

## I. Name and Address of the Controller

The controller within the meaning of the General Data Protection Regulation and other national data protection laws of the Member States as well as other data protection provisions is:

*PointCab GmbH*

*Managing Director: Dr.-Ing. Richard Steffen, Authorized Representative: Dr. Ulrich Franz*

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*Email: [info@pointcab-software.com](mailto:info@pointcab-software.com)*

## II. General Information on Data Processing

### 1. Scope of Processing of Personal Data

We process personal data of our users only to the extent necessary to provide a functional website and our content and services. The processing of personal data of our users is regularly only carried out with the user's consent. An exception applies in such cases where obtaining prior consent is not possible for factual reasons and the processing of the data is permitted by legal regulations.

### 2. Legal Basis for the Processing of Personal Data

Where we obtain the consent of the data subject for processing operations of personal data, Article 6(1)(a) GDPR serves as the legal basis.

If the processing is necessary for the performance of a contract to which the data subject is a party, Article 6(1)(b) GDPR serves as the legal basis. This also applies to processing operations required to carry out pre-contractual measures.

If processing is necessary for compliance with a legal obligation to which our company is subject, Article 6(1)(c) GDPR serves as the legal basis.

If the processing is necessary to protect vital interests of the data subject or another natural person, Article 6(1)(d) GDPR serves as the legal basis.

If the processing is necessary for the purposes of the legitimate interests pursued by our company or a third party and such interests are not overridden by the interests or fundamental rights and freedoms of the data subject, Article 6(1)(f) GDPR serves as the legal basis.

### 3. Data Deletion and Storage Duration

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage ceases to apply. Storage may be carried out beyond this if this has been provided for by the European

or national legislator in EU regulations, laws or other provisions to which the controller is subject. Data will also be blocked or deleted if a storage period prescribed by the aforementioned standards expires, unless there is a necessity for further storage of the data for a contract conclusion or contract fulfillment.

### III. Provision of the Website and Creation of Log Files

#### 1. Beschreibung und Umfang der Datenverarbeitung

Each time our website is accessed, our system automatically collects data and information from the computer system of the accessing device.

The following data is collected:

- (1) Information about the browser type and version used
- (2) The user's operating system
- (3) The user's internet service provider
- (4) The user's IP address
- (5) Date and time of access
- (6) Websites from which the user's system accessed our website
- (7) Websites accessed by the user's system via our website

#### 2. Rechtsgrundlage für die Datenverarbeitung

The legal basis for the temporary storage of data and log files is Article 6(1)(f) GDPR.

#### 3. Purpose of Data Processing

Temporary storage of the IP address by the system is necessary to deliver the website to the user's computer. For this, the IP address of the user must remain stored for the duration of the session.

Storage in log files takes place to ensure the functionality of the website. In addition, the data serves us for the technical optimization of the website and to ensure the security of our IT systems. There is no evaluation of the data for marketing purposes in this context.

These purposes also constitute our legitimate interest in data processing under Article 6(1)(f) GDPR.

#### 4. Storage Duration

The data will be deleted as soon as it is no longer required to achieve the purpose of its collection. In the case of data collection for the provision of the website, this is the case when the respective session ends, but at the latest after seven days.

Further storage is possible. In this case, the IP addresses of the users are deleted or anonymized so that assignment of the calling client is no longer possible.

## 5. Objection and Removal Possibility

The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility for the user to object.

# IV. Use of Cookies

## 1. Description and Scope of Data Processing

Our website uses cookies (Cookiebot). Cookies are text files that are stored in the internet browser or by the internet browser on the user's computer system. When a user accesses a website, a cookie may be stored on the user's operating system. This cookie contains a distinctive character string that allows the browser to be uniquely identified when the website is called up again.

We use cookies to make our website functional. Some elements of our website require that the calling browser can be identified even after a page change.

A list of the stored data follows. Examples can be:

- (1) Language settings
- (2) Items in a shopping cart
- (3) Login information

We also use cookies on our website that enable an analysis of users' browsing behavior.

In this way, the following data can be transmitted:

- (4) Entered search terms
- (5) Frequency of page views
- (6) Use of website functions

When accessing our website, users are informed about the use of cookies for analytical purposes and their consent to the processing of the personal data used in this context is obtained. This also includes a reference to this privacy policy.

## 2. Legal Basis for Data Processing

The legal basis for the processing of personal data using technically necessary cookies within the meaning of § 25(2) TDDDG is Article 6(1)(f) GDPR.

The legal basis for the processing of personal data using cookies for analytical purposes is Article 6(1)(a) GDPR if the user has given consent.

Otherwise, the legal basis for the use of technically necessary cookies is Article 6(1)(f) GDPR.

### 3. Purpose of Data Processing

The purpose of using technically necessary cookies is to enable the use of websites for users. Some functions of our website cannot be offered without the use of cookies. For these, it is necessary for the browser to be recognized even after a page change.

We need to use cookies to ensure some applications, for example:

- (1) Shopping cart
- (2) Adoption of language settings
- (3) Login information

User data collected through technically necessary cookies is not used to create user profiles.

The use of analysis cookies is for the purpose of improving the quality of our website and its contents. Analysis cookies help us understand how the website is used, allowing us to continuously optimize our offering.

These purposes also constitute our legitimate interest in the processing of personal data under Article 6(1)(f) GDPR.

### 4. Duration of Storage, Objection and Removal Options

Cookies are stored on the user's computer and transmitted to our site. Therefore, as a user, you have full control over the use of cookies. You can disable or restrict the transmission of cookies by changing the settings in your internet browser. Stored cookies can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to use all functions of the website in full.

## V. Use of Plugins and Other Services

### 1. Website and Online Services

#### Contact Forms

- **Data collected:** Name, email address, message.
- **Purpose:** Processing of inquiries.
- **Legal basis:** Article 6(1)(b) GDPR.
- **Storage duration:** 6 months after completion of the request.
- **Right of withdrawal:** Contact us at [info@pointcab-software.com](mailto:info@pointcab-software.com) to request deletion of your inquiry.

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## Newsletter Tracking (Mailchimp)

- **Data collected:** Name, email address, IP address, click behavior.
- **Purpose:** ending and analyzing the newsletter.
- **Legal basis:** Article 6(1)(a) GDPR.
- **Storage duration:** Until unsubscribed from the newsletter.
- **Right of withdrawal:** You can withdraw your consent at any time via the “Unsubscribe” link in our newsletters or by emailing [info@pointcab-software.com](mailto:info@pointcab-software.com).

Data transfers to the USA are based on the EU Standard Contractual Clauses according to Article 46 GDPR.

## Google Analytics and Google Tag Manager

- **Data collected:** IP address (anonymized), user behavior, session duration, referrer URL.
- **Purpose:** Analysis of user behavior to optimize the website.
- **Legal basis:** Article 6(1)(a) GDPR (consent).
- **Storage duration:** 26 months.
- **Right of withdrawal:** You can withdraw your consent via our cookie banner or by adjusting cookie settings in your browser.

Data transfers to the USA are based on the EU Standard Contractual Clauses according to Article 46 GDPR.

## 1.1 Embedded External Services

### Google Web Fonts, Google Maps, YouTube

- **Data collected:** IP address, usage behavior.
- **Purpose:** Display of content.
- **Legal basis:** Article 6(1)(f) GDPR.
- **Storage duration:** According to Google policies (usually a few months).
- **Right of withdrawal:** You can withdraw your consent via our cookie banner or by adjusting cookie settings in your browser.

Data transfers to the USA are based on the EU Standard Contractual Clauses according to Article 46 GDPR.

### Google Web Fonts, Google Maps, YouTube

- **Data collected:** IP address, click behavior.
- **Purpose:** Display of targeted advertisements.
- **Legal basis:** Article 6(1)(a) GDPR.
- **Storage duration:** duration: 90 days.
- **Right of withdrawal:** You can withdraw your consent via our cookie banner or by adjusting cookie settings in your browser.

Data transfers to the USA are based on the EU Standard Contractual Clauses according to Article 46 GDPR.

#### Google Web Fonts, Google Maps, YouTube

- **Data collected:** IP address, click behavior.
- **Purpose:** Display of targeted advertisements.
- **Legal basis:** Article 6(1)(a) GDPR.
- **Storage duration:** 90 days.
- **Right of withdrawal:** You can withdraw your consent via our cookie banner or by adjusting cookie settings in your browser.

Data transfers to the USA are based on the EU Standard Contractual Clauses according to Article 46 GDPR.

#### IONOS WebAnalytics

- **Data collected:** IP address, user behavior.
- **Purpose:** Website analysis
- **Legal basis:** Article 6(1)(f) GDPR.
- **Storage duration:** 6 months.
- **Right of withdrawal:** You can withdraw your consent via our cookie banner or by adjusting cookie settings in your browser.

## 2. Customer Management and Communication

#### Insightly, ERP-Next, JTL Wawi, JTL Shop

- **Data collected:** Name, address, email, phone number, order data.
- **Purpose:** Customer relationship management and order processing.
- **Legal basis:** Article 6(1)(b) GDPR.
- **Storage duration:** 10 years (retention obligation under tax law).
- **Right of withdrawal:** You can object to processing by emailing [info@pointcab-software.com](mailto:info@pointcab-software.com), unless legal retention obligations apply.

#### Thunderbird (Email Communication)

- **Data collected:** Emails, name, address.
- **Purpose:** Communication with customers and partners.
- **Legal basis:** Article 6(1)(f) GDPR.
- **Storage duration:** Storage duration: 10 years (business correspondence).
- **Right of withdrawal:** Send an email to [info@pointcab-software.com](mailto:info@pointcab-software.com) to request the deletion of your emails.

#### GoToWebinar, ACE Meetings

- **Data collected:** Name, email, meeting data.
- **Purpose:** Conducting online meetings and webinars.

- **Legal basis:** Article 6(1)(b) GDPR.
- **Storage duration:** 6 months after the end of the event.
- **Right of withdrawal:** Contact [info@pointcab-software.com](mailto:info@pointcab-software.com) to request early deletion of your meeting data.

### 3. Payment Processing

#### Unzer, Stripe

- **Data collected:** Payment data, name, billing address.
- **Purpose:** Processing payments.
- **Legal basis:** Article 6(1)(b) GDPR.
- **Storage duration:** 10 years (legal retention obligation).
- **Right of withdrawal:** Due to legal obligations, immediate deletion is not possible. Please contact us for more information.

Data transfers to the USA are based on the EU Standard Contractual Clauses according to Article 46 GDPR.

### 4. IT- und Sicherheitsmaßnahmen

#### Rustdesk

- **Data collected:** IP address, remote support data.
- **Purpose:** Technical support.
- **Legal basis:** Article 6(1)(f) GDPR.
- **Storage duration:** 12 months.
- **Right of withdrawal:** Contact [info@pointcab-software.com](mailto:info@pointcab-software.com) to request deletion of your remote support data.

#### Wordfence Security, WP Fastest Cache, WP Fastest Cache Premium

- **Data collected:** IP address, security logs.
- **Purpose:** Protection against attacks.
- **Legal basis:** Article 6(1)(f) GDPR.
- **Storage duration:** 90 days.
- **Right of withdrawal:** Deletion is only possible if no security relevance exists. Please contact us for review.

### 5. PointCab Software

#### PointCab Origins

- **Data collected:** Usage data, crash reports, computer name, MS account username.
- **Purpose:** Statistical evaluation to improve user experience.
- **Legal basis:** Article 6(1)(f) GDPR.

- **Storage duration:** Anonymized statistical data is stored indefinitely; crash reports are stored for 6 months.
- **Right of withdrawal:** Contact [info@pointcab-software.com](mailto:info@pointcab-software.com) to request early deletion of crash reports.

#### PointCab Nebula

- **Data collected:** IP address of the requesting computer, account data (username and password).
- **Purpose:** Provision of the PointCab Nebula service.
- **Legal basis:** Article 6(1)(f) GDPR.
- **Storage duration:** For the duration of online use.
- **Right of withdrawal:** Data is automatically deleted once the browser session ends.

#### LicTrust Manager

- **Data collected:** Where applicable, first and last name, email address, IP address of the requesting computer, date and time of access.
- **Purpose:** Provision of services for PointCab Nebula and PointCab Origins (license verification).
- **Legal basis:** Article 6(1)(f) GDPR.
- **Storage duration:** IPs are stored for 6 months after the request; other data is stored as long as PointCab products are used (automatic deletion 3 months after license termination).
- **Right of withdrawal:** Deletion is only possible if your license is permanently removed. Please contact us for review.

## VII. Rights of the Data Subject

If your personal data is processed, you are a data subject within the meaning of the GDPR and have the following rights vis-à-vis the controller:

### 1. Right of Access

You may request confirmation as to whether personal data concerning you is being processed. If so, you have the right to access the following information:

- (1) the purposes of the processing;
- (2) the categories of personal data concerned;
- (3) the recipients or categories of recipients to whom the personal data has been or will be disclosed;
- (4) the envisaged storage period or, if not possible, the criteria for determining that period;
- (5) the existence of the right to request rectification, erasure, or restriction of processing, or to object to such processing;

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- (6) the right to lodge a complaint with a supervisory authority;
- (7) where the personal data is not collected from you: any available information about its source;
- (8) the existence of automated decision-making, including profiling, under Article 22(1) and (4) GDPR, and, at least in those cases, meaningful information about the logic involved and the envisaged consequences for you.

You also have the right to be informed whether your data is transferred to a third country or international organization and, where this is the case, of the appropriate safeguards under Article 46 GDPR.

This right of access may be restricted to the extent that it is likely to render impossible or seriously impair the achievement of the research or statistical purposes, and if the restriction is necessary for the fulfillment of the research or statistical purposes.

In the case of AI-based data processing, your right to information extends to the processing activities and functionalities of the AI systems used for data processing.

## 2. Right to Rectification

You have the right to request from the controller the rectification and/or completion of your personal data if the data concerning you is inaccurate or incomplete. The controller must carry out the rectification without undue delay.

Your right to rectification may be restricted insofar as it is likely to render impossible or seriously impair the achievement of the purposes of scientific or statistical research and the restriction is necessary for the fulfilment of these purposes.

## 3. Right to Restriction of Processing

You may request the restriction of the processing of your personal data under the following conditions:

- (1) if you contest the accuracy of the personal data concerning you for a period enabling the controller to verify the accuracy of the personal data;
- (2) the processing is unlawful, and you oppose the erasure of the personal data and request the restriction of its use instead;
- (3) the controller no longer needs the personal data for the purposes of processing, but you require it for the establishment, exercise, or defence of legal claims; or
- (4) you have objected to processing pursuant to Article 21(1) GDPR and it has not yet been determined whether the legitimate grounds of the controller override your grounds.

Where processing of your personal data has been restricted, such data – apart from being stored – may only be processed with your consent or for the establishment, exercise, or defence 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 a Member State.

Where processing has been restricted according to the above conditions, you will be informed by the controller before the restriction is lifted.

Your right to restriction of processing may be limited insofar as it is likely to render impossible or seriously impair the achievement of the purposes of scientific or statistical research and the restriction is necessary for the fulfilment of these purposes.

## **4. Recht auf Löschung**

### **a) Obligation to Erase**

You may request from the controller the erasure of your personal data without undue delay, and the controller is obliged to erase such data without undue delay where one of the following grounds applies:

- (1) The personal data concerning you is no longer necessary in relation to the purposes for which it was collected or otherwise processed.
- (2) You withdraw your consent on which the processing is based according to Article 6(1)(a) or Article 9(2)(a) GDPR, and there is no other legal ground for the processing.
- (3) You object to the processing pursuant to Article 21(1) GDPR and there are no overriding legitimate grounds for the processing, or you object pursuant to Article 21(2) GDPR.
- (4) The personal data concerning you has been unlawfully processed.
- (5) The erasure of the personal data concerning you is required for compliance with a legal obligation under Union or Member State law to which the controller is subject.
- (6) The personal data concerning you was collected in relation to the offer of information society services referred to in Article 8(1) GDPR.

### **b) Information to Third Parties**

Where the controller has made the personal data public and is obliged pursuant to Article 17(1) GDPR to erase the personal data, the controller, taking account of available technology and the cost of implementation, shall take reasonable steps, including technical measures, to inform controllers which are processing the personal data that you, as the data subject, have requested the erasure by such controllers of any links to, or copies or replications of, that personal data.

### **c) Exceptions**

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The right to erasure shall not apply to the extent that processing is necessary:

- (1) for exercising the right of freedom of expression and information;
- (2) for compliance with a legal obligation which requires processing by Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- (3) for reasons of public interest in the area of public health in accordance with Article 9(2)(h) and (i) and Article 9(3) GDPR;
- (4) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) GDPR, insofar as the right referred to in section a) is likely to render impossible or seriously impair the achievement of the objectives of that processing; or
- (5) for the establishment, exercise, or defence of legal claims.

## 5. Right to be Informed

If you have exercised your right to rectification, erasure, or restriction of processing against the controller, the controller is obliged to communicate any rectification or erasure of personal data or restriction of processing to each recipient to whom the personal data has been disclosed, unless this proves impossible or involves disproportionate effort.

You have the right to be informed about those recipients by the controller.

## 6. Right to Data Portability

You have the right to receive the personal data concerning you, which you have provided to the controller, in a structured, commonly used and machine-readable format.

You also have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where:

- (1) the processing is based on consent pursuant to Article 6(1)(a) GDPR or Article 9(2)(a) GDPR or on a contract pursuant to Article 6(1)(b) GDPR; and
- (2) the processing is carried out by automated means.

In exercising this right, you also have the right to have the personal data transmitted directly from one controller to another, where technically feasible. The rights and freedoms of others must not be adversely affected.

The right to data portability shall not apply to processing necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

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## 7. Right to Object

You have the right to object at any time, on grounds relating to your particular situation, to the processing of your personal data which is based on Article 6(1)(e) or (f) GDPR, including profiling based on those provisions.

The controller shall no longer process the personal data unless the controller demonstrates compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise, or defence of legal claims.

Where personal data concerning you is processed for direct marketing purposes, you have the right to object at any time to processing of your personal data for such marketing, including profiling to the extent that it is related to such direct marketing.

If you object to processing for direct marketing purposes, your personal data shall no longer be processed for such purposes.

In the context of the use of information society services, and notwithstanding Directive 2002/58/EC, you may exercise your right to object by automated means using technical specifications.

You also have the right to object, on grounds relating to your particular situation, to processing of your personal data for scientific or historical research purposes or statistical purposes pursuant to Article 89(1) GDPR.

Your right to object may be limited insofar as it is likely to render impossible or seriously impair the achievement of the purposes of scientific or statistical research and the restriction is necessary for the fulfilment of these purposes.

## 8. Right to Withdraw Data Protection Consent

You have the right to withdraw your consent to data processing at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

## 9. Automated Individual Decision-Making, Including Profiling

You have the right not to be subject to a decision based solely on automated processing – including profiling – which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision:

- (1) is necessary for entering into, or performance of, a contract between you and the controller;
- (2) is authorised by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests;  
or
- (3) is based on your explicit consent.

Such decisions may not be based on special categories of personal data referred to in Article 9(1) GDPR, unless Article 9(2)(a) or (g) GDPR applies and suitable measures to safeguard your rights and freedoms and legitimate interests are in place.

In the cases referred to in (1) and (3), the controller shall implement suitable measures to safeguard your rights and freedoms and legitimate interests, including at least the right to obtain human intervention, to express your point of view, and to contest the decision.

## 10. Right to Lodge a Complaint with a Supervisory Authority

Without prejudice to any other administrative or judicial remedy, 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 the place of the alleged infringement, if you consider that the processing of your personal data infringes the GDPR.

The supervisory authority with which the complaint has been lodged shall inform the complainant of the progress and outcome of the complaint, including the possibility of a judicial remedy pursuant to Article 78 GDPR.

## IX. Status of this Privacy Policy

This Privacy Policy is effective as of 15 May 2025.

We reserve the right to update this Privacy Policy in response to changes in the legal situation, data processing practices, or other relevant reasons. The most current version is always available at [www.pointcab-software.com/privacy](http://www.pointcab-software.com/privacy).

Please note: This Privacy Policy is a translation of the original German version. In the event of discrepancies or uncertainties in interpretation, the *German version shall prevail*. It serves as the legally binding version and forms the basis for any legal assessment.