

PRIVACY POLICY – PALFINGER MERCHANDISE SHOP (NAM)

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We want to inform you about:

- who we are and how you can get in touch with us;
- which of your personal data we process, how and for what purposes;
- what rights you have in connection with this data processing.

1. RESPONSIBLE PERSON AND CONTACT

Controller:

PALFINGER NORTH AMERICA LLC
2324 Palmer Drive, Schaumburg, IL 60173, USA

Group Data Protection Officer:

Alexander Mestian, dataprotection@palfinger.com, [contact form](#)

Data protection, PALFINGER AG, Lamprechtshausener Bundestraße 8, 5101 Bergheim, Austria
Additionally for USA and Canada: +1 833 823 8668

If you contact our data protection team, your personal data will be transmitted to the data protection team of PALFINGER AG located in Europe, Austria. Your data will be used exclusively for the purpose of responding to your inquiry.

2. PROCESSING OF PERSONAL DATA

Your personal data is treated in strict confidence and processed in compliance with the applicable data protection laws.

Your information will be processed for the following **purposes**:

- the provision of a platform to buy PALFINGER merchandise products,
- the creation of your user profile and its technical support,
- the fulfillment of the purchase contract with you.

We process the following categories of **personal data** for these purposes:

- | | |
|---------------------|-----------------------|
| • Username, | • Company |
| • First name | • VAT number |
| • Last name, | • Purchased goods, |
| • Address, | • Shipping method, |
| • E-mail address, | • Financial details, |
| • Telephone number, | • Purchasing history. |

We obtain these categories of personal data directly from you, the consumers, when you register in our merchandise shop and purchase the goods we offer there. Without this data, we cannot conclude

or fulfill a contract with you. The basis for the processing of your data is the **fulfillment of the purchase contract**. Your data will be stored for a period of **five years** (retention period for invoices).

Your name and address are transmitted to a logistics company for the purpose of carrying out the delivery. Your data might also be transferred to other companies of the PALFINGER Group for warehouse management and the handling of the logistics processes. A list of all PALFINGER companies can be found [here](#).

An **external service provider** is used to operate the PALFINGER Merchandise Shop. This service provider receives data that is technically necessary to provide a functioning web shop.

Furthermore, you may be redirected to a website of a third-party provider in the course of processing your payment. For this data processing, please refer to the privacy policy of the third-party provider.

3. COOKIES

We use so-called cookies on our website. These are small text files that are stored on your end device with the help of your browser. Some cookies are **technically necessary** to display and execute the web pages correctly. All other cookies are **optional** and are only set after you have given your **consent**.

Of course, you can object to the processing of your personal data for advertising and data analysis purposes at any time! Please note that we currently do not use such optional cookies on our website.

4. MARKETING

PALFINGER might also process your data for **marketing purposes**, such as:

- sending of information material about PALFINGER products or the PALFINGER Group in the form of brochures, e-mail newsletters or other advertising material,
- conducting surveys to analyze market and customer satisfaction,
- analyzing of user behavior on our merchandise shop.

The following **personal data** may be processed for these purposes:

- First name,
- Last name,
- Address,
- E-mail address,
- Telephone number,
- Company,
- Products of interest,
- Answers to surveys,
- Data about your device/browser,
- IP address,
- User behavior (e.g. page visited, clicks),
- Country or region of origin,
- Date and time of the request,
- Time zone difference to GMT,
- Access status/HTTP status code.

Your personal data is shared within the PALFINGER Group, which means that your data may be transferred to PALFINGER companies outside the USA. Data protection agreements are in place to ensure the security of your data. A list of all PALFINGER companies can be found [here](#).

PALFINGER may commission **external advertising agencies** to create and send out advertising material. Your data will be passed on to these agencies for this purpose. These advertising agencies are contractually obliged by PALFINGER to protect your data appropriately.

Processing for marketing purposes is based on your **consent**, which you can revoke at any time. Your data will be deleted after revocation, unless there are compelling legal grounds (e.g. retention periods for tax-relevant documents).

5. DISCLAIMERS

Your data is not sold to third parties for monetary or other valuable consideration. Furthermore, PALFINGER does not support third-party behavioral tracking.

6. YOUR RIGHTS

Right to information: On request, we will be happy to provide you with information about the personal data processed about you free of charge ([contact form](#)).

Right to rectification: If, despite our efforts to ensure that your personal data is accurate and up to date, we have stored incorrect personal data, we will rectify it at your request.

Right to erasure: If you no longer wish your data to be processed, please let us know. We will delete your data immediately and inform you accordingly. If there are compelling legal grounds for not erasing your data, we will notify you immediately.

Right to restriction: You can also request the restriction of data processing. As a result, the data stored about you may only be processed with your individual consent or for the assertion and enforcement of legal claims.

Right of objection/revocation: Consent given can be revoked at any time free of charge. Your data may then no longer be processed. The legality of the previous processing remains unaffected. Furthermore, you can object to processing operations that are based on a balancing of interests. In this case, we ask you to state the reasons for your objection.

Right to data portability: If you wish to receive the data you have provided to us or transfer it to another controller, we will provide it to you in an electronically transferable format.

Right to lodge a complaint with the data protection authority: You have the right to lodge a complaint with the data protection authority if you consider that the processing of personal data concerning you infringes applicable data protection laws. However, we ask you to contact us first in the event of a suspected violation so that we can clarify and resolve this matter in the interests of a

Right to not be retaliated against for exercising rights: You will not be discriminated against if you exercise your rights in accordance with the relevant data protection laws.

7. CHANGES TO THIS PRIVACY POLICY

This privacy policy is revised from time to time. The processing of your data is subject to the current version, accessible at https://palfinger.com/privacypolicy/palfinger-nam-fanshop_en.pdf.