

Consent for the collection, processing, and use of my personal data

KNUTH Werkzeugmaschinen GmbH, Schmalenbrook 14, D-24647 Wasbek, Germany, offers a wide selection of machine tools to businesses (businesses as defined in Article 14 of the BGB [Civil Code of Germany]) in all areas of metalworking, from low-cost entry-level models to high-end machines with various control options.

For quick and easy ordering, we have set up a webshop for our products. When placing an order on this webshop, users are required to register in order to provide verification that the buyers are businesses according to the definition of the German law referenced above.

Registration naturally involves the collection, processing, and use of personal data.

Collection and processing of data is not only required to identify the potential or actual buyer , but may also be used for market research, analysis, and advertising purposes.

All personal data will be collected, processed, and used according to the applicable laws, in particular, in accordance with the BDSG (Federal Data Protection Act of Germany). Collected personal data will be stored and administered in a database. All data in this database is protected via state-of-the-art technology against unauthorized access.

In view of this information, you will be asked during registration to give your express consent as indicated below. Without your consent, we cannot accept your registration in our webshop.

Collection and use of personal data

We will collect, process, and use personal data that you provide during your registration, and you may review this information at the point of registration. Required information is indicated by an asterisk. Your provision of this information is voluntary. However, if you do not provide the required information, it will not be possible for you to register.

In addition, we will collect, process, and use user behavior data during your use of our webshop that is generated by your orders, purchases and inquiries.

Purpose of the collection, processing, and use of data

Personal data is collected, processed, and used for the purpose of analyzing customer behavior, improving our offers and services, tracking, market research, advertising (in particular by phone, e-mail, and correspondence), customer surveys (online, by phone, or by mail), and for contacting you (e.g. in regards to your usage behavior on the Knuth website).

Specifically, we will also process and use this data to offer you similar or comparable products based on your previous purchases, inform you about products that may be of interest to you, to provide an order history for you in your user account, or to allow you to download copies of previous invoices.

Sharing data with our distribution and marketing partners

We will share the collected personal data with our branches and representatives abroad, and also with our distribution and marketing partners:

- Aumago GmbH, Neue Schönhauser Str. 20, 10178 Berlin, Germany

for the purpose of statistics, analytics, market research and advertising (including direct advertising by our branches, representatives or affiliates).

When will the data be deleted?

Your personal data will be deleted, when you delete your account on the Knuth website, or if you expressly withdraw your consent (see below). If you withdraw your consent, you will not have access to the web pages reserved for registered users, you will not have access to the webshop, and your account will be deleted.

Who is accountable for this data?

The accountable entity for this data under the German Data Protection Act is Knuth Werkzeugmaschinen GmbH, Schmalenbrook 14, D-24647 Wasbek, Telephone +49 (0)4321 – 609 0, Fax +49 (0)4321 – 689 00, E-Mail info@knuth.de.

Your Declaration of Consent

After having read the above information, you agree that with your registration for our webshop on the Knuth website you consent to the collection, processing, and use of your personal data for the purposes and in the scope described herein.

This consent covers not only personal data you entered for the registration, but also all personal data provided by you, both in digital form and on paper, including data that you may provide to us otherwise, e.g., offline or via our ERP software, or data that we acquire in the course of an existing client relationship. Such other data obtained by us will be added to the data provided by you.

Your Right of Revocation

You have the right to revoke your consent at any time without providing any reason. After revoking your consent, you will no longer have access to the web pages reserved for registered users, and you will not have access to the webshop. Upon revocation of your consent, your personal data in the database will be deleted.

Your Right to Information, Correction, Blocking, Deletion

You have the right to request information about your personal data that we store in our database.

In addition to this right to information, you may, under certain conditions, also have the right to request corrections, blocking, or deletion of your personal data.

For example, you may have the right to correction, if any of the collected data is no longer accurate. The right to deletion would apply, if further storage of your data is no longer authorized, etc.

Contact

For revocations, requests for information, corrections, deletions, or blockings, and any questions regarding the use of your data, please contact:

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