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Privacy Policy

WIRTGEN GROUP YouTube Channel

I. Controller within the meaning of the GDPR

For the information service offered here, WIRTGEN GROUP, Branch of John Deere GmbH & Co. KG, Reinhard-Wirtgen-Straße 2, 53578 Windhagen, Germany (hereinafter: "Wirtgen Group"), accesses the technical platform and services of YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA; represented by: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, represented by Sundar Pichai (Chief Executive Officer) (hereinafter: "YouTube/Google").

Both Wirtgen Group and YouTube/Google therefore are Controllers within the meaning of the GDPR.

II. Contact data of the data protection officer

If you have any questions, you can contact our data protection officer as follows:

Data protection officer
c/o WIRTGEN GROUP
Branch of John Deere GmbH & Co. KG
Reinhard-Wirtgen-Str. 2
53578 Windhagen
Germany
e-mail: datenschutz@wirtgen-group.com

III. General Information

YouTube/Google channels are user accounts that can be set up on YouTube/Google by individuals or businesses. We use the platform maintained by YouTube/Google to present ourselves to you and other users of this social network and site visitors, as well as to introduce comments of all kinds to the media and opinion market.

The current version of this Privacy Policy is available under "Data protection" on our YouTube/Google page.

IV. Data processing by WIRTGEN GROUP

If you have a YouTube/Google account, are logged in and choose to follow our page, you will be shown to use as a "subscriber". We therefore process the personal data contained in your profile name and your profile.

We process the same data if you mark, comment on or share a post with "Like", even if you do not subscribe to our page.

We also process the same data if you send us a message using the contact function. We also process the data that you voluntarily transmit to us in your messages.

In addition, YouTube/Google provides us with anonymous statistical data on the users of our page. These data are collected with the help of so-called "cookies", and "pixels" which YouTube/Google stores on your

CLOSE TO OUR CUSTOMERS

system or incorporates in web sites. These tools allow YouTube/Google to identify your browser with a unique user code, which may also be linked to your profile on the platform.

The legal basis for this processing by us in these cases is our legitimate interest pursuant to Article 6 (1) point (f) GDPR. For more information about data processing by YouTube/Google and cookies used by YouTube/Google refer to **Section V**.

There is no further evaluation of your data by us. We store your data for as long as you follow our page. If you no longer follow our page, we will stop processing your data.

We erase data from messages once the correspondence with you is finished. This is the case where it is apparent from the circumstances that the facts in question have been finally clarified.

V. Data processing by YouTube/Google

When you visit our YouTube/Google page, YouTube/Google collects data in order to provide better services to all our users - from identifying basic information such as your IP address and language, to more complex things, such as

- advertising that you find particularly useful,
- people you deal with online most often, or the
- YouTube videos you find interesting.

What information YouTube/Google collects and how it is used depends on how you use these services and how you manage your privacy settings.

If you are not logged into a YouTube/Google account, YouTube/Google stores the information collected from that account with unique identifiers associated with the browser, app, or device you are using. This allows YouTube/Google, for example, to ensure that your language settings are maintained in all browser sessions.

If you are signed in to a Google Account, YouTube/Google also collects information that the company stores in your YouTube/Google account.

When you create a YouTube/Google account, you provide YouTube/Google with personal data, including your name and password. You can also add a phone number or payment information to your account. Even if you are not signed in to a Google account, you can still provide YouTube/Google with data, such as an e-mail address, to receive notifications about their services.

YouTube/Google also collects the content that you create, upload, or receive from others while using our services. This includes, for example, e-mails you write and receive, photos and videos you store, documents and spreadsheets you create, and comments you write about YouTube videos.

For further information about which data YouTube/Google processes for which purposes go to:

<https://policies.google.com/privacy?hl=en&gl=en>

For a privacy check go to:

https://myaccount.google.com/privacycheckup?utm_source=pp&hl=en

YouTube/Google uses the collected data to personalize the services offered. This includes the provision of recommendations, personalized content and personalized search results. For example, the security check provides you with personalized security tips based on your personal use of Google products. Google Play

CLOSE TO OUR CUSTOMERS

uses data, e.g. via apps you have installed and videos you have watched on YouTube, to recommend new apps you might like.

YouTube/Google also provides you with a place where you can review and control the storage of data stored in your Google account. Your Google account includes:

<https://myaccount.google.com/?hl=en>

Privacy settings:

Activity settings

Here you can specify which types of activities should be stored in your account. For example, you can activate the location history if you want to receive traffic information for your daily journey to work, or save your YouTube playback history to get better video recommendations:

https://myaccount.google.com/activitycontrols?utm_source=pp&hl=en

Advertising settings

Here you can manage your preferences for ads delivered on Google and by Google on websites and apps that partner with Google. You can change your interests, choose to have your personal data used to present more relevant advertisements, and enable or disable certain advertising services:

<https://adssettings.google.com/authenticated?hl=en>

About me

Here you can set what others can see about you in Google services:

https://aboutme.google.com/?utm_source=pp&hl=en

Social recommendations

Here you can choose whether your name and photo should appear in advertisements alongside your activities such as reviews and recommendations:

https://myaccount.google.com/shared-endorsements?utm_source=pp&hl=en

Information you share with others

If you are logged out, you can manage data associated with your browser or device, for example:

- Personalized search: Here you can select whether you want to receive more relevant results and recommendations based on your search activities:

https://www.google.com/history/optout?utm_source=pp&hl=en

CLOSE TO OUR CUSTOMERS

- YouTube settings: Here you can pause and delete your YouTube search history: https://www.youtube.com/feed/history/search_history?utm_source=pp&hl=de
- YouTube settings: Here you can pause and delete your YouTube play history: https://www.youtube.com/feed/history?utm_source=pp&hl=de
- Advertising settings: Here you can manage your settings for ads presented to you on Google and websites, as well as in Google ad partner apps: <https://adssettings.google.com/authenticated?hl=en>

VI. Your rights

Below, we will summarize your rights under the General Data Protection Regulation.

1. Right to withdraw declaration of consent under data protection law (Article 7 (3) GDPR)

You have the right to withdraw your consent at any time. The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal. Prior to giving consent, you will be informed thereof.

2. Right of access (Article 15 GDPR)

According to Article 15 GDPR you have the right to obtain confirmation from us as to whether or not we process any personal data concerning you. Where that is the case, you have the right to access to the personal data and the following information:

- the purposes of the processing;
- the categories of personal data concerned;
- to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organizations;
- where possible, the envisaged period for which the personal data will be stored, or if that is not possible, the criteria used to determine that period;
- the existence of the right to request rectification or erasure or restriction of processing of personal data concerning you or to object to such processing by us;
- the right to lodge a complaint with a supervisory authority;
- where the personal data are not collected from you, any available information as to their source;
- where there is automated decision-making, including profiling pursuant to Article 22 (1) and (4) GDPR and - if so - meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for you.

Where personal data are transferred to a third country or to an international organization, you have the right to be informed of the appropriate safeguards to ensure that the provisions of the GDPR are complied with by those recipients as well.

3. Right to rectification (Article 16 GDPR)

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

CLOSE TO OUR CUSTOMERS

4. Right to erasure or "right to be forgotten" (Article 17 GDPR)

You have the right to obtain from us the erasure of data where one of the following grounds applies:

- The data are no longer necessary in relation to the purposes for which they were collected or otherwise processed.
- You withdraw consent on which the processing is based and there is no other legal ground for the processing.
- You object, on grounds relating to your particular situation, to processing pursuant to Article 21 (1) GDPR and there are no compelling legitimate grounds for the processing.
- You object pursuant to Article 21 (2) GDPR to processing for direct marketing purposes.
- The personal data have been unlawfully processed.
- The erasure of the data is necessary for compliance with a legal obligation under European or German law.
- The data have been collected in relation to the offer of information society services referred to in Article 8 (1) GDPR.

Where we have made your data public and are obliged to erase them, we, taking account of available technology and the cost of implementation, will take reasonable steps to inform controllers that you have requested the erasure.

5. Right to restriction of processing (Article 18 GDPR)

According to Article 18 GDPR, we may process data only with restrictions of processing where one of the following applies: This is the case, where

- you contest the accuracy of your data, for a period enabling us to verify the accuracy;
- the processing is unlawful and you oppose the erasure of your data and request the restriction of their use instead;
- we no longer need the data for the purposes of the processing, but they are required by you for the establishment, exercise or defense of legal claims; or
- you object to the processing pursuant to Article 21 (1) GDPR, on grounds relating to your particular situation, pending the verification whether our legitimate grounds override yours.

Where processing has been restricted, we may only store such data. Any further processing will be permitted only with your consent or for the establishment, exercise or defense of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State.

You may withdraw your consent given in this context at any time.

You will be informed by us before the restriction of processing is lifted.

6. Notification obligation (Article 19 GDPR)

We are required to communicate any rectification or erasure of your data or restriction of processing to each recipient to whom your data have been disclosed. This does not apply if it proves impossible or involves disproportionate effort. We will inform you about those recipients if you request it.

7. Right to data portability (Article 20 GDPR)

You have the right to receive the data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format. You have the right to have us transmit those data to a third party, where:

CLOSE TO OUR CUSTOMERS

- the processing is based on consent or on a contract; and
- processing is carried out by automated means.

You have the right to request that your data are transmitted directly from us to the third party, where technically feasible. This right must not adversely affect the rights and freedoms of others.

8. Automated individual decision-making, including profiling (Article 22 GDPR)

We do not subject your personal data to any processing based solely on automated processing, including profiling.

9. Right to object (Article 21 GDPR)

You have the right to object, on grounds relating to your particular situation, where we process your data for the purposes of legitimate interests (Article 6 (1) point (f) GDPR). This also includes profiling based on that provision. In this case we will no longer process your data unless we demonstrate compelling legitimate grounds for the processing. Such grounds must override your interests, rights and freedoms or processing is used for the establishment, exercise or defense of legal claims.

Where your data are processed for direct marketing purposes, you have the right to object to processing of the data. This also includes profiling to the extent that it is related to such direct marketing.

Where you object, your data will no longer be processed for such purposes.

If you wish to object, simply send an informal message to the contact details listed under II.

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

You have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement if you consider that the processing of personal data relating to you infringes the General Data Protection Regulation. Further administrative or judicial remedies that you may be entitled to remain unaffected by this.