



Data Protection Statement and Legal Notice

Area of application

This data protection declaration and legal notice apply to websites, domains, social media sites and applications of the companies of the ZEISS Group (hereinafter referred to as “websites”). They do not apply to websites of ZEISS companies which have amended data protection declarations and legal notices, for example due to national legislation. Therefore, please take note of the respective data protection declarations and legal notices of all ZEISS websites you visit or programs you use.

In some cases, ZEISS websites also contain links to the websites of third party, non-ZEISS companies, to which these data protection statement and legal notices do not apply.

General data protection standard

ZEISS is a corporation operating on a global scale which has cross-border legally independent companies, business processes, management structures and technical systems.

When you visit our website, data may be collected which may, in some cases, be of a personal nature. In this declaration, we inform you what personal information ZEISS companies collect during your visit to our websites, and how we handle this data.

We take the protection of your personal information very seriously. Our processing of your personal information collected during your visit to our websites is carried out fully in accordance with the relevant legal stipulations. In addition, our approach to dealing with personal information is based on the EU data protection principles which provide for the greatest possible degree of transparency, observance of the right to choose, access rights and the transmission and lawful processing of personal information.

Every ZEISS company abides by the applicable data protection laws, e.g. ZEISS companies and subsidiaries located in Germany follow the German Federal Data Protection Act (BDSG). In addition, the handling of personal information is specified in a company directive for all ZEISS companies within the Group. This ZEISS company directive serves to ensure that your data is processed properly and in compliance with the applicable laws at the ZEISS companies which handle personal information. At the same time, we have instructed our employees to refer to and comply with our data protection rules wherever personal information is requested on any website.

Gathering, processing and transfer of personal information

ZEISS wants to give you as much control as possible over your personal information. Normally, you can access ZEISS websites without providing any personal information.

However, in certain areas of the ZEISS websites, you are requested to provide us with personal information in order to help us enhance the site and keep in contact with you. Any personal information you submit is treated as confidential and is saved and processed exclusively within the scope of the relationship between you and ZEISS and will not be used for marketing purposes, sold or otherwise made available to third parties without your prior approval.

However, as part of the provision of our services, your information may under certain circumstances be transferred to third parties who we have included in order processing, e.g. business partners or IT service providers. In the transfer of personal information to these third parties, we restrict ourselves to the information which is necessary for the provision of the service in question and we ensure that this transfer is carried out in compliance with the required data



security. ZEISS companies will only forward your personal information to third parties who have committed themselves to data protection and the processing of your data in compliance with the applicable laws.

In addition, ZEISS may be forced to disclose your information and associated data in order to comply with a legal or official decree. Likewise, we reserve the right to use your information for the assertion of or defence against legal claims.

In the event of a takeover or merger with another company, it may be necessary to disclose or transfer your data to potential or actual buyers. In this case, ZEISS will aspire to the highest possible level of data protection and will comply with the legal stipulations.

For the purpose of its user management, ZEISS Vision Care Services processes personal data provided by you upon registering with our services. Is the user data necessary for the performance of further applications in context of ZEISS Vision Care Services, only the personal data relevant for the particular application are transmitted by ZEISS Vision Care Services.

Information on data security

ZEISS knows how important it is that the information you provide to us via the internet be handled discreetly and protected. Data security on our websites is a top priority. We have therefore made great efforts to ensure that our online security measures are effective. Thus essential data traffic with ZEISS websites is encrypted. ZEISS endeavours to update its encryption technology on a continuous basis in line with technical progress, in order to guarantee that the information you send us over the Internet is treated confidentially.

We use different technologies e.g. to measure the use and efficacy of a website, for authentication or to simplify website navigation. Cookies are one such technology. A cookie is a data element which a website sends to your browser. The cookie is saved on your system as an identifying piece of information which identifies your system. In context with ZEISS ID we use cookies for our system after the login.

Visitors' IP addresses are captured on our websites for the analysis of malfunctions, the administration of the website and the attainment of demographic characteristics. Furthermore, we use IP addresses and, as necessary, other information which you have made available to us on this website or by other means to find out which of our websites are being visited and what topics interest our visitors.

Most browsers are now set by default to accept cookies automatically. However, you can also limit the use of cookies via your browser setting or via the "Your Choices Regarding Cookies on this Site" function described below. We recommend that you accept cookies because cookies enable you to use several of the functions on our websites. Not accepting cookies may disrupt necessary functions on our websites.

Web analysis

ZEISS uses the Google Analytics statistics and evaluation programs of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States („Google“) in order to statistically evaluate the accessing of the ZEISS websites. The data are anonymized so that they cannot be allocated to a specific person. This saved information is used exclusively for the compilation of reports on the use of the website. These reports help us to evaluate and continually improve the offering of our websites.

We use software to generate and continuously update user profiles. To do this, cookies are used for tracking purposes on the website. Unknown visitors are registered as anonymous users.

We sometimes use Retargeting. With Retargeting, a website user is flagged so that he/she can then be targeted on other websites with customer-specific information. These data must not be

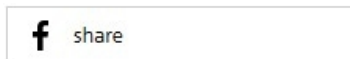


traceable to a particular person and can be deactivated at any time by using the display settings. By using Remarketing or the „Similar audiences“-function of Google, we can reach out to you with personalized and interest-based advertising in a targeted manner when you are visiting other websites of the so-called “Google Display Network”. You can deactivate the cookies used for this purpose in the display settings at any time.

Google Analytics uses cookies which enable an analysis of your use of the website. As a rule, the information about your use of this website obtained by the cookie is transmitted to a Google server in the USA, where it is saved. Your IP address will however be shortened by Google – if IP anonymization is activated on the website. This applies within the EU member states or in other signatory states of the preceding agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened. If contracted to do so by the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on the website activities and to provide the website operator with other services relating to website use and internet use. Google will not merge other data with the IP address transmitted by your browser within the scope of Google Analytics. You may prevent the saving of cookies by setting your browser software accordingly. However, if you choose to do so, please note that you might not be able to fully utilize all functions of this website. In addition, you may prevent Google's capture and processing of the data generated by the cookies and related to your use of the website (incl. your IP address) by downloading and installing the browser plugin available via the following link:
<https://tools.google.com/dlpage/gaoptout?hl=en>.

Using social plug-ins

Some ZEISS websites contain the following buttons:



These buttons, if displayed on the website, do not establish any contact with the Facebook, Google+ or Twitter servers. For a connection to be activated and for communication with Facebook, Google+ and Twitter to be established, you must firstly grant your approval – by clicking on the buttons.

If you are already logged into a social network of your choice, this is carried out without another window being opened. As this transfer occurs directly, we do not obtain any information about the data transferred. What is transferred is the fact that you have launched the respective site. If you are logged into Facebook or another social media service at the same time, this information is assigned to your social media account and is thus linked with you as an individual.

For information on the further use and saving of your personal data by Facebook, Google+ and Twitter, it is advisable to contact these social media channels directly. It is likewise possible to block social plugins through your browser using add-ons.


Legal notice

Information published under the ZEISS domains may contain references to products and services which have not been advertised or made available in your country. Such information does not imply that ZEISS intends to offer these products or services in your country at a later date. If necessary, you may contact our regional sales organization which will be pleased to provide you with information on the availability of these products and services. The presentation of the products and services on our website does not constitute a binding sales offer.

If software is offered for download free of charge, ZEISS assumes no liability for any damages resulting from the download or the use of the software. The download and use of the software is



carried out exclusively at the user's own risk and without any liability or warranty, except in the event of any intent or gross negligence on the part of ZEISS.

In several places, we mention and provide links to third party websites. We do this only if we are completely convinced of the seriousness of the provider concerned. However, ZEISS is not responsible for the data protection stipulations or contents of these websites and assumes no liability in this regard. These external links are symbolized by the following icon: 

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Legal information

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Contact

If you have any questions or comments on our data protection policy, please contact us at: dataprivacy@zeiss.com

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