

## DATA PRIVACY

The protection of your personal data is an important concern for us, and we want you to feel secure when visiting our website. We protect your private sphere and your personal data. We process your personal data in conformity with the contents of this privacy statement, the national data protection provisions affecting us and the General Data Protection Regulation („GDPR“).

### 1. Name and address of the responsible body

SYNLAB Holding Deutschland GmbH, Gubener Str. 39, 86156 Augsburg („We“), as the operator of the website <https://www.synlab.de> („Website“), is the responsible body within the meaning of the DSGVO and other country-specific data protection regulations.

### 2. Data protection officer

You can contact our data protection officer, Mr. Gustav Müller, at [datenschutz@synlab.com](mailto:datenschutz@synlab.com) at any time with all data protection concerns.

### 3. Personal data

Personal data is any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Personal data also includes information about your use of our website. In this connection, we collect personal data from you as follows: information about your visits to our website such as, for example, the scope of the data transferred, the location from which you retrieve data from our website as well as other connection data and files and further contents which you retrieve. As a rule, this is carried out using log files and cookies. You will find further information on log files and cookies below.

#### Purpose of use and personal data concerned

The scope and nature of the collection, processing and use of your data depends upon whether you simply visit our website to retrieve information which is generally available or whether you wish to avail yourself of additional services:

#### a) Informative use

For the informative use of our website, it is not, as a basic principle, necessary for you to provide any personal data. On the contrary, in this case when our websites are called up, we only collect the data which your Internet browser automatically transmits to us, such as

- the IP address of your computer
- date and time when the page is called up
- your browser type, the browser version and your browser settings
- the operating system used (Windows, iOS, Linux etc.)
- the volume of data transferred and the status of transfers
- from which website our page was accessed
- other similar data and information which serves to avert danger in the case of attacks on our information technological systems.

In this connection, the IP address of your computer is only stored for the period of your use of the website and is immediately erased following this visit or is anonymized through abbreviation. The remaining data is stored for a limited period of time. We use this data for the operation of our website, in particular in order to discover any faults on the website and to make any adjustments or improvements.

#### b) Use where further services are requested

Where you avail yourself of further services of our company via our website, it may be necessary for you to provide personal data for this purpose.

Which personal data is necessary for us to be able to provide the service is shown in the respective input mask.

We will only collect personal information that is necessary to fulfill the service you have selected, such as your postal address for billing purposes, when choosing the „on account“ payment method. In case you choose a different payment method, for example, via credit card, you will be redirected to the pages of a third party. We point out that we have no influence on the collection, processing and use of personal data by this third party, so this privacy policy does not apply to the third party.

You can give further details on a voluntary basis. You can identify which details are necessary and which are voluntary through the fact that details which are necessary are in each case marked with an asterisk (\*).

Your data is processed exclusively for the purpose of providing the service you have requested.

## 4. Contact form

On our website, we offer you the opportunity to contact us using a contact form.

Subject to the following explanations, the recipient of your message is evident in each case from the description in the respective contact form.

The personal data which you provide within the scope of this contact request will only be used for the processing of your request and will be promptly erased from the web server. We draw attention to the fact that the messages will be stored within the scope of our statutory duties of retention. Subject to the foregoing explanations, the data will not be passed on to third parties.

The transfer of the data entered into the contact forms is encrypted, whereby we have chosen an end-to-end encryption in addition to a TLS 1.2 transport encryption.

## 5. Newsletter

If you wish to subscribe to our newsletter, we need, in addition to your e-mail address, confirmation that you are the holder of the e-mail address provided and that you are in agreement with receiving the newsletter. This data is only collected for the purpose of enabling us to send you the newsletter and of documenting our entitlement to do so. Your data will not be passed on to third parties. You may at any time cancel your subscription to the newsletter with effect for the future.

In addition, the following data is collected upon registration:

- IP address of the calling computer
- Date and time of registration

For the processing of the data, your consent is obtained during the registration process and reference is made to this privacy policy.

## 6. Cookies and web analysis tools as well as Google Maps

### a) Use of cookies

Depending on the settings of your browser, we also collect information about your use of our website within the use of so-called cookies. These are small text files that are stored on your disk and that store certain settings and data for sharing with our system through your browser. A cookie usually contains the name of the domain from which the cookie data was sent, as well as information about the age of the cookie and an alphanumeric identifier. Cookies allow our systems to recognize the user's device and make any presets available immediately. As soon as a user accesses the platform, a cookie is transmitted to the hard disk of the user's computer. Cookies help us improve our website and offer you a better and more personalized service. They allow us to recognize your computer when you return to our website, thereby saving information about your favorite activities on the website, and thus tailoring our website to your individual interests. For example, this may include advertising that suits your personal interests; and speed up the speed of processing your requests.

The cookies we use will only store the information about your use of the website as explained above. This is not done by an assignment to you personally, but by assigning an identification number to the cookie („cookie ID“). A combination of the cookie ID with your name, your IP address or similar data that would allow a mapping of the cookie to you does not occur. You can find out how to prevent the use of cookies in the help function of your browser.

In addition, we use cookies in connection with the booking process within our event portal. These cookies are used to collect login status and user data (for example, personal welcome after login). The retention period of this cookie depends on the settings you have selected in your browser.

If you do not want to use cookies, you can set your browser so that the storage of cookies will not be accepted. Please note that in this case you may only be able to use our website with restrictions or not at all.

If you only want to accept our own cookies, but not the cookies of our service providers and partners, you can choose the setting in your browser to block third-party cookies.

#### b) Use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. , 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”). 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 will be transmitted to and stored by Google on servers in the United States.

In case IP-anonymization is activated on this website, your IP address will be truncated within the area of Member States of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases the whole IP address will be first transferred to a Google server in the USA and truncated there. The IP-anonymization is active on this website.

Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing them other services relating to website activity and internet usage.

The IP-address, that your Browser conveys within the scope of Google Analytics, will not be associated with any other data held by Google. 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. You can also opt-out from being tracked by Google Analytics with effect for the future by downloading and installing Google Analytics Opt-out Browser Addon for your current web browser: <http://tools.google.com/dlpage/gaoptout?hl=en>.

As an alternative to the browser plug-in, you can prevent the collection of your data by Google Analytics through clicking on the following link. An opt-out-cookie will be installed which will prevent the collection of your data in the future when you visit this website:

`<a onclick="alert('Google Analytics wurde deaktiviert');" href="javascript:gaOptout()">Erfassung von Daten von Google Analytics für diese Webseite deaktivieren</a>`

You will find further information about this under <http://tools.google.com/dlpage/gaoptout?hl=en> and also under <https://support.google.com/analytics/answer/6004245?hl=en> (general information on Google Analytics and data protection).

We draw attention to the fact that on this website Google Analytics has been extended by the code `gat.anonymizelp();` to ensure the anonymized collection of IP addresses (so-called IP Masking).

#### c) Use of Google Maps

This website uses Google Maps, a map service provided by Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA in order to show an interactive map. Within the use of Google Maps, information about your use of this website (including your IP address) may be transmitted to a Google server in the USA and stored there. It is possible that Google will transfer the information gained to third parties where this is prescribed by law or in so far as third parties process this data on behalf of Google. It is only when you yourself actively click on the interactive map that your Internet browser establishes a connection to the Google servers. You can find further information about data processing by Google here: <https://www.google.com/policies/privacy/>

### 7. No onward transmission of your personal data

We do not pass on your personal data to third parties unless you have agreed to the onward transmission of your data or we are entitled or obliged to pass on data by reason of statutory provisions and/or official orders or court rulings. In this connection, information may, in particular, be provided for purposes of criminal investigations, of averting danger or enforcing intellectual property rights.

### 8. Privacy and Third Party Websites

The Website may contain hyperlinks to and from third party websites. If you follow a hyperlink to any of these websites, please note that we cannot accept responsibility or liability for third-party content or compliance with data protection conditions. Please make sure you are aware of the applicable privacy policy before submitting personally identifiable information to these websites.

### 9. Data security

All information which you communicate to us is stored on servers within the European Union. However, using technical and organisational measures, we secure our website and other systems against loss, destruction, access, alteration or dissemination of your data by unauthorized persons. In particular your personal data is transmitted at our company in encrypted form.

## 10. Your rights

You have the right

- to receive information from us free of charge about the personal data stored by us concerning you (right to information)
- to demand from us confirmation as to whether we process personal data concerning you (right to confirmation)
- to demand from us that the personal data concerning you is erased by us without delay where the processing of the same is no longer necessary and the further conditions under the GDPR for erasure are also fulfilled (right to erasure)
- to demand from us the immediate rectification and augmentation of any incorrect personal data concerning you (right to rectification)
- to demand from us the restriction of the processing of your personal data (right to restriction of the processing)
- to receive from us the personal data concerning you in a structured, commonly used and machine-readable format (right to data portability)
- to object to the processing of your personal data (right to object)

Furthermore, you have the right at any time to revoke your consent to the processing of your personal data with effect for the future.

For further information and in order to assert your rights, please contact our data protection officer.

## 11. Erasure and blockage of personal data following fulfilment of the purpose

We process and store personal data only for as long as this is necessary to fulfil the respective purpose, but no longer than up until the expiration of the statutory periods of retention and storage.

Upon fulfilment of the respective purpose and expiration of the statutory periods of retention and storage, the personal data will be erased or blocked in accordance with the data protection stipulations.

## 12. Right of appeal

Without prejudice to any other administrative or judicial remedy, you shall have the right to complain to a supervisor, in particular in the Member State of your place of residence, employment or the place of alleged infringement, if you believe that the processing of your personal data concerns you the DSGVO violates.

Responsible supervisory authority for data protection according to Art. 56 GDPR for complaints is:

Bavarian State Office for Data Protection Supervision  
Promenade 27 (Schloss)  
91522 Ansbach / Germany  
Tel.: +49 981 53 1300  
Fax: +49 981 53 98 1300  
E-Mail: [poststelle@lda.bayern.de](mailto:poststelle@lda.bayern.de)