

Notes on data processing

Duty to provide information pursuant to Art. 13 and 14 DSGVO 679/2016

1. Name and contact details of the data controller

This privacy policy applies to data processing by:

Responsible: Family Business Model Tool, Weishaupt Markus, address: Museumstr.1, I-39100 Bolzano, Italy, Email: weishaupt@familybusinessmodel.com

2. Collection and storage of personal data as well as type and purpose and their use:

The following persons are affected by this information obligation:

- When entering into a business relationship with Family Business Model Tool, Weishaupt Markus;
- For purchases via e-commerce on the website www.familybusinessmodel.com
- When contacting (by phone, e-mail etc.) Family Business Model Tool, Weishaupt Markus;
- Upon receiving the newsletter of Family Business Model Tool, Weishaupt Markus
- When registering for the regular events organized by Family Business Model Tool, Weishaupt Markus.

We collect the following data from you:

- Salutation, first name, last name,
- a valid e-mail address,
- Address,
- Telephone number (landline and/or mobile)
- tax number
- bank details

These data are collected:

- to identify you as our customer;
- for the purposes of customer administration and customer service;
- to perform our services appropriately;
- to correspond with you;
- to provide you with potentially relevant information and news about our activities and services;
- for invoicing;
- for the settlement of any claims.

According to Art. 6 Para. 1 S. 1 lit. b DSGVO, data processing is necessary for the aforementioned purposes for the appropriate processing of the business relationship.

The personal data collected by us will be stored until the expiry of the statutory storage obligation and deleted thereafter unless we are obliged to store them for a longer period of time pursuant to Article 6 para. 1 sentence 1 lit. c DSGVO due to tax and commercial law storage and documentation obligations or you have consented to storage going beyond this pursuant to Article 6 para. 1 sentence 1 lit. a DSGVO.



3. Visit the website

When you visit our website www.familybusinessmodel.com, the browser used on your terminal device automatically sends information to the server of our website. This information is temporarily stored in a so-called log file. The following information will be collected without your intervention and stored until automated deletion:

- IP address of the requesting computer,
- Date and time of access,
- Name and URL of the retrieved file,
- Website from which access is made (referrer URL),
- the browser used and, if applicable, the operating system of your computer as well as the name of your access provider

The data mentioned will be processed by us for the following purposes:

- Ensure a smooth connection of the website,
- To ensure a comfortable use of our website,
- Evaluation of system safety and stability as well as
- for other administrative purposes.

The legal basis for data processing is Art. 6 Para. 1 S. 1 lit. f DSGVO. Our justified interest follows from the purposes listed above for the collection of data. Under no circumstances do we use the collected data for the purpose of drawing conclusions about your person. In addition, we use cookies and analysis services when visiting our website. You will find more detailed information on this under points 4 and 5 of this data protection declaration

4. Newsletter (via our service provider Mailup)

We use your e-mail address to send you our newsletter about our services at irregular intervals. The double opt-in procedure is necessary to receive the newsletter in order to ensure that you wish to receive our newsletter. In addition, we have concluded a contract with Mailup for the order data processing procedure. This ensures that our service provider adheres to the strict requirements of data protection law in all respects when sending the newsletter.

If you do not wish to receive our newsletter, you can unsubscribe at any time via a link at the end of the newsletter. Alternatively, you can also send your unsubscribe request to weishaupt@familybusinessmodel.com by e-mail at any time. Further information about Mailup can be found in the privacy policy <https://www.mailup.com/privacy-statement/>

5. Use of our contact form

If you have any questions, we offer you the possibility to contact us via a form provided on the website. The specification of a valid email address is required so that we know who sent the request and to be able to answer it. Further information can be provided voluntarily. Data processing for the purpose of contacting us is carried out in accordance with Art. 6 Para. 1 S. 1 lit. a DSGVO on the basis of your voluntary consent.

6. Passing on data

Your personal data will not be transferred to third parties for purposes other than those listed above. We will only pass on your personal data to third parties if:

- you have given your express consent to this in accordance with Art. 6 para. 1 sentence 1 lit. a DSGVO,



- the disclosure pursuant to Art. 6 para. 1 sentence 1 lit. f DSGVO is necessary for the assertion, exercise or defence of legal claims and there is no reason to assume that you have an overriding legitimate interest in not disclosing your data,

- in the event that there is a legal obligation to pass on data pursuant to Art. 6 para. 1 sentence 1 lit. c DSGVO, and

this is legally permissible and required for the execution of contractual relationships with you pursuant to Art. 6 para. 1 sentence 1 lit. b DSGVO.

7. Cookies

We use cookies on our site. These are small files that are automatically created by your browser and stored on your device (laptop, tablet, smartphone, etc.) when you visit our site. Cookies do not cause any damage to your terminal device, do not contain viruses, Trojans or other malware. Information is stored in the cookie, which results in each case in connection with the specifically used terminal device. This does not mean, however, that we will gain immediate knowledge of your identity. The use of cookies serves on the one hand to make the use of our offer more pleasant for you. For example, we use so-called session cookies to recognize that you have already visited individual pages on our website. These will be deleted automatically after leaving our site. In addition, we also use temporary cookies to optimise user-friendliness, which are stored on your terminal device for a specified period of time. If you visit our site again to use our services, it is automatically recognized that you have already been with us and what inputs and settings you have made so that you do not have to enter them again. On the other hand, we use cookies to record the use of our website statistically and to evaluate it for the purpose of optimising our offer for you (see point 5). These cookies enable us to automatically recognize that you have already visited our site when you visit it again. These cookies are automatically deleted after a defined period of time. The data processed by cookies are necessary for the purposes mentioned to safeguard our legitimate interests and those of third parties pursuant to Art. 6 Para. 1 S. 1 lit. f DSGVO. Most browsers automatically accept cookies. However, you can configure your browser so that no cookies are stored on your computer or a message always appears before a new cookie is created. However, if you disable cookies completely, you may not be able to use all the features of our website.

More details about the cookies we use can be found at: <http://www.familybusinessmodel/de/cookies/>

8. Tracking tools

The tracking measures listed below and used by us are carried out on the basis of Art. 6 para. 1 sentence 1 lit. f DSGVO. With the tracking measures we are implementing, we want to ensure that our website is designed to meet needs and is continually optimised. On the other hand, we use the tracking measures in order to statistically record the use of our website and to evaluate it for the purpose of optimising our offer for you. These interests shall be deemed to be justified within the meaning of the aforementioned provision. The respective data processing purposes and data categories can be found in the corresponding tracking tools.

9. Social media plug-ins

We use social plug-ins of the social networks Facebook, Twitter, youtube, LinkedIn and Xing on our website on the basis of Art. 6 Para. 1 S. 1 lit. f DSGVO in order to make our company better known. The underlying advertising purpose is to be regarded as a legitimate interest within the meaning of the DSGVO. The responsibility for the data protection-compliant operation is to be guaranteed by their respective providers. The integration of these plug-ins by us takes place by means of the so-called two-click method in order to protect visitors to our website in the best possible way.

10. Rights of data subjects You have the right:

- to request information about your personal data processed by us in accordance with Art. 15



DSGVO. In particular, you may request information about the purposes of the processing, the category of personal data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right of rectification, deletion, limitation of processing or opposition, the existence of a right of appeal, the origin of your data if it has not been collected from us, as well as the existence of an automated decision making process including profiling and, if applicable, meaningful information on its details;

- in accordance with Art. 16 DSGVO to immediately request the correction of incorrect or incomplete personal data stored by us;
- to demand the deletion of your personal data stored by us in accordance with Art. 17 DSGVO, unless processing is necessary for exercising the right to freedom of expression and information, for fulfilling a legal obligation, for reasons of public interest or for asserting, exercising or defending legal claims;
- to demand the restriction of the processing of your personal data in accordance with Art. 18 DSGVO if the accuracy of the data is disputed by you, the processing is unlawful but you refuse its deletion and we no longer need the data, but you need it to assert, exercise or defend legal claims or you have objected to the processing in accordance with Art. 21 DSGVO;
- in accordance with Art. 20 DSGVO, to receive your personal data which you have provided to us in a structured, common and machine-readable format or to request transmission to another responsible person;
- in accordance with Art. 7 para. 3 DSGVO to revoke your consent once given to us at any time. The consequence of this is that we may not continue the data processing based on this consent for the future, and
- to complain to a supervisory authority pursuant to Art. 77 DSGVO. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or contact us directly.

11. Right of objection

If your personal data are processed on the basis of legitimate interests pursuant to Art. 6 para. 1 sentence 1 lit. f DSGVO, you have the right, pursuant to Art. 21 DSGVO, to object to the processing of your personal data if there are reasons for doing so which arise from your particular situation or if the objection is directed against direct advertising. In the latter case, you have a general right of objection, which will be implemented by us without stating a particular situation. If you wish to exercise your right of revocation or objection, simply send an e-mail to weishaupt@familybusinessmodel.com

12. Topicality and change of this data security explanation

This data protection declaration is currently valid and as of May 2018. Due to the further development of our website and offers on it or due to changed legal or official requirements, it may be necessary to amend this data protection declaration. You can call up the current data protection declaration at any time on the website at www.familybusinessmodel.com.

Bolzano 5/9/2022

Cookies

Cookie Directive

What are cookies?

Cookies are small text files that are placed on your computer when you visit certain websites. We use cookies for the familybusinessmodel.com website and subdomains - whereby we ask the user for his consent where this is expressly required by law or other relevant regulations - to make navigation easier for the user. We also use appropriate systems to collect information about the user, such as their IP address, browser and operating system used and/or websites visited by a user, for security and statistical purposes.

If you decide to disable or reject cookies, you may not be able to access some parts of the familybusinessmodel.com website and subdomains associated with it or they may not function properly.

To ensure complete and trouble-free use of this website, you should set your browser to accept these cookies. Cookies do not pose a threat to your computer, tablet, or smartphone. The cookies generated by www.familybusinessmodel.com do not contain any personal information that can be used to identify the user, but only encrypted data.

We use the following types of cookies:

navigation cookies

These cookies enable navigation on the website and the use of its functions. Without cookies, you may not be able to access these features or they may not function properly. The cookies that are absolutely necessary are used to store an identifier so that we can uniquely identify each user and provide a consistent and accurate service.

performance cookies

These cookies may originate from us or from one of our partners; they may be session cookies or permanent cookies. They are for website performance and improvement only. These cookies do not collect any information with which the user can be identified. All information collected through these cookies is aggregated anonymously and used only to improve the functionality of the website.

functional cookies

Cookies are normally stored on the user's computer as a result of an action taken by the user, but they can also be received if a service is offered to the user without the user having been expressly requested to do so. They can be used to prevent the same service from being offered to the same user more than once. In addition, these cookies enable the website to track the user's decisions. The information collected by these cookies is anonymous and cannot be used to evaluate user behavior on other Web sites.

Advanced privacy notices for Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. "Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

Under no circumstances will Google associate your IP address with other Google data. You may refuse



the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Disable Cookies

Privacy laws allow users to opt out of cookies that are already installed on their device. This option applies to "technical cookies" (art. 122 of the Italian Privacy Code) and other cookies that the user has previously accepted ("opt in"). The user can deactivate and/or delete cookies using browser settings ("opt out"). Further information can be found here: www.youronlinechoices.eu.

Browser control to block cookies.

Most web browsers automatically accept cookies, but allow you to modify your browser settings to refuse cookies. In Internet Explorer 11, for example, cookies can be blocked by following the steps below:

1. click on "Tools" and then select "Internet Options"
2. click on the "Privacy" tab at the top of the window
3. move the slider up or down to specify the rules you want to apply to blocking cookies

For instructions on how to block cookies in other browsers, please refer to the privacy policies of each browser.

Browser control to delete cookies.

You can delete cookies that you accept later. In Internet Explorer 11, for example, cookies can be deleted by proceeding as follows:

1. click on "Tools" and then select "Internet Options"

On the "General" tab under "Browsing history" click on the "Delete" button.

3. on the pop-up window, check the box next to "Cookies"
4. click on the "Delete" button

For instructions on how to delete cookies in other browsers, please refer to the privacy policies of each browser.

Browser controls for "Do Not Track" and tracking protection.

Some new browsers have built-in functions that prevent tracking. Most of these functions send a signal to the website when you enter when they are enabled that you do not want tracking. It is possible that these pages (or third party content on these pages), despite your express desire not to do so, do things that you would consider tracking. This depends in particular on the data protection practices of these websites.