

DATENSCHUTZERKLÄRUNG

Version 0.0 – Juni 2026

General Information

Data protection and data security are of great importance in our industry. In addition to complying with legal requirements, we are committed to the principle of handling personal data responsibly. We want our customers and business partners to have confidence that their data is treated confidentially and securely.

For this reason, we implement internal measures and procedures to ensure careful compliance with applicable legal requirements. Through this Privacy Notice, we aim to explain as clearly and transparently as possible which data is collected via our websites and in the course of our cooperation with you, and how this data is used.

This Privacy Notice applies to the following websites:

- <https://www.binder-co.com/en/> ("Main Website")
- <https://b-connected.binder-co.com/> ("Product Website")
- <https://insight.binder-co.com/>

The following websites have their own independent privacy notices:

- <https://whistleblowersoftware.com/secure/binder> ("Whistleblowing Platform")
- <https://binder-co-ag.onlyfy.jobs> ("Career Website")

The controller within the meaning of the General Data Protection Regulation (GDPR), other applicable national data protection laws of the Member States, and other data protection provisions is:

Binder+Co AG

Grazer Straße 19-25
8200 Gleisdorf
Austria

T: +43 3112 800

E: office@binder-co.at

www.binder-co.at

Contact for data protection inquiries:

datenschutz@binder-co.at

Under applicable law, there is no obligation to appoint a Data Protection Officer. However, if you would like to get in touch with our internal data protection experts, please feel free to contact us.

In this Privacy Notice, we use the terminology defined in the General Data Protection Regulation (GDPR). To make this information easy to understand for all users, we seek to avoid legal terminology wherever possible. If any information is unclear or difficult to understand, we would appreciate your feedback.

Your Rights

You are entitled to the following rights:

- Right of access
- Right to rectification
- Right to erasure ("right to be forgotten")
- Right to restriction of processing
- Right to data portability
- Right to object to processing
- Rights related to automated decision-making (including profiling)
- Right to lodge a complaint with the Austrian Data Protection Authority (<https://www.dsb.gv.at/>)

You may exercise your rights at any time by contacting us by post or by email at:

datenschutz@binder-co.at

Please understand that we cannot process requests made by telephone or verbally, as we cannot reliably verify the identity of the requesting person. We kindly ask for your support in helping us identify you when contacting us.

Websites

The following websites are currently operated:

- <https://www.binder-co.com/en/> ("Main Website")
- <https://b-connected.binder-co.com/> ("Product Website")

Main Website (binder-co.com)

When using the website binder-co.com ("Main Website"), its subpages, and related services, Binder+Co AG processes personal data for the following purposes:

- Displaying the website and its content
- Contacting us
- Corporate presentation and provision of information about our products and services
- Customer acquisition, order execution and processing, sales and after-sales services
- Updating the contact database
- Ensuring website functionality
- Marketing activities
- Analysis of website usage

Categories of Data Processed

The following categories of data may be collected:

- IP address (stored only after interaction with the contact form as part of the reCAPTCHA verification process)
- Date and time of access
- Browser type and version
- Operating system used by the accessing device
- Website or subpage from which the user accesses our website (referral page)
- Internet service provider of the accessing system
- Data generated by cookies, including website analytics (behavioral metrics, heatmaps, session recordings, click behavior)

Which Services Do We Use? Who Receives the Data?

We engage processors including:

- Web hosting provider: Mittwald CM Service GmbH & Co. KG
- IT service providers, including Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland

- Bei Cookie-Einsatz (auf Basis einer Einwilligung mittels Cookie-Banner):
 - „Google Analytics“, Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA with IP anonymization enabled
 - „HubSpot“ HubSpot Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141, USA – used for marketing activities and tracking
 - „Microsoft Clarity“ Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, USA – used for behavioral analytics, heatmaps, and session recordings
 - „Instagram“ Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Irland, a subsidiary of Meta Platforms Inc., 1 Hacker Way, Menlo Park, CA 94025, USA
 - „Facebook“ Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Irland a subsidiary of Meta Platforms Inc., USA, 1 Hacker Way, Menlo Park, CA 94025, USA
 - „LinkedIn“ LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Irland Ireland, a subsidiary of LinkedIn Corporation, USA, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA
 - „YouTube“ Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland

Server log files are stored for up to sixty (60) days.

The legal basis for processing access data (web server log files), user analytics, and data collected through technically necessary cookies is Article 6(1)(f) GDPR, based on our legitimate interests in providing our online services and ensuring data security.

The use of advertising and marketing cookies is based on your consent pursuant to Article 6(1)(a) GDPR. Your consent can be modified or withdrawn at any time through our cookie banner, where detailed information about each cookie and its storage duration is also available.

If an application is submitted by email or contact form instead of through the designated recruitment platform, application data will be deleted no later than seven months after completion of the recruitment process (for the purpose of defending or asserting claims under the Austrian Equal Treatment Act), unless consent has been given for longer retention.

Please note that both we and third-party providers may process personal data via cookies. Some third-party providers, such as Google, maintain operations in the United States, where an adequate level of data protection may not always be guaranteed. There is therefore a risk that personal data of EU citizens could be accessed by U.S. authorities without effective legal remedies being available. We ask you to take this into account when granting consent. Any consent given may be withdrawn at any time through the cookie settings.

Product Website (b-connected.binder-co.com)

When using the website b-connected.binder-co.com ("Product Website"), its subpages, and related services, Binder+Co AG processes personal data for the following purposes:

- Displaying the website and its content
- Interaction with website visitors through contact forms
- Ensuring website functionality
- Providing access to the customer portal

Categories of Data Processed

The following categories of data may be collected:

- Language settings, session IDs, and application preferences
- Usage statistics (e.g., page views)
- Error logs
- Portal profile and usage data

Which Services Do We Use? Who Receives the Data?

Processors include:

- Web hosting provider: Raiffeisen Rechenzentrum GmbH
- IT service providers, including Microsoft Ireland Operations Limited, Dublin, Ireland
- Where cookies are used:
 - Google Tag Manager, Google LLC / Google Ireland Limited, used for tracking and analytics purposes
 - HubSpot, HubSpot Inc., Cambridge, MA, USA, used for marketing activities and tracking

Where advertising or marketing cookies are used, processing is based on your consent, which can be modified at any time via the cookie banner settings.

For documenting consent, **Borlabs Cookie** is used:

- Stores consent preferences for service groups and individual services
- Retention period of cookie data: 60 days

Newsletter

The newsletter provided by Binder+Co AG contains information on company events, news, recommendations, and professional articles related to raw material processing and recycling technologies.

When subscribing to the newsletter, Binder+Co AG processes personal data for the following purposes:

- Corporate presentation and promotion of services
- Marketing activities
- Analysis of newsletter usage
- Invitations to events (webinars and onsite events)

Categories of Data Processed

- Name, email address, telephone number
- Industry sector, job title
- Delivery timestamp
- Opening timestamp, duration of opening, IP address at opening
- Email client used, clicked links, and click timestamps
- Language preference (German / English)

Which Services Do We Use? Who Receives the Data?

- Processors such as HubSpot as the newsletter platform
- Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA (Data Privacy Framework certified)
- HubSpot AI functions for data enrichment (e.g., industry, country, job title)

Your data will be processed for newsletter purposes until you withdraw your consent.

If there is no longer any indication of interest in our services, inactive contacts will be deleted within three years after the last interaction.

If we receive information that contact details are no longer valid, we will update them where possible or delete the data within two months after becoming aware of the inaccuracy (e.g., when emails bounce because an individual has left a company).

Contact and Correspondance

Our websites provide contact forms through which you can communicate with us. In order to provide our services, we process personal data in connection with contractual relationships or inquiries regarding such relationships.

When using our products and services, Binder+Co AG processes personal data for the following purposes:

- Arranging appointments and meetings
- Handling inquiries regarding offers and pricing
- Creating, administering, and updating customer and supplier records
- Organizing meetings and video conferences
- Conducting marketing activities (follow-up on requested information by our marketing team)
- Handling support requests

Categories of Data Processed

- Personal master data such as title, name, email address, company name, job title, business address, and billing address
- Information regarding products, systems, and project details
- Contact and correspondence data

Which Services Do We Use? Who Reveives the Data?

- Processors such as Microsoft and HubSpot (CRM system)
- Data may be shared within the Binder+Co Group only where required and upon request (see <https://www.binder-co.com/en/company/about-us/group>)
- Tax advisors and certified public accountants

We process personal data based on:

- Your consent when contacting us regarding our products and services;
- Contract performance where processing is necessary for the initiation or fulfillment of a business relationship;
- Compliance with legal obligations where data is required by law, such as accounting and tax regulations.

For inquiries and correspondence related to potential cooperation or project initiation, we retain personal data for three years after the last contact.

Customer data is generally retained for the duration of the contractual relationship. Following termination of the relationship, only data required under applicable legal retention obligations (such as commercial, civil, and tax laws) will be retained for the

legally prescribed periods. For example, statutory tax retention requirements or obligations related to liability and warranty claims may require us to continue storing certain personal data.