thumbnails any more.
OpenStreetMap	18 Months	Processing only within EU/EEA.	If you have clicked on a preview image, the content of the third-party provider will be reloaded immediately. If you do not want such reloading on other pages, please do not click on the thumbnails any more.

2.12 Captcha

In order to protect our web forms from automated requests, we use a so-called Captcha from a third-party provider. As part of the captcha function, all user input and mouse movements that you make on our website are automatically recorded (regardless of whether you call up pages that contain web forms or not). The data collected in this way is used to assess whether the entries originate from a human or an automated programme.

As the function is provided by a third-party provider, the display of the captcha leads to content from the third-party provider being reloaded. The third-party provider is therefore able to obtain the information that you have accessed our site as well as the usage data that is technically required in this context. Also the third party provider 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 embedding is based on your consent, provided you have given your consent via our consent banner.

Please note that using captchas services results in that your data will be processed outside the EU or EEA (in particular the USA). If data is processed outside the EU or the EEA (in particular in the USA) in this context, we provide information about the level of data protection in the following table.

Cookie name	Provider	Maximum storage period	Adequate level of data protection	Withdrawal of consent
rc::c	Google LLC (USA)	Session	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to object to data processing, please do not use our web forms, but contact us by another means.
rc::a	Google LLC (USA)	Persistent	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to object to data processing, please do not use our web forms, but contact us by another means.

2.13 Newsletter Registration and Delivery

You can order a newsletter on our websites. Please note that we require certain data (at least your e-mail address) for subscribing to our newsletter.

The newsletter will only be sent to you, if you have given us your explicit consent. Once you have ordered our newsletter, you will receive a confirmation e-mail to the e-mail address you provided (so-called double opt-in). You can withdraw your consent at any time. You can easily withdraw your consent, for example, by clicking on the unsubscribe link in every newsletter.

As part of the newsletter registration, we store further data in addition to the data already mentioned, insofar as this is necessary for us to be able to prove that you have ordered our newsletter. This may include the storage of the full IP address at the time of the order or the confirmation of the newsletter, as well as a copy of the confirmation email sent by us. The corresponding data processing is based on Art. 6 (1) (f) GDPR and in the legitimate interest of being able to account for the lawfulness of the newsletter delivery.

2.14 Embedding of additional technical third-party content and functions

We use technical functions and content of third-party providers mentioned below to present our websites.

Calling up our pages leads to the content of the third-party provider being reloaded, who provides these functions and content. This provides the third-party provider with the information that you have accessed our site as well as the usage data technically required in this context.

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

The data processing is based on your consent, provided that you have previously given your consent via our consent banner.

Please note that the use of third-party content and features may result in your data being processed outside the EU or EEA (in particular in the US). For transfers to the USA, an adequate level of data protection is ensured due to the adequacy decision (EU-U.S. Data Privacy Framework).

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/	30 Days	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to withdraw your consent, please click

Cookie name	Provider	Technical function or consent	Maximum storage period	Adequacy level of data protection	Withdrawal of consent
				protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	on the blue round icon at the bottom left of the screen on the website to change the relevant settings via our banner.
_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	For transfers to the U.S., an adequate level of data protection is ensured due to the certification of the provider under the adequacy decision (EU-U.S. Data Privacy Framework).	If you wish to withdraw your consent, please click on the blue round icon at the bottom left of the screen on the website to change the relevant settings via our banner.

2.15 Storage Period

Unless we have already informed you in detail about the storage period, we delete personal data when they are no longer required for the aforementioned processing purposes and no legitimate interests or other (legal) reasons for storage prevent deletion.

2.16 Data Processor

We share your data with service providers that support us in the operation of our websites and the associated processes as part of data processing on behalf of the controller pursuant to Art. 28 GDPR. These are, for example, hosting service providers. Our service providers are strictly bounded by our instructions and are contractually obligated accordingly.

In the following, we will name the processors with whom we work, if we have not already done so in the above text of the data protection declaration. If data may be processed outside the EU or the EEA in this context, we inform you about this in the following table.

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

2.17 Vacancies via Indeed

For the publication of vacancies, we use the platform “Indeed”. If you click the “Jobs”-Button, you will be automatically forwarded to the Indeed-portal. Please note that registration is required for viewing vacancies. For further information please visit the privacy notice of Indeed.

3. Postal advertising

In special cases, we process the personal data collected about you when establishing or maintaining a business relationship, usually your business contact information, for postal advertising, such as sending information material or promotional products by mail. The data will only be processed for this purpose. The legal basis for this data processing is the legitimate interest pursuant to Art. 6 par. 1 sentence 1 lit. f) GDPR. We would like to contact you by mail to inform you about new products that may be of interest to you or to send you a small greeting to thank you for your cooperation. You can object to this data processing at any time with effect for the future. In this case, please send us a short note via e-mail to info@all4labels.com so that you will not receive any further advertising from us.

In the case of postal advertising, your data may be passed on to the postal service providers involved (e.g. Deutsche Post AG) in order to process the mailing.

4. 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:

4.1 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.

4.2 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.

4.3 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.

4.4 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.

4.5 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.

4.6 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.

4.7 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.

4.8 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.

4.9 Asserting your rights

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

4.10 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

Konsul-Smidt-Straße 88

28217 Bremen

Web: www.datenschutz-nord-gruppe.de

E-Mail: office@datenschutz-nord.de

If you contact our data protection officer, please also state the controller for the data processing named in the imprint.