



## Privacy Policy

With this privacy policy Smart Reporting GmbH (hereafter “**Smart Reporting**” or “**we**”) informs you about the handling of your personal data. The privacy policy can be viewed and printed at [www.smart-radiology.com/downloads/us-privacypolicy.pdf](http://www.smart-radiology.com/downloads/us-privacypolicy.pdf).

### § 1

#### Scope of Application

This privacy policy only applies for the use of the website [www.smart-radiology.com](http://www.smart-radiology.com) (hereafter „**website**“), as well as appendant local and mobile applications. If you visit another website, the privacy policy of the respective other website’s operator applies. This also applies for websites, by which Smart Reporting is addressing users located in other countries, or if we reference to a website of a third party using a link. We recommend that you inform yourself about the handling of personal data on that website.

### § 2

#### Collection and Storage of your Data

- 2.1 When you visit the website and/or make use of services supplied by Smart Reporting, Smart Reporting collects and stores personal data.
  - 2.1.1 When you visit the website Smart Reporting automatically saves the name of your internet service provider, the IP address, name and version of the browser and the operating system you used as well as the date and the duration of your visit.
  - 2.1.2 Furthermore, Smart Reporting collects the personal data that you provided when registering as a user or in the context of a request. This concerns specifically the following information: name, date of birth, email address, address (billing as well as shipping address), bank data, company affiliation.
- 2.2 Smart Reporting makes the data, which you provided during your registration and requests, available for you in your user account. You can view and correct the stored data at any time.

### **§ 3**

#### **Usage and Sharing of your Data**

- 3.1 Smart Reporting uses your personal data for supplying the services on the website and for answering your requests.
- 3.2 Smart Reporting also uses the data that you provided to inform you about offers of Smart Reporting and its partners. Newsletters by email will only be sent to users who previously explicitly accepted this. Postal mailings will only be sent to users who did not explicitly object.
- 3.3 Data that are automatically recorded when using the website will be used by Smart Reporting for administering the website and optimizing the website and its services. Furthermore, Smart Reporting evaluates pseudonymous data for statistical purposes. You have the possibility to object to this statistical evaluation by emailing to [info@smart-radiology.com](mailto:info@smart-radiology.com).
- 3.4 Smart Reporting only shares your data with third parties, if this is necessary for providing its services, for accounting or billing purposes, for fulfilling the contracts between you and Smart Reporting, for the operation and maintenance of the website or for statistical evaluation. Third parties contracted by Smart Reporting will treat your personal data in compliance with these privacy rules and respective privacy regulations and will not share it with other parties. Any further transfer or sharing of your data will only take place if you have agreed to this.
- 3.5 In particular cases Smart Reporting can be legally obligated to disclose information about your personal data by order of the responsible public authority.

### **§ 4**

#### **Deletion of your Data**

- 4.1 Smart Reporting will delete the collected and stored data as soon and as far as required by law.
- 4.2 In case that there is a legal, statutory or contractual retention period that contradicts the deletion of data, the data will not be deleted, but only blocked.

### **§ 5**

#### **Cookies**

- 5.1 Smart Reporting uses cookies to analyze the web traffic, to optimize services and contents of the website, to measure the effectiveness of sales campaigns and to promote the trust in and the security of Smart Reporting. Cookies are small text files that are

stored on your computer by your internet browser. Most of the cookies will be deleted from your hard drive after ending your browser session (session cookies). Other cookies remain on your computer and ensure that Smart Reporting recognizes your computer at your next visit in order to analyze your usage (permanent cookies).

- 5.2 You can prevent the usage of cookies by adjusting the setting of your browser to not accept new cookies, to point out new cookies or to delete all previously stored cookies. You can find support for changing your settings in the help function of your web browser or at [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note that some of the functions of the website are only available if you allow the usage of cookies. We recommend that you do not deactivate the cookie function.

## **§ 6**

### **Google Analytics**

- 6.1 Smart Reporting uses Google Analytics, a web analysis service by Google Inc. („Google“). Google Analytics uses so-called cookies, text files that are saved on your computer and allow an analysis of the website. The information on your usage of the website are collected by the cookie are usually transferred to and saved on a Google server in the U.S.
- 6.2 By order of the operator of the website Google will use the information to evaluate your usage of the website, to create reports about website activities and to provide further services related to the usage of the website and of the internet for the operator of the website. Your IP address, transmitted by Google Analytics from your browser, will not be merged with other data from Google.
- 6.3 You can block the storage of cookies via the settings of your browser, however, if you do so it is possible that you will not be able to use all functions of the website to the full extent. If, in addition to this, you want to prevent the collection of data created by cookies and related to your usage of the website (including your IP address) by Google as well as the processing of these data by Google, you can download and install the browser plugin available via this link <http://www.privacychoice.org/trackerblock/>.

## **§ 7**

### **Acceptance and Revocation**

- 7.1 With registration or at your first log-in you will be requested to accept this privacy policy. If you refuse, you cannot use the services of Smart Reporting.
- 7.2 As far as you have registered for the receipt of the newsletter, your acceptance will be recorded and can be accessed via your user account at any time. You can revoke your

consent to the collection and storage of your personal data by Smart Reporting at any time. In this case please contact:

Smart Reporting GmbH,  
represented by its Managing Directors (Geschäftsführer):  
Prof. Dr. med. Wieland Sommer and  
Dr. Johannes Huber  
Bayerstr. 1  
80335 München  
Germany

or send an email to [info@smart-radiology.com](mailto:info@smart-radiology.com). You can also stop receiving the newsletter at any time by clicking on the “unsubscribe” button within the newsletter. In this case your email address will be removed from the newsletter distribution list and the revocation of your consent registered in the member area of the website.

## **§ 8**

### **Information about your Data**

You can request information from Smart Reporting about the data stored concerning your person, resp., your email address, have Smart Reporting correct, block or delete these data at any time. Please contact us via email to [info@smart-radiology.com](mailto:info@smart-radiology.com) or write to Smart Reporting GmbH, Bayerstraße 1, 80335 München, Germany. For any questions please contact our data protection officer at [info@smart-radiology.com](mailto:info@smart-radiology.com) or +49 89 215 540 210.

## **§ 9**

### **Responsible Authority**

Responsible for the collection, processing and usage of your personal data is:

Smart Reporting GmbH,  
represented by its Managing Directors (Geschäftsführer):  
Prof. Dr. med. Wieland Sommer and  
Dr. Johannes Huber  
Bayerstraße 1  
80335 München  
Germany

Commercial Register No: HRB 216825  
Registry Court: München, Germany

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Phone: +49 89 215 540 210