



## **Data Protection**

**- As at: 09/2009 -**

We are constantly striving to improve and make our Online presence more attractive for you. Only by knowing which areas of our website are used most frequently and for the longest periods can we optimize the content of the Leica Camera AG websites to best suit your requirements. We process personal data collected during visits to our website in accordance with data protection regulations valid in the country where processing of the data takes place. The websites of Leica Camera AG may contain links to websites of other providers which do not conform with this data protection declaration.

### **Collection and processing of personal data**

When you access the website of Leica Camera AG, general information is automatically recorded. This information includes, for example the date of your visit, the type of web browser, the operating system used, the domain name of your Internet service provider and similar data. This includes exclusively information which can not be traced back to an individual person. Data of a personal nature is only saved if you expressly provide it, for example during an inquiry, registration, reservation, survey, contest or while completing a contract.

### **Usage and transfer of personal data and compliance with intended purpose**

Leica Camera AG uses personal data for technical administration purposes on the websites, customer administration purposes, product surveys and marketing only in the necessary level. Personal data is only passed on to state institutions and authorities in line with binding national regulations. Our employees, agencies and trade partners are bound by a confidentially agreement.

### **Option**

We would like to use your personal data to enable us to inform you about our products and services or ask you questions relating to these topics. Participation is, of course, completely voluntary. If you are not willing for your personal data to be used for this purpose, you can inform us at any time and we will block the data accordingly.

### **Use of cookies**

Cookies are text files containing information to identify returning visitors exclusively for the duration of the visit to our websites. Cookies are saved on the hard drive of your computer and do not cause any damage. This enables us to make our website more user friendly for you, to target the content of our website to better suit your needs and thereby improving our service for you. Cookies can be used to determine whether your computer has already established communication with our websites. Only the cookie on your computer is identified. Personal data can be saved in cookies if you have given your permission for it to be saved. For example, to make secure Online access easier by allowing you to register without entering your User ID and Password each time you visit.



You can, of course, also view our websites without cookies. Most Internet browsers accept cookies automatically. You can prevent cookies from being saved on your hard drive by selecting the \"do not accept cookies\" option in your browser settings. For further instructions relating to your own specific browser, please consult the instruction manual provided by your browser manufacturer. You can delete any cookies already present on your computer at any time. If you do not accept any cookies this may, however, lead to functional limitations for our offers.

## **Security**

Leica Camera AG uses technical and organizational measures to protect your personal data in our possession from manipulation, loss, destruction and access by unauthorized persons. Our security measures are constantly improved in accordance with new technological developments.

## **Right of access to personal data**

On request, Leica Camera AG or the authorized representative responsible for your data will inform you immediately in line with the current legal requirements, whether or which personal data we have saved relating to you. If, despite our constant efforts to ensure that our information is current and correct, the data we have saved proves to be incorrect, we will be happy to correct it at your request. If you have any questions relating to the processing of your personal data, please contact our data protection representative, who will also be happy to help with requests for information, comments or complaints.

Data protection representative Leica Camera AG:  
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