



Privacy Policies

The protection of your privacy is important to Crown. We take our responsibility to ensure the confidentiality and protection of your personal data very seriously.

The [Privacy Policy for our websites](#) and the [Privacy Policy for Customers, Stakeholders and other Business Partners](#) are provided below.

Privacy Policy for Websites

As of November 2020

This Privacy Policy explains how we process your personal data when you use our websites.

1. Controller and Data Protection Officer

The controller for data processing on our European country websites (www.crown.com), the Crown Insite Portal (<https://customer.crown.com>) and our partner website (<https://partner.crown.com>) is:

Crown Gabelstapler GmbH & Co. KG
Philipp-Hauck-Strasse 12
85622 Feldkirchen, Germany
Tel: (0049) 89/93 002-0.

You can contact our Data Protection Officer at the aforementioned address or at this e-mail-address: EU-DataProtection@crow.com.

2. What personal data do we process and for what purposes?

(a) Usage data

During every visit to our websites, web servers temporarily record technical details regarding your computer or device in order to display the content of our websites to you. The processed data contain the IP address, date and time of the call-up, the transferred volume of data and the type of browser used or the operating system of your device. In addition, the individual identifiers for



your device (Unique Device Identifiers) and device settings, such as the screen resolution, are recorded when you access our websites with a mobile device. These data are processed in our legitimate interest (Art. 6 para. 1 sentence 1 lit f GDPR) to display the respective website to you.

(b) Data processed during the use of the Crown Insite Portal and the partner website

To register you for the Crown Insite Portal, we process your e-mail address, user name, customer name and password, among other things. In addition, when you use the Crown Insite Portal, the data you provide via Infolink, such as language selection, information about the machines and devices used and performance data about the operators of devices and machines (use, collisions, power consumption, efficiency) is processed.

To register you for our partner website, we process your name, password, contact data, language and dealer name, among other things. If you place orders via the partner website, the content of the order and the delivery address are also processed. When warranty claims, warranty registrations or service requests are submitted, the data provided with respect to the inquiry is also processed.

It is necessary to process your personal data to provide the services we offer and perform the contract (Art. 6 para. 1 sentence 1 lit b GDPR).

As a sales partner, you also have the option of using a battery size and yield calculator on our partner site. If you would like to use this, you will be directed to the website of our cooperation partner, Triathlon Holding GmbH. You can find more detailed information on data processing when using the calculator in the provider's privacy policy.

(c) Data processed during use of the contact form and registration to receive news

When you send inquiries to us using our contact form at www.crown.com, your information on the contact form, including the contact data you provide there, is stored and processed by us for the purpose of processing the inquiry, and in case there are any follow-up questions. When you use the contact form in the Crown Insite Portal, we process the data recorded for your customer account, such as your name, in addition to the aforementioned data. It is necessary to process your personal data for the purpose of contract fulfillment or in order to take steps prior to entering into a contract (Art. 6 para. 1 sentence 1 lit b GDPR) to process and respond to your inquiry. Otherwise, the legal basis is Art. 6 para.1 sentence 1 lit f GDPR.

In addition to your inquiry, we use your contact data to keep you up-to-date on our products, services and events, if you have given us your consent for this in connection with your inquiry via the contact form at www.crown.com (Art. 6 para. 1 sentence 1 lit a GDPR).

(d) Cookies and similar technologies



We use cookies to enable you to use our websites and to offer you an optimal user experience. Cookies are small, often encrypted, text files, which are stored in your browser directory and record technical details and information about your use of our websites (e.g. the pages you visited, the settings you made in the menu area, the information you entered on forms).

We use functional cookies to enable you to use our website in a meaningful manner, e.g. to prevent you from having to adjust your settings every time you switch back and forth between different web pages.

In addition, we use analysis and marketing cookies. Analysis cookies enable us to analyze the use of our websites and continuously improve our websites and make them more user friendly. Marketing cookies enable us to display advertising to our users that reflects their interests.

The legal basis for the possible processing of personal data using cookies and the duration of storage of cookies can vary depending on the purpose pursued in every case. We use cookies for the following purposes:

- To ensure the proper operation of the website, i.e. to provide the basic functions of our website (necessary cookies). Data processing is performed on the basis of our overriding legitimate interests according to Art. 6 para.1 sentence 1 lit f GDPR.
- To conduct statistical analysis of website usage (reach measurement/statistics). The data processing is performed on the basis of your consent according to Art. 6 para.1 sentence 1 lit a GDPR if you have given us your consent.
- To tailor our services to your preferred areas of interest (preferences). The data processing is performed on the basis of your consent according to Art. 6 para.1 sentence 1 lit a GDPR if you have given us your consent.
- To inform you about our services and products (marketing). The data processing is performed on the basis of your consent according to Art. 6 para.1 sentence 1 lit a GDPR if you have given us your consent.

Independently of your consent, you can also deactivate the placement of cookies by appropriately changing the user settings of your browser. You can also configure your browser to only accept certain cookies or to notify you before the placement of a new cookie, so that you can decide in each case whether a cookie is placed. You can find additional information on settings, e.g., in the "Help" section of your browser. Since some of the functions of our websites are based on cookies, we suggest that you accept the cookies on our websites. Otherwise, you may not be able to fully use certain functions of our websites or use them at all.

Additional information on cookies can be found under: www.allaboutcookies.org.

We currently use the following cookies on our website:

Name	Type (Session / persistent)	Primary / third-party provider cookie	Purpose	Duration of storage
bcookie	Persistent	Third-party provider	Marketing - Browser ID cookie	2 years
bscookie	Persistent	Third-party provider	Marketing – Secures the browser ID	2 years
crownLocation	Persistent	Primary provider	Preferences: Used on the global selection page of crown.com in order to receive the data target attributes for the country page that the user has clicked on (e.g. crownLocation – EN for en-us website).	No time limitation
_fbp	Persistent	Third-party provider	Marketing: Used by Facebook to provide a number of advertising products such as real-time bids of third-party providers.	3 months
Fr	Persistent	Third-party provider	Marketing: Used by Facebook to deliver a number of advertising products such as real-time bids of third parties, for example.	3 months
_ga	Persistent	Third-party provider	Statistics: Generates a unique ID that is used to generate statistical data on how the user uses the website.	2 years
_gat_UA-35686931-1	Persistent	Third-party provider	Statistics: Collects information such as the number of visitors to the website, where the visitors came from and what pages they visited.	1 minute
_gcl_au	Persistent	Third-party provider	Statistics: Used by Google AdSense to experiment with the efficiency of advertising on websites that use its services.	3 months
_gid	Persistent	Third-party provider	Statistics: Generates a unique ID that is used to generate statistical data on how the user uses the website.	1 day
_hjid	Persistent	Third-party provider	Statistics: Cookie for reporting and for the possibility of launching surveys.	11 months 20 days
IDE	Persistent	Third-party provider	Marketing: Used by Google DoubleClick to register and report the actions of the website user after viewing or clicking on one of the ads of	2 years

			the advertiser in order to measure the effectiveness of an ad and display targeted ads to the user.	
JSESSIONID	Session	Third-party provider	Necessary: Makes it possible that information does not need to be re-entered after moving between websites.	Session
lang	Session	Third-party provider	Preferences: The language version of a website selected by the user.	Session
LanguageCookie	Persistent	Primary provider	Preferences: Used on the global selection page of crown.com to obtain the href attribute for the country website which the user has clicked on (e.g. /de-us.html).	No time limitation
Lidc	Persistent	Third-party provider	Marketing: Used for routing.	1 day
Mc	Persistent	Third-party provider	Marketing: Collects data on the visitor's visits to the website, e.g. which pages were loaded. The collected data are used for targeted ads.	13 months
modalPolicyCookieAccepted/modalPolicyCookieNotAccepted	Persistent	Primary provider	Preferences: Used in order for the website to know whether the user has accepted the Cookie Policy.	No time limitation if the cookie is accepted; 24 hours if it is not accepted
_qca	Persistent	Third-party provider	Statistics: Collects anonymous data on the visitor's visits to the website, such as the number of visits, the average duration of stay on the website, and which pages were loaded, for the purpose of generating reports to optimize the website's content.	13 months
suid	Persistent	Third-party provider	Marketing: Used for targeted advertising	1 year
suid_legacy	Persistent	Third-party provider	Marketing: Used for targeted advertising	1 year
Uid	Persistent	Third-party provider	Marketing: Used for call-up tracking.	1 year
UserMatchHistory	Persistent	Third-party provider	Marketing: LinkedIn ad analytics	1 month

We place the analysis and marketing cookies and services listed below. Personal data are only collected and processed if you have given us your consent to do this when visiting our website. Insofar as the following providers have their registered head office in the United States, we expressly state the following:

Data are transmitted to the United States only if you have consented to this (Art. 49 para. 1 lit a GDPR). Please note that the United States currently does not have a data protection standard comparable with the EU's standard, according to an assessment of the EU Commission. We are therefore required to expressly inform you of the associated data protection risks: Providers of electronic communications are subject to FISA Sec. 702 (50 U.S.C. Sections 1801–13). This law enables US intelligence services to monitor the data transferred to the provider insofar as the monitoring program has been approved by the competent court. The lawfulness of the specific monitoring activity with regard to individual non-U.S. citizens is not judicially reviewed. By virtue of Executive Order 12333, the intelligence services also have the possibility of accessing data located outside of the sovereign territory of the United States and EU citizens have no effective legal remedy to challenge such intrusions.

- **Facebook Custom Audiences (Facebook Pixel)**

We use the Custom Audiences service of Facebook Inc. (1601 S. California Avenue, Palo Alto, CA 94304, USA) for purposes of usage-based online advertising on the website www.crown.com. For this purpose, we define target groups of users in the Facebook Ads Manager on the basis of certain characteristics, who are then shown ads within the Facebook network. The users are selected by Facebook on the basis of the profile information they have provided and other data collected from the use of Facebook. If a user clicks on an ad and is then directed to our website, Facebook receives the information that the user has clicked on the ad banner via the Facebook pixel integrated into our website. Basically, a non-reversible and non-personal check sum (hash total) is generated from your usage data and transmitted to Facebook for analysis and marketing purposes. A Facebook cookie is placed as part of this process. This cookie collects information about your activities on our website (e.g. surfing behavior, subpages visited, etc.). In addition, your IP address is stored and used for the geographical control of advertising. We do not use Facebook Custom Audiences via the customer list, nor do we use the “advanced matching” function.

You can find additional information about the purpose and scope of data collection and the further processing and use of data by Facebook and your setting options to protect your privacy in Facebook's data privacy policies.

You can find additional information about Facebook's Custom Audiences service at: <https://de-de.facebook.com/business/help/449542958510885>. You can find additional information about data processing and duration of storage from the provider or at <https://www.facebook.com/about/privacy>.

Even if you have initially consented to all cookies and services on our website, you can still deactivate the “Facebook Custom Audiences” function for logged-in users at https://www.facebook.com/settings/?tab=ads#_.

You can also prevent the storage of all cookies by appropriately changing the user settings of your browser. However, please note that if you do this, you may not be able to fully use all functions of our website. You can find other possibilities for deactivating the cookies of third-party providers at: www.networkadvertising.org/managing/opt_out.asp or at the Digital Advertising Alliance opt-out platform at: <http://optout.aboutads.info/?c=2&lang=en>.

- **Facebook Connect**

We offer you the possibility of registering and logging in to our website from your Facebook account. If you register via Facebook, Facebook will ask you for your consent to release certain data in your Facebook account to us. Such data may include your first name, last name and e-mail address in order to verify your identity and your sex, as well as your general location, a link to your Facebook profile, your time zone, your date of birth, your profile picture, your “like” data and your friends list. These data are collected by Facebook and transmitted to us in compliance with the provisions of Facebook’s privacy policy (<https://de-de.facebook.com/privacy/explanation>). You can control the information that we receive from Facebook by adjusting the privacy settings in your Facebook account. By using this “Facebook Connect” button on our website, you also have the option of logging in to and registering for our website with your Facebook user data. Only if you have given your express consent according to Art. 6 para. 1 lit a GDPR before the log-in process on the basis of a corresponding notice about the exchange of data with Facebook, we will receive the general and publicly accessible information stored in your profile when you use Facebook’s “Facebook Connect” button, depending on your personally entered privacy settings on Facebook. This information includes the user ID, name, profile picture, age and sex. Please note that after changes to Facebook’s privacy and use conditions, provided that you have consented to them, your profile pictures, the user IDs of your friends and your friends list may also be transmitted if they were marked as “public” in your privacy settings on Facebook. We will store and process the data transmitted by Facebook to generate a user account with the necessary data if you had previously released these data on Facebook (form of address, first name, last name, address data, country, e-mail address, date of birth). Conversely, we may transmit data (e.g. information about your surfing behavior) to your Facebook profile on the basis of your consent.

Please refer to Facebook’s privacy policies for information about the purpose and scope of data collection and the further processing and use of data by Facebook, as well as your

related rights and setting options to protect your privacy:

<http://www.facebook.com/policy.php>

Even if you have initially consented to all cookies and services on our website, you can still prevent Facebook from directly linking the data collected by our website to your Facebook profile by logging out of Facebook before visiting our website. You can also prevent the loading of Facebook plug-ins by installing add-ons to your browser such as “Adblock Plus” (<https://adblockplus.org/de/>).

These data will be used to set up, provide and personalize your account. If you register with us via Facebook, your account will be automatically linked to your Facebook account and information about your activities on our webpages could possibly be shared on Facebook and published for friends on your timeline and newsfeed.

- **Google Analytics**

The websites www.crown.com, <https://customer.crown.com> and <https://partner.crown.com> use Google Analytics, a web analysis service of Google LLC with its registered office at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses cookies, which are stored on your computer and enable an analysis of the use of the website. We use Google Analytics so we can analyze our website and regularly improve it. The information generated about your use of these websites is generally transferred to a Google server in the USA, where it is stored. By activating IP anonymization on our websites, the IP address is shortened before being transferred within the Member States of the European Union or in other Contracting States of the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there. The anonymized IP address transmitted by your browser for the purposes of Google Analytics is not combined with other Google data. The legal basis for data processing by Google Analytics is your consent (Art. 6 para. 1 sentence 1 a GDPR).

Even if you initially consented to all cookies and services on our website, you can still prevent the processing of the data collected by the cookies by downloading and installing the browser plug-in available under the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en>.

For additional information, please visit <https://www.google.com/analytics/terms/gb.html> or <https://support.google.com/analytics/answer/6004245?hl=en>.

- **Google AdSense**

The website www.crown.com uses Google AdSense, an online advertising service of Google LLC with its registered office at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google AdSense uses cookies that are stored on your computer and collect statistical information about you, which is processed by our advertising partners. We use Google AdSense to present you with advertising that reflects your interests. When you visit our website, Google is informed that you have called up our website. Your data are transferred to the USA and analyzed there. If you are logged into your Google account, your data can be directly attributed to this account. If you do not desire this association with your Google profile, you must log out. It is possible that these data will be passed on to Google contract partners and third parties and government authorities. The legal basis for the processing of your data is your consent (Art. 6 para. 1 sentence 1 lit a GDPR). This website has also activated Google AdSense advertisements by third-party providers. The aforementioned data can be transferred to these third-party providers (identified <https://support.google.com/admanager/answer/94149?hl=en>).

Even if you initially consented to all cookies and services on our website, you can still prevent the installation of Google AdSense cookies by deactivating interest-based ads by Google via the link at <https://adssettings.google.com>. In addition, you can deactivate the interest-based ads from providers that are part of the self-regulation campaign "About Ads" via the link <http://www.aboutads.info/choices>. Both deactivation settings are deleted by the deletion of your cookies. In addition, you can permanently deactivate them in the Firefox, Internet Explorer and Google Chrome browsers under the link <https://www.google.com/settings/ads/plugin>. However, in this case, it may not be possible to make full use of all the functions of this offering.

You can obtain additional information regarding the purpose and scope of the collection and processing of your data and additional information on your rights in this regard and your browser setting options to protect your privacy at: Google LLC, 1600 Amphitheater Parkway, Mountainview, California 94043, USA; Privacy Policy for Advertising: <https://policies.google.com/technologies/ads?hl=en>.

- **Google Marketing Platform (DoubleClick)**

The website www.crown.com uses the Google Marketing Platform (DoubleClick), which uses cookies to show relevant ads to the user, improve reports on ad campaign performance or prevent the user from seeing the same ads multiple times. Google utilizes

a cookie ID to record which ads are shown in which browser and can thereby prevent ads from being shown multiple times. In addition, with the aid of cookie IDs, the Google Marketing Platform can record so-called conversions, which relate to ad requests. For example, this occurs when a user sees a Marketing Platform (DoubleClick) ad and subsequently calls up the advertiser's website with the same browser and buys something there. According to Google, Google Marketing Platform cookies contain no personal information. Due to the marketing tools being used, your browser automatically establishes a direct connection with the Google server. We have no influence on the scope and the additional use of the data that Google collects through the use of these tools, and therefore inform you based on what we know: by incorporating the Google Marketing Platform (DoubleClick), Google is informed that you have called up the relevant part of our Internet website or have clicked on an ad from us. If you are registered with a Google service, Google attributes the visit to your account. Even if you are not registered with Google or have not logged in, the provider may learn your IP address and store it. The legal basis for processing your data is your consent (Art. 6 para. 1 sentence 1 lit a GDPR).

Even if you initially consented to all cookies and services on our website, you can still prevent your participation in this tracking process by suppressing the conversion tracking cookies by making the appropriate setting under the link <https://adssettings.google.com> to block cookies from the domain www.googleadservices.com. In addition, you can deactivate the interest-based ads from providers that are part of the self-regulation campaign "About Ads" via the link <http://www.aboutads.info/choices>. Both deactivation settings are deleted by the deletion of your cookies. In addition, you can permanently deactivate them in the Firefox, Internet Explorer and Google Chrome browsers under the link <https://www.google.com/settings/ads/plugin>. However, in this case, it may not be possible to make full use of all the functions of this offering.

You can obtain additional information on the Google Marketing Platform under <https://marketingplatform.google.com/about/enterprise/> and on the general Google privacy policy at: <https://policies.google.com/privacy?hl=en>.

- **Hotjar**

We use the web analytics service Hotjar (Hotjar Ltd., St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta) to analyze the use of our website.

By means of Hotjar, the usage behavior (mouse movements, clicks, scroll height, etc.) on our websites is measured and possibly recorded and evaluated. In addition, information



about previously visited websites, your native country, devices used, operating systems and browsers is collected. The IP address of the terminal device is only collected and stored in anonymized form in that the last octet of IPv4 addresses is set to 0 in order to ensure that the complete IP address is never written to the hard drive. The collected data are transmitted to servers located in Ireland (EU) by way of an encrypted connection and stored there.

The purpose of data processing is to enhance the offering and functionality of Hotjar-based websites and therefore improve the user experience. For this purpose, Hotjar also places cookies on your terminal devices, among other measures. You can find more detailed information about the used cookies at:

<https://www.hotjar.com/legal/policies/cookie-information>.

The legal basis for the processing of your data is your consent according to Art. 6 para. 1 sentence 1 lit a GDPR.

If even you initially consented to all cookies and services on our website, Hotjar offers the option of placing an opt-out cookie by clicking on “Deactivate Hotjar” at:

<https://www.hotjar.com/legal/compliance/opt-out>. Tracking will be reactivated if you delete your cookies, operate your browser in anonymous mode/ private mode, or use another browser. Moreover, Hotjar pays attention to a do-not-track setting in your browser (<https://help.hotjar.com/hc/en-us/articles/360002735873-How-to-Stop-Hotjar-From-Collecting-your-Data>).

You can find additional information about Hotjar’s compliance with data privacy regulations here: www.hotjar.com/privacy.

- **LinkedIn Services**

This website uses LinkedIn Services to improve the user experience on our website, enable you to apply for a job via LinkedIn, make it easier to use the LinkedIn social network, and contact other LinkedIn users. The provider is LinkedIn Corporation, 599 N Mathilda Ave, Sunnyvale, CA 94085, USA.

LinkedIn receives information about your visits and interactions with the LinkedIn services we offer if for example you log-in via LinkedIn or use plug-ins (e.g. “Share with LinkedIn” or “Apply with LinkedIn”). If you use the LinkedIn services on our website, LinkedIn uses your log-in information, cookies, device information and Internet protocol addresses (“IP address”) in order to identify you and log your use.

You can find additional information about the cookies used by LinkedIn at:

<https://www.linkedin.com/legal/cookie-policy>.

We also use the conversion tracking technology and retargeting function of the LinkedIn Corporation on our website.

With the aid of this technology, personalized advertisements can be displayed to visitors to this website on LinkedIn. This technology also makes it possible to generate anonymous reports on the performance of advertisements and information on website interaction.

If you are a member of the provider's social network and are logged in to the social network while you visit this website, your data and information about your visit to this website may be linked with your profile in the social network. We have no influence on the exact scope of your personal data collected by the provider. You can find additional information about the scope, type, purpose of data processing, retention periods and your related rights and data privacy settings in the LinkedIn privacy policies at:

<https://www.linkedin.com/legal/privacy-policy> and <https://www.linkedin.com/legal/privacy-policy-summary>.

In cases in which you have expressly consented to the processing of your data, including for example if you agree to our request to access your resources on LinkedIn as a LinkedIn member, your consent is the legal basis for data processing (Art. 6 para.1 lit a GDPR). In other cases, including for example if you apply for a job with us via LinkedIn, the processing of your personal data is necessary for the establishment of the employment relationship (Art.6 para.1 lit b GDPR and Section 26 German Federal Data Protection Act).

Even if you initially consented to all cookies and services on our website, you can still prevent LinkedIn from collecting data for advertising purposes by placing a cookie on your device from this link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>
You can also make other privacy adjustments from this link:

<https://www.linkedin.com/help/linkedin/answer/62931/manage-advertising-preferences?lang=en>

- **New Relic**

On this website, we use a plug-in of the New Relic web analytics service of the company New Relic Inc., 188 Spear Street, Suite 1200 San Francisco, CA 94105, USA. New Relic collects and stores data from which usage profiles are generated under a pseudonym for the purpose of analyzing user behavior and improving the website design, as well as for optimization and marketing purposes. To do this, New Relic uses cookies that are stored locally on the terminal device of the website visitor. New Relic uses this information to evaluate user behavior on our website, compile reports on website activities and provide other services related to website usage and Internet usage.



Specifically, New Relic collects page call-up data, AJAX timing data, JavaScript error data and session trace data every time our website is accessed. In this connection, the following data are collected:

- Time spent in the front end (browser)
- Time spent in the back end (network and web app)
- Geographical origin of your request (by recording your IP address)
- Browser type and version, and operating system
- User interactions such as scrolling, mouse movements and mouse clicks

The provider erases the data it has collected after 90 days at the latest.

The legal basis for the processing of your data is your consent according to Art. 6 para. 1 sentence 1 lit a GDPR.

Even if you have initially consented to all cookies and services on our website, you can still prevent the collection of data by the provider here: <http://optout.aboutads.info>, <http://optout.networkadvertising.org> or <http://youronlinechoices.eu>.

You can find additional information on the scope of data collection by New Relic and the related rights and setting possibilities to protect the privacy of users in the privacy policies of New Relic: <https://newrelic.com/termsandconditions/privacy>.

You can find more detailed information on the cookies used at:

<https://newrelic.com/termsandconditions/cookie-policy> und

<https://newrelic.com/termsandconditions/cookie-policy/cookie-table>.

- **Quantserve**

The website www.crown.com uses Quantserve, a web analysis service of Quantcast Corp., 795 Folsom Street, San Francisco, CA 94107, USA. Quantserve uses cookies to analyze your use of our website and offer target-group-oriented advertising based on this. The legal basis for processing your data is your consent (Art. 6 para. 1 sentence 1 lit a GDPR).

Even if you have initially consented to all cookies and services on our website, you can still prevent data processing by the cookie by making the appropriate setting under the link <https://www.quantcast.com/opt-out/>.

You can obtain additional information on Quantserve at

<https://www.quantcast.com/privacy/>.

- **Simpli.fi**

The website www.crown.com uses Simpli.fi, a web analytics service of Simpli.fi Holdings, Inc., 128 East Exchange Avenue, Suite 700, Fort Worth, TX 76164, USA. Simpli.fi uses cookies to analyze the use of our website and offer target group-directed advertising on this basis. The legal basis for the processing of your data is your consent (Art. 6 para. 1 sentence 1 lit a GDPR).

Even if you have initially consented to all cookies and services on our website, you can still prevent data processing by the cookie by making the corresponding setting at the link <https://optout.simpli.fi/opt-out>.

You can find additional information about Simpli.fi at <https://simpli.fi/simpli-fi-services-privacy-policy/>.

- **Web fonts of Adobe Typekit**

This website uses so-called web fonts provided by Adobe Typekit for the uniform display of fonts. This is a service of Adobe Systems Software Ireland Limited (“Adobe”), with its registered head office at 4-6 Riverwalk, Citywest Business Campus Dublin 24, Republic of Ireland. When a website is called up, your browser loads the required web fonts to your browser cache to correctly display texts and fonts.

For this purpose, the browser you use must establish a connection to the servers of Adobe Typekit. When this happens, Adobe Typekit obtains knowledge that our website was called up from your IP address. Adobe Typekit web fonts are used for the purpose of the uniform and attractive presentation of our online offerings. The legal basis for the processing of your data is your consent (Art. 6 para. 1 sentence 1 lit a GDPR).

If your browser does not support web fonts, your computer will use a standard font. If you do not consent, the browser font will be used by default. You can find additional information on Adobe Typekit web fonts <https://typekit.com/> and in the privacy policy of Adobe Typekit: <https://www.adobe.com/de/privacy/policies/typekit.html>

3. What data do we share, with whom and why?

(a) Crown Gabelstapler GmbH & Co. KG is part of the Crown Group headquartered in New Bremen, Ohio, USA. To provide you with our services, we may transmit personal data to other companies belonging to the Crown Group, both within and outside of the European Economic Area (which comprises all the Member States of the European Union and Norway, Iceland and Liechtenstein). The transfer and processing of your personal data is necessary for contract fulfillment, i.e. to provide you with our services (Art. 6 para. 1 sentence 1 lit b GDPR) or is in our



legitimate interest in collaborating with other companies in the Crown Group (Art. 6 para. 1 sentence 1 lit f GDPR).

The European Crown companies and the Crown Equipment Corporation are joint controllers (Art. 26 GDPR) for purposes of the management of customer data and the conduct of joint marketing activities. You can find the contact data for the companies in Section 1 of our Privacy Policy for Customers, available below. We pass on the personal data of our customers within the Group for the aforementioned purposes. Crown Gabelstapler GmbH & Co. KG is responsible for informing you of your rights as data subjects under the applicable data protection laws and responding to inquiries and complaints. Crown Gabelstapler GmbH & Co. KG is also responsible for responding to inquiries with respect to the exercise of the data subject's rights. However, you can contact all the European Crown companies and the Crown Equipment Corporation to exercise your rights.

(b) To the extent that we incorporate service providers in the processing of personal data (such as marketing agencies, e-commerce fulfillment partners, market research companies, software, website hosting or other IT services providers), this is only done after concluding a so-called job processing contract in which we require our service providers to comply with the strict data protection requirements of the European Union, to only process personal data for the services requested by us or in accordance with our instructions, and to keep such data confidential.

(c) In other cases, we only disclose your personal data if we are required to do so, for example by law or by official or court order (Art. 6 para. 1 sentence 1 lit c GDPR) or if you want us to do so and have consented to the disclosure (Art. 6 para. 1 sentence 1 lit a GDPR).

(d) When we send your personal data to countries outside the European Economic Area, which lack an adequate level of data protection, we take suitable measures to ensure that your personal data are fully protected at all times, particularly by concluding the standard data protection clauses adopted by the European Commission. Upon request, you can obtain a copy of the suitable and reasonable guaranties we have implemented here: EU-DataProtection@crowm.com. Where this is not the case, we only transmit your data with your express consent (Art. 49 para. 1 GDPR).

4. What rights do I have as a user?

(a) You can exercise your rights under law (Art. 7 (3), 15-18, 20-21, 77GDPR) at any time by using the contact data stated above or by sending an e-mail to EU-DataProtection@crowm.com. You have the right:

- to obtain information regarding the personal data that we store about you,
- to demand rectification of inaccurate data or supplementation of incomplete data,

- to demand erasure or restriction of personal data relating to you, and
 - to have the data you provided, which we process on the basis of your consent or in the performance of a contract, released to you or a third party in a commonly used, machine-readable format. If you demand the direct transfer of the data to another controller, it will be done to the extent technically feasible.
 - to withdraw your consent to data processing at any time. The withdrawal of consent does not affect the lawfulness of the data processing performed up until the withdrawal,
 - to file complaints with a supervisory authority.
- to object to the use of your personal data for advertising purposes at any time or to withdraw your consent to this. For this purpose, you can either send us an e-mail to withdraw@crow.com or, for newsletters, click on the appropriate “unsubscribe” link, which is found at the end of every newsletter.
 - You have the right to object to the processing of your personal data in accordance with Article 21 GDPR, to the extent that your personal data are processed on the basis of legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit f) GDPR, if there are grounds arising from your particular situation. If you wish to make use of your right to object, sending an e-mail to withdraw@crow.com is sufficient.

(b) Keeping your data up to date is important to us. Please let us know if, for example, your contact data change. The best way is to send an e-mail in this regard to EU-DataProtection@crow.com. We will then update your data.

5. Duration of data storage

When your data are no longer necessary for the purpose for which they were originally collected and there are no statutory retention periods or other statutory grounds for further retention, your data will be routinely erased. Other grounds for further retention could, for example, be the public interest or asserting, maintaining or defending against legal claims.

6. Updating of this Privacy Policy

This Privacy Policy is regularly reviewed and updated. You can inform yourself of the latest changes at any time on this page.

7. Whom can I contact with questions?

If you have questions regarding this Privacy Policy or regarding data protection at Crown, you can contact EU-DataProtection@crow.com at any time.



Privacy Statement for Customers, Stakeholders and Other Business Partners

As of November 2020

This Privacy Statement explains how we process your personal data when you maintain business relationships with us or seek to initiate contracts or when you contact us in some other context or we contact you as part of our marketing measures.

1. Controller and Data Protection Officer

The controller for data processing is the respective national company with which the business relationship is maintained or which is contacted or communicated with.

These are:

Crown Gabelstapler GmbH & Co. KG
Philipp-Hauck-Strasse 12
85622 Feldkirchen, Germany
Tel: (0049) 89 93 0020

Crown Lift Trucks S.L.
C/ Sierra de Guadarrama, 94
28830 San Fernando de Henares (Madrid), Spain
Tel: (0034) 902 732 252

Crown Lift Trucks S.r.l.
Via Antonio Pacinotti 28
Cinisello Balsamo (MI) 20092, Italy
Tel: (0039) 02 99 19971

Crown Lift Trucks Ltd.
Rutherford Road
Basingstoke, Hampshire, RG24 8PD, United Kingdom
Tel: (0044) 845 850 92 76



Crown Handling NV
Satenrozen 12
2550 Kontich, Belgium
Tel: (0032) 3 450 71 71

Crown Intern Transport BV
Damsluisweg 75
1332 EB Almere, Netherlands
Tel: (0031) 36 549 41 80

You can contact our Data Protection Officer at the address of Crown Gabelstapler GmbH & Co. KG or at this e-mail address: EU-DataProtection@crow.com.

The aforementioned Crown companies and Crown Equipment Corporation, 44 South Washington Street, New Bremen, Ohio, USA 45869, are joint controllers (Art. 26 GDPR) for the purposes of managing customer data and conducting joint marketing activities.

2. What personal data do we process and for what purposes?

(a) Data for concluding a contract and for pre-contractual contact

When you enter into a business relationship with us, i.e. conclude contracts with us or contact us to initiate a contract or take pre-contractual measures, we process your name, contact data, company name and the information about the products needed, ordered or of interest to you in our customer relationship management system. We process your company name, and, if necessary, your name, your banking data as well as the amounts payable for purposes of billing and processing payments. This can include personal data.

It is necessary to process these data to perform the contract or to take pre-contractual measures (Art. 6 para. 1 sentence 1 lit b GDPR).

(b) When you contact us

When you contact us by phone, e-mail or in some other manner, we process and store your information, including your contact data for the purpose of processing the inquiry and in case there are follow-up questions. It is necessary to process your personal data for contract fulfillment or in order to take steps prior to entering into a contract (Art. 6 para. 1 sentence 1 lit b GDPR) to process and respond to your inquiry. Otherwise, the legal basis is Art. 6 para.1 sentence 1 lit f GDPR.

(c) Video chat



In certain cases, you will have the option of participating in a video chat. Such a video chat enables you and us to have a direct conversation without you or we having to travel to a specific location. We will not produce sound or video recordings of the video chat.

The purpose of processing is to facilitate and accelerate business processes, to enable contract fulfillment and then make a decision concerning the establishment of a contractual relationship. The legal basis for the holding of a video chat is our legitimate interest according to Art. 6 para.1 lit f) GDPR on the basis of the grounds described in the following paragraph.

Participation in the video chat is not legally or contractually required. Depending on the circumstances of each case, participation may be required, for example if a business partner is unable to travel for an in-person meeting due to considerable geographical distance, high travel expenses or legal travel restrictions. Therefore, it cannot be excluded in all cases that a consequence of not making data available will be that a contract cannot be initiated.

(d) Marketing

We offer marketing and information services and other comparable services. When you use these services, we send you the relevant material by post by e-mail or contact you by telephone. We process your personal data, particularly your contact data in this context, on the basis of our legitimate interest in informing you about our products and services and optimizing our offerings (Art. 6 para. 1 sentence 1 lit f GDPR). To the extent that your consent is necessary in order to make contact, we obtain it separately (Art. 6 para. 1 sentence 1 lit a GDPR).

We may also telephone you to inform you of new products or products of interest to you. In doing so, we process your contact data and, if appropriate, the information on your product preferences on the basis of our legitimate interest in informing you about our products and services and optimizing our offerings (Art. 6 para. 1 sentence 1 lit f GDPR). To the extent that your consent is necessary in order to make contact, we obtain it separately (Art. 6 para. 1 sentence 1 lit a GDPR).

(e) Compliance

In addition, we may process your personal data (such as your name, date of birth and address) in connection with sanction list reviews or internal investigations or reports of compliance topics, i.e. for verifying compliance with laws and internal regulations, including for example compliance with our code of conduct or our conflict of interests policy. The legal basis for the processing is the protection of our legitimate interests according to Art. 6 para. 1 sentence 1 lit f GDPR.

3. What data do we share, with whom and why?

(a) Your controlling national company is part of the Crown Group headquartered in New Bremen, Ohio, USA. To provide you with our services, we may transmit personal data to other companies belonging to the Crown Group, both within and outside of the European Economic Area (which comprises all the Member States of the European Union and Norway, Iceland and Liechtenstein). The transfer and processing of your personal data is necessary for contract fulfillment, i.e. to provide you with our services (Art. 6 para. 1 sentence 1 lit b GDPR) or is in our legitimate interest in collaborating with other companies in the Crown Group (Art. 6 para. 1 sentence 1 lit f GDPR).

The European Crown companies and the Crown Equipment Corporation are joint controllers (Art. 26 GDPR) for purposes of managing customer data and conducting joint marketing activities. You can find the contact data for the companies in Item 1. We pass on the personal data of our customers within the Group for the aforementioned purposes. Crown Gabelstapler GmbH & Co. KG is responsible for informing you of your rights as data subjects under the applicable data protection laws and responding to inquiries and complaints. Crown Gabelstapler GmbH & Co. KG is also responsible for responding to inquiries with respect to the exercise of the data subject's rights. However, you can contact all the European Crown companies and the Crown Equipment Corporation to exercise your rights.

(b) To the extent that we incorporate service providers in the processing of personal data (such as marketing agencies, e-commerce fulfillment partners, market research companies, software, website hosting or other IT services providers), this is only done after concluding a contract in which we require our service providers to comply with the strict data protection requirements of the European Union, to only process personal data for the services requested by us or in accordance with our instructions, and to keep such data confidential.

(c) If you have questions about one of our products or if you request brochures on our products, we reserve the right to forward your inquiry to a distributor near you so it can attend to your concerns in a targeted manner and provide you with the desired information. We have a legitimate interest in sending your personal data to our distributors to attend to your concerns in the best possible manner (Art. 6 para. 1 sentence 1 lit f GDPR).

(d) In other cases, we only disclose your personal data if, for example, we are required to do so by law or by official or court order (Art. 6 para. 1 sentence 1 lit c GDPR) or if you want us to do so and have consented to the disclosure (Art. 6 para. 1 sentence 1 lit a GDPR).

(e) When we send your personal data to countries outside the European Economic Area, which lack an adequate level of data protection, we take suitable measures before each transmission to ensure that your personal data are fully protected at all times, particularly by concluding the standard data protection clauses adopted by the European Commission. Upon request, you can

obtain a copy of the suitable and reasonable guaranties we have implemented here: EU-DataProtection@crowm.com.

4. What rights do I have as a user?

(a) You can exercise your rights under law (Art. 7 (3), 15-18, 2021, 77 GDPR) at any time by using the aforementioned contact data. You have the right:

- to obtain information regarding the personal data that we store about you,
- to demand rectification of inaccurate data or supplementation of incomplete data,
- to demand erasure or restriction of personal data relating to you, and
- to have the data you provided, which we process on the basis of your consent or in the performance of a contract, released to you or a third party in a commonly used, machine-readable format. If you demand the direct transfer of the data to another controller, it will be done to the extent technically feasible.
- to withdraw your consent to data processing at any time. The withdrawal of consent does not affect the lawfulness of the data processing performed up until the withdrawal,
- to file complaints with a supervisory authority.

- to object to the use of your personal data for advertising purposes at any time or to withdraw your consent to this. For this purpose, you can either send us an e-mail to withdraw@crowm.com or, for newsletters, click on the appropriate “unsubscribe” link, which is found at the end of every newsletter.
- You have the right to object to the processing of your personal data in accordance with Article 21 GDPR, to the extent that your personal data are processed on the basis of legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit f) GDPR, if there are grounds arising from your particular situation. If you wish to make use of your right to object, it is sufficient to send an e-mail to withdraw@crowm.com.

- To assert your rights, merely send an e-mail to EU-DataProtection@crowm.com or use the other contact data provided above.
- (b) If you have given us your e-mail address in connection with the purchase of goods or services, we reserve the right to regularly send you by e-mail offerings of goods or services from our assortment that are similar to those you have already purchased. In accordance with Section 7 para. 3 German Unfair Competition Act, we do not need to obtain a separate consent from you for this purpose. Therefore, the data processing is performed solely on the basis of our legitimate interest in personalized direct advertising according to Art. 6 para. 1 lit f) GDPR. If you have initially objected to the use of your e-mail address for this purpose, we will not send you any e-mails. You are entitled to object



to the use of your e-mail address for the aforementioned advertising purpose at any time with effect for the future by sending us a message. You will only incur transmittal costs on the basis of standard rates for this. After your objection is received, the use of your e-mail address for advertising purposes will be immediately discontinued.

(c) Keeping your data up to date is important to us. Please let us know if, for example, your contact data change. The best way is to send an e-mail in this regard to EU-DataProtection@crown.com. We will then update your data.

5. Duration of data storage

When your data are no longer necessary for the purpose for which they were originally collected and there are no statutory retention periods or other statutory grounds for further retention, your data will be routinely erased. Other grounds for further retention could, for example, be the public interest or asserting, maintaining or defending against legal claims.

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This Privacy Statement is regularly reviewed and updated. You can inform yourself of the latest changes at any time on our website.

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