

Privacy Policy

This Privacy Policy describes how iomarket handles personal data and how we collect such data in connection with the use of our websites (web pages, B2B portals, and services) as well as when utilizing our solutions and services.

General Information on Data Processing

Our processing of personal data from natural persons who use our services is limited to the data necessary for providing our solutions and services, as well as our website.

The processing of our users' personal data occurs only for the agreed purposes or if another legal basis (in accordance with the DSGVO / DSG) exists. Only personal data that is actually required for the execution and processing of our tasks and services, or data that has been voluntarily provided, is collected.

To the extent that we determine the purpose and means of processing personal data within our company, we are the so-called "Controller" within the meaning of the DSGVO / DSG. This applies, for example, when a customer visits our websites. If personal data transmitted to us by customers is involved because they use our services, we do not determine the means and purpose of the processing; therefore, our customers are the Controllers, and we act solely as a Data Processor.

This Privacy Policy applies only to the processing of personal data carried out by our company. We are not responsible for the processing of personal data by third parties. Additionally, we assume no responsibility for hyperlinks to third-party websites or when third-party cookies are set.

Your rights (data subject rights)

You have the right to request information about your personal data processed by us. In particular, you can request information about the purposes of processing, the categories 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 to rectification, erasure, restriction of processing or objection, data portability - provided that this does not involve disproportionate effort -, the origin of your data if it was not collected by us, and the existence of automated decision-making, including profiling.

You also have the right to withdraw your consent to the use of your personal data at any time.

If you are of the opinion that the processing of your personal data by us is contrary to the applicable data protection regulations, you have the option of lodging a complaint with the data protection authority.

Purposes of Processing

Personal data is processed by us for the following purposes:

- To maintain and further develop our business,
- To fulfill contracts with our customers, suppliers, and partners,
- To present offers for our solutions and services,
- For the exchange and processing of electronic data between two business partners in accordance with contractual terms,
- For marketing activities (including direct marketing) related to our services (via phone, mail, and email),
- To inform interested parties,

- To operate our HelpDesk and support customer inquiries, resolve technical problems, and provide important information to users of our solutions,
- To optimize our services and their use,
- For research and analysis purposes,
- As a controlling instrument to monitor system performance, error handling, IT security, and IT system improvements,
- For market research,
- To prevent abuse and copyright infringement.

Partner companies acting as data processors on our behalf have been instructed accordingly. If personal data is provided to us by partner companies, we assume that the affected individuals have been informed about this Privacy Policy.

Description and Scope of Data Processing

The personal data we collect from natural persons using our services mainly includes the following:

- Name,
- Address,
- Job title,
- Gender,
- Telephone number,
- Email address, and any other personal data provided to us.

We primarily collect data from natural persons in their business environment, which does not provide information about them as private individuals or private customers. These individuals work for companies that mainly belong to our prospects, customers, suppliers, or partners. When users access our websites, we collect technical data from them or information from the computer system of the requesting device.

The following data is collected:

- IP address,
- Browser type and version,
- Preferred language,
- Geographical location,
- Operating system,
- Computer platform,
- The full URL clickstream (including date and time) due to the use of our B2B portals and services,
- Services, searched or viewed service offerings, and parts of our services visited by the user,
- Websites from which the user's system accessed our website.

These data are classified according to the applicable data protection laws and are treated accordingly by us.

Cookies

We use cookies on our websites to make our offering more user-friendly. Cookies are small files that your browser automatically creates and stores on your device (laptop, tablet, smartphone, etc.) when you visit our site. The cookies remain stored until you delete them. This allows us to recognize your browser on your next visit.

If you do not wish this, you can configure your browser to inform you about the setting of cookies and to allow them only in individual cases. However, please note that disabling cookies may prevent you from using all functions of our websites and services. The legal basis for data processing through cookies is Art. 6 DSGVO / DSG.

Web Analytics

We use "Google Analytics," a web analytics service provided by Google, to analyze the usage of our website. Google Analytics uses cookies (see Section 5) that are stored on your computer. The information contained in these cookies about website and internet usage by visitors may be processed and analyzed by Google.

The data collected by Google may be transferred to countries outside the EU and EEA, particularly the USA. However, Google has committed to the Privacy Shield Framework. More information about your rights in this regard can be found at: <https://DSGVO-info.eu/art-6-DSGVO/> . The legal basis for using Google Analytics is Art. 6 DSGVO / DSG.

Online-Marketing

For communication and marketing purposes, we primarily use the following online marketing tools:

- Newsletter
- Contact form
- Social Media

Newsletter

When you sign up for our newsletter, we will immediately send an email to the specified email address containing a hyperlink. By clicking on this link, you confirm your newsletter subscription (double opt-in procedure). If this confirmation is not received within 24 hours, we will delete the email address from our temporary list, and the subscription will not be completed.

By confirming your newsletter subscription, you consent to the storage of your email address, including the date of registration, IP address, and the list name of the desired newsletter.

We use your name and email address exclusively for managing and sending the newsletter you requested.

Our newsletters do not contain any visible or hidden trackers, third-party advertisements, or links to external pages that are unrelated to the content of our newsletter. Each newsletter includes instructions on how to unsubscribe.

Contact Form

If you fill out a contact form, send us an email, or communicate with us electronically in any other way, your information will only be stored for processing your inquiry and any related follow-up questions. Your data will only be used within the scope of your request. The legal basis for processing your inquiry is Art. 6 DSGVO / DSG. We will delete your email address after your inquiry has been processed unless it results in a business relationship.

Social Media

All embedded social media plugins operate using a two-click process, meaning that tracking your browsing behavior through a plugin only starts when you activate the respective plugin by clicking on it. If, for example, you are logged into your Facebook account while visiting our website, Facebook will register your visit to our site once the plugin is activated (first click) and can associate this visit with your user account.

Data Security

We use the commonly employed SSL procedure on our websites in conjunction with the highest encryption level supported by your browser. You can recognize whether a specific page on our website is encrypted by the closed display of the key or lock symbol in your browser's address bar.

Additionally, we implement appropriate technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction, or unauthorized access by third parties. Our security measures are continuously improved in line with technological developments.

Petention Period

Personal data is stored for as long as is necessary for the processing purposes, but no longer than permitted by law. The effective storage period varies depending on the type and purpose.

As a rule, we only store personal data of the respective user for the duration of the use of our services, unless longer-term storage is necessary for other reasons. In any case, we do not store the data for longer than is legally permissible or required.

The deletion of personal data takes place either after the above-mentioned period has expired or at the request of the user concerned.

User Rights

Users of our websites have the following rights concerning personal data:

- The right to information: confirmation of which personal data we process and for what purposes.
- The right to correction or deletion: incomplete or incorrect data is corrected and completed.
- The right to restriction of processing: this can be requested at any time but may result in limited usage of our services.
- The right to object to processing: leading to the cessation of processing personal data.
- The right to data portability: receiving personal data in a structured, commonly used, and machine-readable format.

Legal Basis for Processing

We process personal data in accordance with our legitimate interest in operating, maintaining, and developing our company. Furthermore, processing is necessary to comply with legal obligations. For certain services, we require user consent for processing personal data for specific purposes; users can revoke their consent at any time.

Recipients of Personal Data

Within our company, personal data is only shared to the extent necessary for the purposes outlined in this Privacy Policy. Our employees are bound by a corresponding confidentiality obligation. Personal data is not shared with third parties outside our company unless:

- It is required for processing purposes;
- Our services foresee such sharing, and users provide us with their data for this purpose;
- Compliance with legal obligations requires it;
- It is necessary to comply with applicable law and/or a court order, to detect, prevent, or address fraud, security vulnerabilities, or technical issues, and/or to protect our interests, property, or security, as well as those of our users or the public, in accordance with applicable law;
- The company undergoes restructuring, including mergers, acquisitions, or sales of the company or business units;
- The user consents to the sharing of data, with the right to revoke consent at any time.

Cross-Border Processing of Personal Data

We operate in an international environment and therefore also offer our services internationally, so that it is possible that personal data may also be transferred to or accessed in countries outside the country of residence of the respective user. Accordingly, we take precautions to maintain the necessary, appropriate level of protection. Insofar as the processing of personal data is transferred to a country outside the EU and there is no adequacy decision by the EU Commission, the required level of data protection is maintained, for example by using standard contractual clauses of the EU Commission. For any queries arising in this context, we are available to users at the address given under 'Contact information' (see below) for any queries that may arise.

Subject to change.

We reserve the right to update or amend this Privacy Policy if necessary. In the event of significant changes, reasonable efforts will be made to draw attention to the changes. The applicable version will be published online on the website. Insofar as different language versions are available due to translated versions, the German version is relevant.

Complaints office

If a user believes that the processing of their personal data by our company does not comply with applicable data protection regulations, they are free to file a complaint with their respective data protection supervisory authority.

Contact Information

For any questions or concerns regarding this Privacy Policy or our handling of personal data, you can contact us at:

By email: administration@io-market.com

Or by letter to: iomarket AG, Zählerweg 12, 6300 Zug