Privacy Policy

Below you will find information about the types of personal data we process, the extent to which we process it, and the purposes for which we do so.
Personal data is information that can be used to identify you as a data subject, such as your name, address, email address, or user behavior.
Data subjects are those with whom we have a relationship in connection with the provision of our services, visitors to our website, and users of our entire online offering.

Name and address of the data controller:

r2 dei ex machina GmbH
Ralph Riquier
Niemandsberg 77
75196
Remchingen,
Germany
Phone: +49 173 3447549
Email: go@r2deiexmachina.com

The data protection officer for the data controller is:

r2 dei ex machina GmbH
Andreas Gesewsky
Niemandsberg 77
75196
Remchingen,
Germany
Phone: +49 173 3447549
Email: Andreas.gesewsky@r2deiexmachina.com

We collect and store the following types of data:

- Master data (e.g., names and addresses)
- Contact data (e.g., phone numbers and email addresses)
- Contract data (e.g., terms and conditions)
- Payment data (e.g., bank account information)
- Usage data (e.g., access times, pages viewed)
- Metadata (e.g., browser type, IP address, operating system)
- Content data (e.g., text you enter in contact forms, etc.)

Source of the data
Your data is either provided directly by you—for example, when you use our services or contact us—or collected automatically by our IT systems, such as technical data when you visit our website.

The categories of data subjects affected:

- Employees
- Customers and their employees
- Contractual partners
- Prospective customers and users (website/online services)

Data is collected for the following purposes:

- Information

- Communication
- Customer service
- Services for Contract Fulfillment
- Direct marketing/marketing
- (Technical) Provision of the Online Service
- Security measures to protect the (online) service
- Audience measurement to improve the service

The processing of your personal data is carried out exclusively on the basis of the following legal grounds:

Consent pursuant to Art. 6(1)(a) of the GDPR
“The data subject has given consent to the processing of personal data concerning him or her for one or more specific purposes”

Performance of a contract and pre-contractual inquiries pursuant to Article 6(1)(b) of the GDPR

“Processing is necessary for the performance of a contract to which the data subject is a party or for the implementation of pre-contractual measures taken at the data subject’s request.”

Legal obligations pursuant to Article 6(1)(c) of the GDPR
"Processing is necessary for compliance with a legal obligation to which the controller is subject"

Legitimate interests pursuant to Article 6(1)(f) of the GDPR
"Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child"

Transfer to Third Parties and Third Countries
Your data generally remains within our company. The transfer or disclosure of your personal data to a third party occurs only

- on the basis of a legal basis for processing,
- with your consent,
- if we are legally obligated to do so, or
- on the basis of a legitimate interest pursuant to Article 6(f) of the

GDPR. In such cases, our data processors are bound by a data processing agreement in accordance with Article 28 of the GDPR to comply with the necessary technical and organizational measures to ensure the protection of the rights of data subjects.
The transfer of your personal data to third countries (outside the European Union (EU) / the European Economic Area) takes place only to those countries

- for which an adequacy decision by the European Commission has been issued or
- appropriate safeguards within the meaning of Article 46 of the GDPR,
- that offer an adequate level of protection pursuant to Art. 45 et seq. of the GDPR,
- are subject to officially recognized contractual obligations such as the so-called “Standard Contractual Clauses,” or

- for which one of the exceptions under Article 49 of the GDPR applies.

Retention Period
Your personal data will be routinely deleted or its processing restricted or blocked at the latest upon expiration of the respective statutory retention periods (e.g., retention periods under commercial and tax law), provided that this data is no longer necessary for the performance of a contract and/or we have no legitimate interest in further storage.

Use of the Website and Creation of Log Files
When you visit our website, the following information is automatically transmitted from your browser to our provider's server:

- IP address of your device
- Date and time of access
- Name and URL of the files accessed
- Website from which the access originated or from which you were redirected to our site (referrer URL)
- Browser used and, if applicable, your device's operating system
- Name of the Internet service provider.

This data is not combined with other data sources. The IP address is anonymized.
This data is collected to ensure the proper functioning of the website, to optimize the website, and to ensure the security of our IT systems. These aforementioned purposes also constitute our legitimate interest in data processing pursuant to Article 6(1)(f) of the GDPR.
This data is automatically deleted after a maximum of 7 days. In the event of misuse of the website, the relevant data—the continued storage of which is necessary for evidentiary purposes—will be retained until the matter is resolved.

Web Hosting
We use the server provided by IONOS SE to host our website. For order data, we use the hosting service provided by Hetzner Online GmbH, Industriestr. 25, 97910 Gunzenhausen, for the purpose of processing on our behalf. All data collected on our website is processed on Hetzner's servers.
For more information on Hetzner's privacy policy, please visit the following website: https://www.hetzner.com/de/legal/privacy-policy/
Further processing on servers other than those mentioned above operated by Hetzner takes place only within the scope described below.

Cookies
This website uses cookies. These are small text files that are stored in the web browser or by the web browser on the user's device. When a user visits a website, a cookie may be stored on the user's operating system. This cookie contains a unique string of characters that enables the browser to be uniquely identified when the website is visited again. A distinction is made between the following types of cookies:

Session Cookies
Session cookies are functionally necessary cookies that do not require consent, as they are automatically deleted when the user leaves the website. The legal basis for this processing is Article 6(1)(f) of the GDPR.

Persistent Cookies
Persistent cookies remain on the user's device indefinitely. This allows, for example, the login status to be verified or preferred content to be displayed. In addition, the data processed here may be used for audience measurement. The legal basis for this processing is Article 6(1)(a) of the GDPR, which requires the user's consent.
If you enable the "Stay logged in" feature, a persistent cookie will be stored on your device. This cookie allows the website to automatically recognize you on your next visit.
You may revoke your consent and the processing of your personal data at any time by using the following cookie settings.
You can also exercise your right to object via the appropriate browser settings. Please note that the transmission of cookies can be disabled or restricted by adjusting your internet browser settings. You can delete stored cookies at any time, either manually or automatically. The procedure for doing so varies depending on the browser, and you can find detailed instructions in your browser's help menu.
We may work with advertising partners to make our website more appealing to you. In this case, partner companies also store cookies on your hard drive (third-party cookies), including providers from non-EU countries. Please note that data may be transferred, for example, to partner companies in the United States.

Direct Marketing
If you have given us your consent, we will use your email address and, if applicable, other contact information you provide during the registration process to send you regular information and offers that may be of interest to you. The legal basis for this processing is Article 6(1)(a) of the GDPR. Of course, you have the right to object to the use of your data for direct marketing purposes at any time. You can submit your objection by email togo@r2deiexmachina.com . Upon receipt of your objection, we will immediately cease processing your data for this purpose.

Contact
You can generally use our website without providing any personal data. If you contact us through other channels, such as a contact form, email, or phone, the data collected in this manner will be treated confidentially and will not be shared with third parties without your consent.
The specific purpose of data processing arises from

- the voluntary provision of data by the data subject pursuant to Art. 6(1)(a) of the GDPR
- the fulfillment of a contract or the implementation of pre-contractual measures pursuant to Article 6(1)(b) of the GDPR
- the legitimate interest in the effective processing of inquiries directed to the company pursuant to Article 6(1)(f) of the GDPR.

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. For personal data sent via email, this is the case when the respective conversation with the user has ended. The conversation is considered ended when it can be inferred from the circumstances that the matter in question has been conclusively resolved.

The user has the option at any time to object to or revoke the processing of personal data. In such a case, the conversation cannot be continued. All personal data stored in the course of establishing contact will be deleted in this case.

Registration – User Profiles

To use our portal, you must register and create a profile. We process the data collected in this process based on Article 6(1)(b) of the GDPR to fulfill a contract or to take steps prior to entering into a contract, as well as based on Article 6(1)(f) of the GDPR to protect our legitimate interests, in particular to ensure the security and functionality of our portal.
We use the double opt-in procedure for registration. This means that after you provide your email address, you will receive a confirmation email from us asking you to confirm your registration. This confirmation is necessary to ensure that no one registers using someone else's email address. Your account will be activated only after successful confirmation.

Direct Marketing

As a registered user of our portal, we would like to keep you informed about our products and services and send you relevant information and offers.
We use your email address and, if applicable, other contact information to regularly send you information and offers that may be of interest to you, based on our legitimate interest pursuant to Article 6(1)(f) of the GDPR. Of course, you have the right to object to the use of your data for direct marketing purposes at any time. You can submit your objection by email togo@r2deiexmachina.com . Upon receipt of your objection, we will immediately cease processing your data for this purpose.

Contractual and Business Partners

We process the data of our contractual and business partners primarily to fulfill our contractual obligations and for communication purposes. In addition, processing is carried out for the proper and sound management of our business operations as well as to safeguard our rights. Processing is therefore carried out

- for the performance of a contract and pre-contractual inquiries pursuant to Article 6(1)(b) of the GDPR,
- to comply with a legal obligation pursuant to Article 6(1), sentence 1, letter c of the GDPR, or
- based on legitimate interests pursuant to Article 6(1), first sentence, (f) of the GDPR. Data is disclosed to third parties only to the extent necessary to fulfill legal obligations or as specified in the contract or this Privacy Policy.

Your Rights

As a data subject, you have the right to exercise your rights under the General Data Protection Regulation with us. These include the following rights:

Right of access under Article 15 of the GDPR

You have the right to request information about the data we have stored about you. In particular, you may request information regarding the purposes of processing, the categories of personal data, the categories of recipients to whom your data

have been or will be disclosed, the planned retention period, the existence of a right to rectification, erasure, restriction of processing, or objection, the existence of a right to lodge a complaint, the origin of your data if it was not collected by us, as well as the existence of automated decision-making, including profiling, and, where applicable, meaningful information regarding its details. To do so, simply submit an informal request via email or by mail. You will receive the requested information within one month of receipt of your request.

Right to Rectification under Article 16 of the GDPR
If we have collected or stored inaccurate personal data about you, you may request, via an informal request, that this data be corrected or completed. You will receive confirmation of the changes to your data within one month of our receipt of your request.

Right to erasure under Article 17 of the GDPR
You have the right to request the erasure of your personal data stored by us, unless processing is necessary for the exercise of the right to freedom of expression and information, to comply with a legal obligation, for reasons of public interest, or to assert, exercise, or defend legal claims. However, this presupposes that the purposes for processing no longer apply, or that you have objected to the processing under Article 21 of the GDPR, withdrawn your consent under Article 7 of the GDPR, or that the processing is unlawful.

Right to Restriction of Processing under Article 18 of the GDPR
You have the right to request the restriction of the processing of your personal data if you contest the accuracy of the data, if the processing is unlawful but you have objected to its erasure and we no longer need the data, but you need it to assert, exercise, or defend legal claims, or if you have objected to the processing pursuant to Article 21 of the GDPR. You may also notify us of this in an informal manner.

Right to Data Portability under Article 20 of the GDPR
You have the option to receive the data we hold about you in a structured, commonly used, and machine-readable format or to request that it be transmitted to another controller.

Right to Withdraw Consent under Article 7(3) of the GDPR
You have the right to withdraw your consent at any time. As a result, we may no longer continue processing the data based on that consent in the future.

Right to Object under Article 21 of the GDPR
If your personal data is processed on the basis of legitimate interests pursuant to Article 6(1)(f) of the GDPR, you have the right to object to the processing of your personal data, provided there are grounds arising from your particular situation or the objection is directed against direct marketing. In the latter case, you have a general right to object, which we will honor without requiring you to specify a particular situation. If you wish to exercise your right to withdraw consent or your right to object, simply send an email togo@r2deiexmachina.com .

Right to File a Complaint Under Article 77 of the GDPR

You have the right to lodge a complaint with a supervisory authority. To do so, you may contact the supervisory authority at your usual place of residence, your place of work, or our registered office.

The State Commissioner for Data Protection and Freedom of Information in Baden-Württemberg
Heibronner Str. 35
70191 Stuttgart Phone:
0711/6155410

Definitions pursuant to Article 4 of the GDPR

“Personal data”

any information relating to an identified or identifiable natural person (hereinafter referred to as the “data subject”); a natural person is considered identifiable if they can be identified, directly or indirectly, in particular by association with an identifier such as a name, an identification number, location data, an online identifier, or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person;

“Processing”

any operation or set of operations performed on personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination, or any other form of disclosure, the comparison or linking, the restriction, erasure, or destruction;

“Restriction of processing”

the marking of stored personal data with the aim of limiting its future processing;

“Profiling”

any form of automated processing of personal data consisting of the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person’s work performance, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements;

“Controller”

the natural or legal person, public authority, agency, or other body that, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union law or the law of the Member States, the controller or the specific criteria for its designation may be provided for by Union law or the law of the Member States;

“Processor”

a natural or legal person, public authority, agency, or other body that processes personal data on behalf of the controller;

“Recipient”

a natural or legal person, public authority, agency, or other body to whom personal data is disclosed, regardless of whether that body is a third party or not. 2Public authorities that, within the framework of a specific investigative mandate under Union law or the law of the Member States,

may receive personal data are not, however, considered recipients; the processing of such data by the aforementioned authorities is carried out in accordance with applicable data protection regulations and in line with the purposes of the processing;

“Third party”

means a natural or legal person, public authority, agency, or other body, other than the data subject, the controller, the processor, and the persons authorized under the direct responsibility of the controller or the processor to process the personal data;

“Consent”

any freely given, specific, informed, and unambiguous indication of the data subject’s wishes, expressed in the form of a statement or other unambiguous affirmative action, by which the data subject indicates that he or she consents to the processing of personal data relating to him or her;

“genetic data”

personal data relating to the inherited or acquired genetic characteristics of a natural person that provide unique information about the physiology or health of that natural person and, in particular, have been derived from the analysis of a biological sample from the natural person concerned;

“Health data”

personal data relating to the physical or mental health of a natural person, including the provision of health care services, and from which information about the natural person’s health status can be derived;

“Enterprise”

a natural or legal person engaged in an economic activity, regardless of its legal form, including partnerships or associations that regularly engage in an economic activity;

“Supervisory Authority”

an independent public authority established by a Member State in accordance with Article 51;

Current Status and Changes to This Privacy Policy

This Privacy Policy is currently in effect and is dated March 31, 2026