

## Responsible data controller

The controller responsible for data processing on this website within the meaning of the General Data Protection Regulation (GDPR) and other data protection regulations is

HyImpulse Technologies GmbH  
Wilhelm-Maybach-Straße 5  
D-74196 Neuenstadt am Kocher  
Email: [datenschutz@hyimpulse.de](mailto:datenschutz@hyimpulse.de)  
Tel.: +49 (0)7139 55749 10

## Data Protection Officer

You can reach our data protection officer at:

VB-Datenschutz GmbH  
Verena Bauer  
Untere Holdergasse 7  
74182 Obersulm  
Germany  
Phone: +49 (0) 7134 534354-0  
Email: [compliance@vb-datenschutz.de](mailto:compliance@vb-datenschutz.de)

## Rights of the data subject

As a data subject, you have the following rights under the EU General Data Protection Regulation (GDPR):

### Right to access (Art. 15 GDPR)

You have the right to request information about what personal data is stored about you, for what purpose it is processed, from whom it was received or to whom it is disclosed, and how long it will be stored.

### Right to rectification (Art. 16 GDPR)

You can request the immediate rectification of inaccurate personal data or the completion of incomplete personal data.

### Right to erasure ('right to be forgotten') (Art. 17 GDPR)

Under certain circumstances, you may request the erasure of your personal data, e.g. if it is no longer necessary for the purposes for which it was collected or if you have withdrawn your consent.

### Right to restriction of processing (Art. 18 GDPR)

You have the right to request the restriction of the processing of your personal data, for example if you dispute the accuracy of the data or if the processing is unlawful but you request restriction instead of erasure.

### Right to data portability (Art. 20 GDPR)

You can request that the personal data concerning you that you have provided to us be transmitted to you in a structured, commonly used and machine-readable format – or that we transfer this data directly to another controller.

### Right to object (Art. 21 GDPR)

You have the right to object to the processing of your personal data at any time, provided that the processing is based on the legitimate interests of our company or on a task that is in the public interest. In the event of a justified objection, we will cease processing unless there are compelling legitimate grounds for the processing.

### Withdrawal of consent (Art. 7 GDPR)

If you have given us your consent, you can withdraw it at any time for the future without giving reasons.

### Right to lodge a complaint with a supervisory authority (Art. 77 GDPR)

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a data protection supervisory authority, in particular in the Member State of your habitual residence, your place of work or the place of the alleged infringement.

### Google Ads

We use the 'Google Ads' service on our website to promote our products and services online. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

The legal basis for the use of Google Ads is your consent pursuant to Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time with effect for the future.

The data processed by Google Ads includes your IP address, browser and device information, location data, search queries, interactions with advertisements and websites, and it sets cookies.

If you are logged into a Google account, Google Ads may link collected data to your user profile for personalized advertising purposes.

The purpose of data processing is to display personalized advertisements and measure advertising effectiveness.

It cannot be ruled out that personal data may be transferred to unsafe third countries (United States) where the level of data protection is lower than in the EU. We have entered into a data processing agreement (DPA) with Google that ensures that personal data will only be processed in accordance with our instructions and in compliance with the GDPR. Google is certified under the EU-US Data Privacy Framework, which regulates the secure processing of EU citizens data in the US.

Further information on the privacy policy of Google Ads can be found at:  
<https://business.safety.google/adsprocessorterms/>