

Privacy policy

We at Blickle Räder + Rollen GmbH u. Co. KG thank you for visiting our website and your interest in our company and services. Protecting your privacy when handling your data is important to us. Therefore, your personal data will only be processed in accordance with the provisions of German data protection law. We want you to feel secure when visiting our website.

Personal data

Personal data are individual items of information about the personal or factual circumstances of a specific or identifiable natural person. This includes information such as names, postal and e-mail addresses and telephone numbers. The legal basis for data protection are established by the Federal Data Protection Act (BDSG), the EU General Data Protection Regulation (EU-GDPR, from 25/05/2018) and the German Telemedia Act (TMG). The use of our site is normally possible without entering personal data. Different regulations may apply to the use of individual services of our site, which are explained separately below and in particular inform you of the nature, scope and purpose of the collection, use and processing of personal data.

Cookies

Our website uses so-called cookies, which are designed to make our website more user-friendly, effective and secure – for example, by facilitating navigation on our platform. In addition, cookies enable us to measure the frequency of page views and general navigation.

Cookies are small text files that are stored on your computer system. Cookies do not harm your computer and do not contain viruses. We would like to point out that some of these cookies are transferred from our server to your computer system, these mostly being so-called „session cookies“. „Session cookies“ are automatically deleted from your hard disk after the end of the browser session. Other cookies remain on your computer system and allow us to recognise your computer system on your next visit (so-called persistent cookies). Of course you can refuse to accept cookies at any time, provided that your browser allows this. However, we would like to point out that in this case you may not be able to use all the functions of our website to the full extent.

The help function in the menu bar of most web browsers tells you how to prevent your browser from accepting new cookies, how to let your browser know when you receive a new cookie or how to deactivate all cookies received. Similar functions such as flash cookies, which are used by browser add-ons, can be switched off or deleted by changing the settings of the browser add-on or via the website of the producer of the browser add-on.

Registration function

We offer you the possibility to register on our site. The data that you enter in the course of this registration can be seen in the input screen of the registration form.

Privacy policy

Subscription to newsletter

On our site, we offer you the opportunity to subscribe to our newsletter. With this newsletter we inform you at regular intervals about our offers.

In order to receive our newsletter, you need a valid e-mail address to which we can send the newsletter. Entry of the first name is optional. By stating your e-mail address, you agree to us using this address to send you the newsletter to inform you about news from Blickle Räder + Rollen GmbH u. Co. KG.

By opening the confirmation mail for receiving the newsletter and opening each newsletter e-mail, the following data is also sent to us:

- Which subscriber has opened the newsletter or has left clicked it (including number of clicks)
- Date of registration and, if applicable, whether subscribers have unsubscribed from the newsletter
- Any returns that have occurred (for example, if the e-mail account is full or does not exist).

We use this data for the administration of the newsletter circulation and evaluate it for purely statistical purposes in order to be able to further optimise our offers. By subscribing to the newsletter, you approve the use of your data. Your data will not be used for any other purpose and in particular will not be disclosed to third parties.

Of course, you have the option to cancel your newsletter subscription at any time and to revoke your consent for the future. Details can be found in the confirmation e-mail as well as in each individual newsletter.

Use of a contact form

If you send us inquiries via the contact form, your details from the inquiry form, including the contact details you provided there, will be stored in order to process the request and in case of follow-up queries. We will not disclose this information to third parties without your consent.

Active components

Our websites do not use any active components such as Java applets or Active X controls.

Contact options

On our website, we offer you the opportunity to contact us by e-mail and / or via contact forms. Information from the inquiry form including the contact details you provide for the purpose of processing the request and for follow-up queries will then be encrypted and stored by us. This information is not passed on to third parties.

Use of Google Analytics with anonymisation function

This website uses functions of the Google Analytics web analytics service. The provider is Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.

Google Analytics uses so-called „cookies“. These are text files that are stored on your computer and that allow an analysis of your use of the website. The information generated by the cookie about your use of this website is usually transmitted to and stored by Google on servers in the USA.

For more information on how user data is handled on Google Analytics, please refer to the Google Privacy Policy: <https://support.google.com/analytics/answer/6004245?hl=de>

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Privacy policy

Browser plugin

You can prevent the storage of cookies by a corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this website to the fullest extent possible. In addition, you may prevent Google from collecting the data generated by the cookie and related to your use of the website (including your IP address) as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>

Opting out from data collection

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set to prevent your data from being collected on future visits to this site: Deactivate Google Analytics. <https://tools.google.com/dlpage/gaoptout?hl=de>

IP anonymisation

We use the function „activation of IP anonymisation“ on this website. As a result, your IP address will be truncated by Google beforehand within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage about the website operator. The IP address provided by Google Analytics as part of Google Analytics will not be combined with other Google data.

Use of Google Maps

This website uses the „Google Maps“ component for site maps operated by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043 USA, hereinafter „Google“.

Each time the Google Maps component is called up, Google sets a cookie to process user settings and data when viewing the page on which the „Google Maps“ component is integrated. This cookie is usually not deleted by closing the browser, but expires after a certain time unless it is manually deleted by you.

If you disagree with the processing of your data, you may disable the „Google Maps“ service and prevent the transmission of data to Google in this way. To do this, you must disable the Java Script feature in your browser. However, please note that in this case you will not be able to use Google Maps at all or only to a limited extent.

Use of „Google Maps“ and information obtained through „Google Maps“ is subject to the Google Terms of Use <http://www.google.de/intl/de/policies/terms/regional.html>

as well as the supplementary terms and conditions for „Google Maps“ https://www.google.com/intl/de_de/help/terms_maps.html.

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Privacy policy

Use of Google Tag Manager

This website uses the Google Tag Manager. This service allows website tags to be managed from one interface. The Google Tool Manager solely implements tags. This means: No cookies are used and no personal information is collected. Google Tag Manager triggers other tags, which may collect data. However, Google Tag Manager does not access this data. If deactivated at the domain or cookie level, it will remain active for all tracking tags if these are implemented with the Google Tag Manager.

Use of YouTube

Our website uses components of Google's YouTube site. The operator is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

We use the „advanced privacy mode“ option provided by YouTube.

As soon as you visit a page of our website in which videos are embedded, a connection to the servers of YouTube will be established.

According to YouTube, the YouTube server is informed of which particular page of our website you visited when watching a video. If you are also logged in to your YouTube account, you will allow YouTube to assign your surfing behaviour directly to your personal profile. You can prevent this assignment by logging out of your account beforehand.

For more information about the collection and use of your data through YouTube, please refer to the privacy policy at <https://www.google.de/intl/de/policies/privacy/>

Use of Google – Adwords

We also use the Google advertising tool „Google Adwords“ to promote our website. As part of this, we use the „Conversion Tracking“ analytics service provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043 USA, „Google“, on our website. If you have reached our website via a Google Ad, a cookie will be stored on your computer. Cookies are small text files that your Internet browser stores and saves on your computer. These „conversion cookies“ lose their validity after 30 days and are not used for your personal identification.

If you visit certain pages on our website and the cookie has not expired yet, we and Google may recognise that you, as a user, have clicked on one of our ads placed with Google and redirected you to our site. The information collected with the information obtained via „Conversion Cookies“ is used by Google to generate visitor statistics for our website. These statistics tell us the total number of users who clicked our ad, and which pages on our site were subsequently accessed by the respective user. However, we or others advertisers do not receive any information that personally identifies users via „Google Adwords“. You can prevent the installation of the „conversion cookies“ by a corresponding setting of your browser, such as the browser setting that generally disables the automatic setting of cookies or specifically blocks only the cookies from the domain „googleadservices.com“.

Google's privacy policy can be found at the following link: <https://services.google.com/sitestats/de.html>

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Privacy policy

Use of Google Remarketing

On our website, we use the Google Remarketing service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, hereinafter „Google“. Google Remarketing can activate ads for users who have already visited our website in the past. Within the Google ad network, advertisements tailored to their interests can be displayed on our site. Google Remarketing uses cookies for this evaluation. Cookies are text files that are stored on your computer and that allow an analysis of the use of the website. This will allow us to recognise our visitors as soon as they visit websites within Google's advertising network. In this way, advertisements may be presented within the Google ad network that relate to content that the visitor previously viewed on websites of the Google advertising network that also use Google's remarketing function. Google states that in the process it does not collect any personal data. You can disable this feature if you make the appropriate settings at <http://www.google.com/settings/ads>.

Use of WiredMinds

WiredMinds AG products and services are used on our website for marketing and optimisation purposes. Data is collected, processed and stored, from which usage profiles are created under a pseudonym. In addition, cookies may be used. The collected data, which may also contain personal data, will be transmitted to WiredMinds or collected directly by WiredMinds. WiredMinds may use information that is left by visits to the websites to create anonymised usage profiles. The data obtained without the separately granted consent of the person concerned will not be used to personally identify the visitor to this website and it will not be combined with personal data about the owner of the pseudonym. Insofar as IP addresses are collected, these will be anonymised immediately after collection by deleting the last number block.

Use and disclosure of personal data

If you entrust us with the provision of a service, your personal data will only be used to the extent necessary for the performance of the order (for example, to process requests for information or to order brochures). This includes in particular the transfer of your data to the partner responsible for your inquiry from Blickle Räder + Rollen GmbH u. Co. KG partner community, to transport contractors, credit companies or other service providers used to provide the service or contract management.

No further disclosure, in particular sale of your personal data to third parties will take place.

Except: when we disclose customer accounts and personal information about customers when we are required to do so by law or when such disclosure is required to enforce our terms and conditions or other agreements or to protect our rights and the rights of our customers and those of third parties, e.g. in the case of attacks on our network infrastructure for the purposes of legal action or criminal prosecution. This includes exchanging data with companies that specialise in preventing and minimising abuse and credit card fraud. It is expressly stated that, in this context, there will be no transfer of the data to these companies for economic use contrary to this Data Protection Policy.

Privacy policy

Commitment of employees and external service providers

It goes without saying that our employees and the service companies commissioned by us are bound to secrecy and to compliance with the provisions of the Federal Data Protection Act (BDSG).

Purpose-related use of personal data

Any use of your personal data takes place only for the stated purposes and to the extent necessary to achieve these purposes.

Cooperation with external service providers

We engage other companies and individuals to perform tasks for us. Examples are, for example, package delivery, sending of letters or e-mails, maintenance of our customer lists, analysis of our databases, advertising (including the provision of search results and links), processing of payments (credit card, direct debit and invoice purchase) and customer service. These service providers have access to personal information needed to perform their tasks. However, they may not use this information for any other purpose. In addition, they are obliged to treat the information in accordance with this privacy policy and German data protection laws. If these subcontractors are order data processors in accordance with § 11 BDSG (order processor according to article 28 EU-GDPR), we have entered into corresponding legally compliant contracts with them.

Information security

Blickle Räder + Rollen GmbH u. Co. KG uses technical and organisational security measures according to the current state of the art, in order to protect the data made available by you to us against accidental or intentional manipulation, loss, destruction or access by unauthorised persons. Accordingly, your data is saved in a secure operating environment that is inaccessible to the public. Our security measures are periodically reviewed and continually improved in line with technological developments.

If you want to contact us by e-mail, we wish to point out that the confidentiality of the information transmitted is not guaranteed for unencrypted e-mails. The content of unencrypted e-mails can be viewed by third parties. We therefore recommend that you send us confidential information either in encrypted form or by post.

Your e-mail address will be used exclusively for the correspondence with you. No other use or disclosure to third parties will occur.

Privacy policy

Protection of your data by TLS or SSL

For secure data transmission in the Internet, we use the hybrid encryption protocol Transport Layer Security (TLS), more widely known under the predecessor name Secure Sockets Layer Software (SSL). This software encrypts the information that is transmitted by you. All data-protection-relevant information (such as name, address, credit card number, bank code number, bank account number, ...) is stored in encrypted form in a protected database.

Information, deletion, blocking

At any time you have the right to obtain information without out any charge about your stored personal data, its origins and recipients and the purpose of data processing - without having to give any justification for this request. You also have the right to correct, block or delete this data.

For further information on data protection / personal data, please contact our data protection officer at any time:

- by post to the data protection officer at Blickle Räder + Rollen GmbH u. Co. KG, Heinrich-Blickle-Straße 1, 72348 Rosenfeld, or
- per email to datenschutz@blickle.com

Rejection of promotional mails

The use of published in the context of the imprint obligation for published contact information for sending unsolicited advertising and information materials is hereby rejected. We expressly reserve the right to take legal action in the event of unsolicited promotional information, such as spam e-mails.

Endorsement, status and amendment of this privacy policy

By using our website, you consent to the previously described use of the data. The most recent version is September 2017.

We reserve the right to change this Privacy Policy at any time, in accordance with applicable privacy laws, with future effect. The changes will be published here.

Safety tips - this is what you can do!

- Please never pass your passwords to others.
- Use different passwords for each application.
- Make it a habit to change your passwords regularly.
- It is best to use a combination of at least 8-12 BIG and small letters, numbers and special characters.
- Make sure you are using a recent SSL - enabled browser to surf the Internet.