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# Data protection information

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## 1. Our commitment to the protection of your data

Arvato is committed to protecting your data online. We promise to protect your personal information and take all the appropriate steps to ensure that we use this information only in accordance with your wishes. Arvato plays a leading role in familiarising customers and other companies with the significance of using personal information properly. It is possible that Arvato, as a globally active company, saves and/or gathers data in databases in Germany and/or other global Arvato facilities.

## 2. The scope of this information

Our intention with this data protection information is to show you Arvato's online data protection guidelines for the ASUS shop and inform you about the possibilities at your disposal for gathering information about yourself on this website. You can request information about other offline data collections from the contact addresses specified below.

PLEASE NOTE: On the websites operated by ASUS or by our subsidiaries (e.g. on websites where Arvato provides content in conjunction with ASUS), it is possible that specific data protection information relating to the website in question might be shown. On private websites (e.g. those available only to traders and retailers) and on websites created solely for our employees (or future employees), it may likewise be the case that specific data protection information relating to the website in question is shown. Websites administered by ASUS or subsidiaries of Arvato are covered by their own online data protection information.

## 3. Your personal data

Personal information enables us to offer you a better service, as we can tailor our communication activities to your interests by sending only information which is genuinely relevant for you. Below you will find a list of the information items that we gather.

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Information explicitly provided by you:

To enable us to place your order, you are asked to register with ASUS and to provide specific items of personal information. These include, for example, your name, postal address, email address and telephone number. Services or offerings will only be available to you once you have registered at the ASUS shop. Your registration and order data will be shared between Arvato and ASUS to enable optimal service. ASUS specific data protection information provided at the time you register with ASUS relates to such registration data.

User right: you can review /amend all of your personal data which is currently stored in our system in the "my account" section of the ASUS shop.

Information collected automatically by us:

We use common Internet technologies such as cookies and beacons to guarantee the integrity of our website and to adapt areas of it to your personal needs.

It is possible that Arvato, as a globally active company, and its service providers save and/or gather data in databases in other European countries.

We allow third-party companies, including AddThis, to collect certain anonymous information when you visit our website. These companies may use non-personally identifiable information during your visits to this and other websites in order to provide advertisements about goods and services likely to be of greater interest to you. These companies typically use a cookie or a third party web beacon to collect this information. To learn more about this behavioral advertising practice, you can visit <http://www.youronlinechoices.eu>.

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Furthermore, the use of Google Analytics on this website was extended by the code "gat.\_anonymizeIp();" in order to record IP addresses anonymously. Before the transfer of data, Google will truncate/anonymize the last octet of the IP address with the effect that an identification of the user is not possible.

On behalf of the website provider, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider. Furthermore, if necessary, Google will transfer this information to a third party, if and insofar such transfer is required by applicable law or insofar as third parties process the data on behalf of Google. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to use the full functionality of this website. You may at all times contradict the collection and use of your IP address by Google Analytics, being effective for the future.

Furthermore you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in.

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#### 4. Does Arvato pass on the information it gathers?

Personal information about you is not hired out or sold to third parties. Arvato reserves the right to share the data with ASUS. Arvato can forward your personal information to the following entities:

**Companies operating on our behalf:** we hire other companies to carry out certain business activities for us. In the process, it might under certain circumstances be necessary to access your personal information. We urge these companies to use the information solely for the provision of the agreed services. The companies are not permitted to transmit the information to third parties, unless this is necessitated by service provision. These business activities include, for example, the execution of orders, the processing of vouchers, bonuses and discounts, the conduct of customer questionnaires, and information management tasks. We also provide particular service providers with compilations of general information. **Web pages of subsidiaries and partners:** Arvato forwards information to partner companies which make special offers or run promotional campaigns jointly on web pages of subsidiaries within our website. They are informed about the forwarding of the information when they are requested to provide personal information on websites of this kind. The respective partner company's use of information transmitted in this way is governed by the partner's own data protection guidelines. You should read this information in its entirety before transmitting your personal data.

**Company transfers:** Arvato reserves the right to transfer, either in whole or in part, your personal information in the event of the sale or transfer of our company or our assets. If the company is sold or transferred, Arvato will give you the option of refusing to allow the transfer of your personal information. In some cases, this might mean that the new company can no longer provide you with the services or products that were previously provided by Arvato. **Legal execution:** Arvato can disclose your personal information to third parties without your consent for the following purposes: to comply with laws, ordinances or court decisions; to cooperate with investigations by public authorities; to prevent fraud; or to assert or protect the rights of Arvato, one of its subsidiaries or one of the companies in the Bertelsmann Group.

**Your consent:** In all other cases, Arvato will ask for your explicit consent before your personal information is disclosed to third parties. Arvato can, for example, make a special offer or launch a prize competition in conjunction with a third party, in which case you will be asked whether your personal information may be forwarded to this third party.

#### 5. Protection of your data

Arvato uses a variety of administrative, internal and technical security measures to protect your personal information. Arvato has established internal control standards which deal specifically with the handling of personal data. These include particular control measures for protecting the information gathered by us online.

Employees of Arvato are trained to understand and comply with these control measures. In addition, we make our employees aware of our data protection information, guidelines and standards. Although we commit ourselves to the protection of your personal information, you too must take any steps which may be necessary. We recommend that you take all of the precautionary steps that are necessary to protect your personal information during Internet use.

## 6. Protection of children's data

The online protection of children's data is particularly important. Arvato does not deliberately gather or request information about children unless the children's parents or guardians give their explicit consent. Arvato suggests to parents or guardians that they should spend time with their children in the Internet and participate in their activities and interests.

## 7. Links from and to other websites

Some Arvato websites contain links to other websites, and some websites contain links to the Arvato ASUS shop website. Arvato is not responsible for the data protection guidelines of such websites. Arvato recommends that you inform yourself about such websites' data protection guidelines.

## 8. Contact information

If you have any queries or concerns regarding to the protection of your data when using the Arvato website, please send an email to the following address:

Service email: [shop\\_eneu@asus.com](mailto:shop_eneu@asus.com)

You also can reach us by post:

Arvato Distribution GmbH  
Carl-Bertelsmann-Straße 23  
D-33332 Gütersloh, Germany

[www.arvato.com](http://www.arvato.com)

The Arvato department for online data protection will work together with you to find a solution that allays your concerns with regard to this data protection information.

## 9. Amendments to this data protection information

Arvato reserves the right to amend this data protection information occasionally. For this purpose, any changes to this privacy policy will be published on this page or, if the amendments are extensive, an email will be sent to all the customers about whom we have gathered personal information.

This data protection information was last amended: August 2016.