

## Privacy Policy

How do we use information you provide?

We'll use your information to process your request for information.

We'll use your information to contact you about our services and products.

If you have any questions about this Privacy Policy, please contact us by e-mail:  
[info@planusslabservices.com](mailto:info@planusslabservices.com)

What are cookies?

A cookie is a small text file containing an identifier that is transferred from a website to a web browser and stored by the browser.

How do we use cookies?

We use cookies that are strictly necessary to enable you to move around the site or to provide certain basic features. We use cookies to enhance the functionality of the website. We also use cookies to help us to improve the performance of our website to provide you with a better user experience.

You can stop the use of cookies by changing the settings in your web browser, but please note that if you do this, you may find that you are unable to make full use of all the functions on the website.

Google Analytics

This website uses Google Analytics, a web analysis service supplied by Google, Inc. ("Google"). Google Analytics uses "cookies", i.e. text files that are placed on your computer in order to analyze how users use the website. The information generated by such a cookie through your use of the website (including your IP address) will be forwarded to and stored by Google on servers in the USA. Google will use this information to evaluate your use of the website, compile reports of activities on the website for those who own the website and provide other services connected with activities on the website and use of the internet.

Google will not link your IP address with any other data held by Google.

## Google Ads (conversion tracking and remarketing)

On our websites we use Google AdWords. "Google" is a group of companies and consists of Google Ireland Ltd (provider of the service), Gordon House, Barrow Street, Dublin 4, Ireland as well as Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA and other affiliated companies of Google LLC.

We use on the one hand the remarketing function within the Google Adwords service. With the remarketing function, we can present adverts based on their interests to website users on other websites in the Google display network (Google itself, so-called "Google ads", or on other websites). For this, the user's interaction on our website is analyzed, e.g. the offers the user is interested in, to be able to show target adverts on other pages after visiting our website. To do so, Google saves a number in the user's browser when they visit certain Google services or websites in the Google display network. This user's visits are recorded via this number, which is referred to as a "Cookie". This number is used to uniquely identify a web browser on a particular computer and not to identify a person; personal data is not stored.

We also use so-called conversion tracking as part of the Google AdWords service. When you click on an advert placed by Google, a Cookie is stored for conversion tracking on your computer/device. These Cookies become invalid after 30 days, do not contain personal information and are not used for personal identification. The information obtained using the conversion Cookie is used to produce conversion statistics for AdWords customers who have chosen conversion tracking.

### Third country transfer

A transmission of data to the USA cannot be ruled out.

The legal basis and the possibility of revocation for this data processing is your consent, Article 6(1)(a) GDPR. You can revoke your consent at any time with effect for the future by calling up the cookie settings. Us and Google are the Joint Data Controllers as defined in Art. 26 GDPR. We have entered into an agreement on joint processing with google, <https://business.safety.google/adscontrollerterms/>. Moreover, you can prevent participation in this tracking process in various ways:

by setting your browser software accordingly (in particular by suppressing third-party cookies, you will not receive any ads from third-party providers);

by deactivating cookies for conversion tracking: by setting your browser so that cookies are blocked by the domain

[www.googleadservices.com](http://www.googleadservices.com), <https://adssettings.google.com/authenticated> , this setting will be deleted when you delete your cookies;

by deactivating the interest-based ads of the providers that are part of the “About Ads” self-regulation campaign via the link

<http://www.aboutads.info/choices> .This setting is deleted when you delete your cookies;

by permanently deactivating tracking in Firefox, Internet Explorer or Google Chrome in your browsers under the following link <http://www.google.com/settings/ads/plugin> .

### Google Tag Manager

Our websites uses Google Tag Manager from Google. "Google" is a group of companies and consists of Google Ireland Ltd (provider of the service), Gordon House, Barrow Street, Dublin 4, Ireland as well as Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA and other affiliated companies of Google LLC.

If you have consented to the use of certain cookies, our web services uses Google Tag Manager. The Google Tag Manager is a code management platform. Through this service, website tags can be triggered, which allow us to draw conclusions about the use of our web services. We have configured the Google Tag Manager in such a way that personal data - in particular your IP address - is not collected.

The Google Tag Manager still triggers tags from other providers, which in turn may collect data. However, the Google Tag Manager does not access this data. If IP tracking has been deactivated, it remains in place for all tracking tags, provided they are implemented with the Google Tag Manager. This means that no cookies are used and no personal data is collected

For more information on the Google Tag Manager, please refer to Data privacy and security - Tag Manager Help ([google.com](http://google.com))

### Third country transfer

A transmission of data to the USA cannot be ruled out.

### Legal basis

The legal basis for this data processing is your consent according to Art.6 Abs.1 S.1 lit.a GDPR.

### Revocation

You can revoke your consent at any time with effect for the future by calling up the cookie settings and changing your selection there. The lawfulness of the processing carried out on the basis of the consent until revocation remains unaffected.