

Privacy Policy

§ 1 Information About the Collection of Personal Data and Provider Identification

(1) This information is to provide you our policy regarding the collection of personal data when using this website. Personal data refers to data that is personally referable to you, e.g., name, address, e-mail addresses and your user behavior.

(2) Service provider according to § 13 German Telemedia Act (TMG) and the responsible body according to § 3 para. 7 Federal Data Protection Act (Act) is Joseph Heeg Am Wallstadter Bahnhof 7, 68259 Mannheim, Germany. See Imprint.

§ 2 Right of Access and Revocation

(1) You have the right to request information about your data stored with us at any time, including its origin, recipients or categories of recipients your data was transmitted to and the purpose of the storage.

(2) Your consent for the use of your data may be revoked at any time.

(3) All requests for more information, questions or discrepancies in data processing should be sent by email to info@medtechmediaeurope.com or to under address listed in § 1 para. 2.

§ 3 Data Security

We maintain current technical standards to ensure data security, in particular to protect your personal information from threats when transferring data and securing against third party access. The state-of-the-art technology securities are implemented and maintained accordingly.

§ 4 Collection of Personal Data for Informational Use

(1) By simply accessing and using the website, as an unregistered user and you are not registering nor sharing personal data with us, we do not collect personal data; except for the data transmitted by your browser that enables you to visit the website, This data consists of:

- – IP-Address
- – Date and hour of inquiry
- – Time-zone, set on Greenwich Mean Time (GMT)
- – Content of request (precise page)
- – Access status/HTTP statuscode
- – Respective data volume transferred
- – Website, redirected from
- – Browser

- – Operating System and interface
- – Language and browser version

(2) Furthermore, in using this website, cookies will be stored on your computer. A cookie is a small text file that is stored in your web browser on your hard-drive which records personal browsing on a particular website and allows a revisited website the possibility to send a message to a user's browser to see if a cookie was set which then responds accordingly to personal the user experience. Cookies cannot run programs or deliver viruses to your computer. They serve to make the Internet offer a total of more user-friendly and effective.

We use cookies to identify you for follow-up visits and/or if you have an account with us. Otherwise, you would be required to log in for each visit.

a) This website uses cookies to the following extent:

- – Transient Cookies (temporary use)
- – Persistent Cookies (time-limited use)
- – Third-Party Cookies (from a third party).

b) Transient cookies are automatically deleted when closing the browser. Which includes the current session cookies collected that are stored as a "Session ID", that are assigned to various requests to your browser during most recent session. This allows your computer to be recognize when you when you return to the site. Session cookies are deleted when you log out or close the browser.

c) Persistent cookies are automatically deleted after a specified period, which may differ depending on the cookie. You can always delete cookies in your browser security settings.

d) You can configure your browser settings according to your wishes and refuse to accept third-party cookies or all cookies. We advise against this as you may not be able to use all features of our website.

(3) This stored information is separately saved, removed from any other information that may be collected. In particular, cookie data is associated with your any other personal data you provide us.

§ 5 Use of Feature on Our Site

(1) In addition to using our website in a purely informative manner, we offer various services that you may find interesting to use. To access our offered premium assets, we require your personal information that we are permitted to provide to the respective asset provider. If additional voluntary information is required, it will be annotated accordingly.

(2) When you contact the service provider via e-mail or via the contact form your e-mail address and, if you do not specify this, your name and phone number will be stored by us to answer your questions.

§ 6 Data Transfer to Third Parties

(1) We may pass your personal data to third parties for services, booking reservations or contracts we offer together with third party partner. In such instances, you will be informed separately before sharing your information regarding the transmission of data to third parties. For accessing third party assets ("Resources", tech-sheets, whitepapers, webinars, brochures, etc) hosted on our website, your

personal data will be forwarded to the third party content provider. Third party content provider's respective privacy policies are then applicable and these privacy policies are specified on their respective website which are referred to within downloaded asset document and/or is clearly linked.

(2) Occasionally we use external service providers to process data. They are carefully selected and contracted by us. These service providers are legally bound by our expressed instructions and are regularly checked by us. The service provider will not share your personal information with third parties. Should a service provider be based in the US, we will notify you of the extend of our contract detailing respective functions. This data processing would be also carried out according to existing, current legal situation.

§ 7 Purchase of Services

(1) If you instruct us by email to register you for services offered on the website or newsletter, we will create a user account for you whereby, your data will be saved for future order processing and/or updates. To process contract/service requests, required fields that are mandatory are clearly marked while additional information is voluntary. Upon completion of registration application, your personal contact details will be accessible via "My Account". Your personal data is revocable and you can always delete the entire account by sending an email request to the address provided in § 2 (3).

(2) In the case of services purchased a cancellation of these services might be excluded regarding to the provisions agreed and the general terms of services throughout the term of the agreement. According to this the storage of your personal data is necessary to provide the services.

(3) Your supplied data is used for insertion orders and billing. For this we may possibly need to provide your payment/account data to our banking institution. This information is deleted after the contract, tax and commercial storage, legal obligations have been fulfilled.

(4) In order to prevent unauthorized third party access to your personal information, especially financial information, our communication to our e-mail-servers is encrypted using SSL technology. Allow us to point out that the communication via e-mail might be insecure in general. We would like to advise you to using appropriate resources to secure your device and mailbox.

§ 8 Newsletter

(1) For our newsletter (both free of charge and chargeable) registration, we use a double -opt in method. Meaning; we will send you a confirmation email to your email address you provided in the registration in which we ask you to confirm that you really want to receive our newsletter. If you do not respond to this request within 24 hours, your newsletter registration request will be automatically deleted. In confirming you wish to receive the newsletter, your data will be stored with us until you unsubscribe. The storage of your data serves the purpose of enabling us to send you the requested newsletter. Additionally, we store your IP addresses and the times each registration and confirmation takes place in order to prevent misuse of your personal information.

(2) Required information for free of charge newsletter delivery is your e-mail-address only. For other purchased newsletter services further personal information are required (such as name, company name, job title).

Other separately labeled fields for information is voluntary and will be used solely for the personalization of the newsletter. These data will be completely erased with revocation (see § 7 (2)).

(3) Your consent to receiving our newsletter can be revoked at any time (but see § 7 (2)). Your cancellation can be expressed sending a cancellation request via email to: info@medtechmediaeurope.com or by a message to the specified contact details in the imprint. Your personal data will not be disclosed to third parties.

§ 9 Use of Google Analytics

(1) This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses "Cookies", text files that are stored on your computer and enable analysis of your use of the website. Information generated by the cookie, about your use of this website, are usually transferred to a Google server in the USA and stored there. In case of activation of the IP anonymization on this website, your IP address will be truncated within Member States of the European Union or other parties to the agreement within the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information to evaluate your usage of the website, compiling reports on website activity and providing other data concerning website usage and internet related services to the website owner.

(2) The user's IP address that is sent via browser to Google Analytics, will not be merged with other collected data from Google.

(3) You may refuse the use and storage of cookies by adjusting your browser software; however, we point out that in choosing this option, you may no longer be enabled to use the full features of this website.

(4) You can also prevent data that is generated by the cookie, which pertains to your use of the website (including IP address), from being transmitted to Google as well as the processing of these data by Google, by following this link to a browser plug-in for you to download and install: <http://tools.google.com/dlpage/gaoptout?hl=en>.

(5) This website uses Google Analytics with the extension "_anonymizeIp ()". This truncates IP addresses that are processed making it impossible to create a direct reference to specific persons

(6) The use of Google Analytics is carried-out in accordance with the conditions to which the German data protection authorities and Google agreed. Information on third party: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001
Conditions of Use: <http://www.google.com/analytics/terms/de.html>, Overview of Data Protection <http://www.google.com/intl/de/analytics/learn/privacy.html>, well as the Privacy Policy: <http://www.google.de/intl/de/policies/privacy>.

§ 10 Use of Social Media Plug-ins

(1) We currently use the following social media plug-ins: Facebook, Google+, Twitter, Xing, LinkedIn, YouTube (Google). We rely on a so-called 2-click solution. That is, when you visit our site, no personal data is initially passed on to the suppliers of these plug-ins. The provider of the plug-in is recognizable by its well-known icon. Only when a plug-in icon is clicked will your personally identifiable data be transmitted: by activating the plug-in, data is automatically transferred to the respective plug-in provider, received and stored, (US provider's data storage is in US). We have no

influence on the data collected and processing operations, and the full scope of data collection, the purposes and the retention periods are not known to us. Since plug-in providers collect most data via cookies, we recommend that you first go to the security settings of your browser to delete all cookies before clicking on the plug-in icon.

(2) When you activate a plug-in, the plug-in provider receives the information that you have accessed the corresponding icon from our online offer. Additionally, when data referred to in § 4 of this declaration are received, and in the case of Facebook and Xing, according to the respective provider's in Germany, only an anonymized IP will be logged. This occurs regardless of whether you have an account with this plug-in vendor or if you are logged there. If you are logged in with the plug-in providers, this data will be directly assigned to your account. If you press the activated button and by example, link the page, the plug-in provider stores this information in your user account and notifies your contacts that you have published/shared information. If you do not want the assignment to your profile in the plug-in vendor, you must log out before activating the button.

(3) The plug-in provider stores the data as user profiles and uses them for the purposes of advertising, market research and/or tailoring their website. Such evaluation is carried out in particular (also for users not logged-in) for the preparation of needs-based advertising and to inform other users of the social network about your activities on our site. You have the right to object against the formation of these user profiles, whereby you will need to contact the plug-in provider directly.

(4) For more information on the purpose and scope of data collection and its processing by the plug-in providers, refer to the below reported privacy statements of these providers. There you can also obtain more information about your respective rights and settings options for protecting your privacy.

(5) We have YouTube videos embedded in our online services, which are stored on <http://www.YouTube.com> and are directly playable from our website. These are all bundled in the "privacy-enhanced mode" meaning that no information about you is transferred to YouTube as long as you do not play the videos. Only when you play the video, the data referred to in paragraph 2 are transmitted. We have no influence over this data transmission.

(6) Addresses of plug-in providers and URL's to their privacy policy:

a) Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA;
<http://www.facebook.com/policy.php>; additional information on the data collection:
<http://www.facebook.com/help/186325668085084> , <http://www.facebook.com/about/privacy/>.

b) Google Inc., 1600 Amphitheater Parkway, Mountainview, California 94043, USA;
<https://www.google.com/policies/privacy/partners/?hl=de>.

c) Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA;
<https://twitter.com/privacy>.

d) Xing AG, Gänsemarkt 43, 20354 Hamburg, DE; <http://www.xing.com/privacy>.

e) LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA;
<http://www.linkedin.com/legal/privacy-policy>.