

## Controller / Data Protection Officer

Regarding the processing of your Personal Data in connection with this internet presence, we are the "Controller" within the meaning of Article 4 (7) of the General Data Protection Regulation (GDPR).

In this function we can be reached as follows:

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This Privacy Policy applies to this internet presence operated by us (hereinafter also referred to as "website") as well as to further processing activities in connection with advertising and communication of our firm described below. Should offers from other providers ("Third Party Offers") be accessible from our website, our Privacy Policy does not apply to these Third Party Offers. In this case we are also not controller regarding the processing of your Personal Data within the context of such Third Party Offers as defined in Article 4 (7) GDPR.

## Definitions

Under the applicable data protection rules, various terms which are crucial for the understanding of such rules are defined. Definitions of the most important terms may be found in Article 4 GDPR:

**'Personal Data'** means any information relating to an identified or identifiable natural person.

**'Data Subject'** is an identifiable natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

**'Processing'** means any operation or set of operations which is performed on Personal Data or on sets of Personal Data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

**'Controller'** means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the Processing of Personal Data; where the purposes and means of such Processing are determined by Union or Member State law, the Controller or the specific criteria for its nomination may be provided for by Union or Member State law.

**'Consent'** of the Data Subject means any freely given, specific, informed, and unambiguous indication of the Data Subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the Processing of Personal Data relating to him or her.

**'Restriction of Processing'** means the marking of stored Personal Data with the aim of limiting their Processing in the future.

**'Profiling'** means any form of automated Processing of Personal Data consisting of the use of Personal Data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

**'Processor'** means a natural or legal person, public authority, agency, or other body which processes Personal Data on behalf of the Controller.

**'Recipient'** means a natural or legal person, public authority, agency, or another body, to which the Personal Data are disclosed, whether a Third Party or not. However, public authorities which may receive Personal Data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as Recipients; the Processing of those data by those public authorities shall be following the applicable data protection rules according to the purposes of the Processing.

**'Third Party'** means a natural or legal person, public authority, agency or body other than the Data Subject, Controller, Processor and persons who, under the direct authority of the Controller or Processor, are authorized to process Personal Data.

If there is no recipient mentioned below there will be no transfer of the collected data to any Third Party.

### **Retention Period and Deletion of Personal Data**

Even if the storage and Processing of Personal Data is legally permitted under relevant data protection rules, however, it is not allowed for an unlimited period of time but is subject to retention periods. For instance, if data are no longer needed for the appropriate fulfillment of any contractual obligations or for the compliance with any retention period under applicable tax law such data are to be deleted. For the concrete amount of time, we store your Personal Data, read below.

SEGGER has implemented a process and standards for the deletion of Personal Data in accordance with the applicable data protection rules including the GDPR. This process involves a regular scrutiny of the relevant retention periods for the storage of Personal Data and their deletion when such retention periods are expired unless other reasons require the further storage of such data.

## **Nature and Scope of Data Processing in Detail**

### **1. Data collected for safety purposes**

#### **Nature and purpose of data processing**

For safety purposes we process the following Personal Data:

- IP address
- Internet service providers
- Time of access

#### **Recipient**

Your data will be forwarded to our contractual processor, that hosts our website. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

**Legal basis**

Processing of the above Personal Data is necessary in the meaning of Article 6 (1) lit. f GDPR because we need to ensure that cyber-attacks or fraud can be tracked.

**Retention period**

We store the above Personal Data for 14 days.

**2. Processing of access data****Nature and purpose of data processing**

You may visit our website without providing any personal information. We merely store the following access data in server log files:

- Host name of accessing computer, IP address (anonymised)
- Date and time of website retrieval
- Type of browser
- Operating system
- Referrer URL (website previously visited)

The IP address can be Personal Data due to the fact that, under certain circumstances and with information provided by the respective internet provider, it is possible to identify the specific individual that has used the internet access. However, we process and store the IP address solely in anonymised form, without reference to a specific individual.

**Recipient**

Your data will be forwarded to our contractual processor, that hosts our website. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

**Legal basis**

The processing of your Personal Data above is necessary for you to use our website. Therefore, the legal basis is Article 6 (1) lit. f GDPR.

**Retention period**

The above listed data will be deleted as soon as they are no longer necessary for the purpose for which they are collected. Where data are collected only for the provision of the website, this is principally the case when a session ends.

**3. Newsletter****Nature and purpose of data processing**

SEGGER offers newsletters for subscription. In the newsletters SEGGER keeps its customers, users and other interested persons informed about SEGGER's most recent offers and products. For the subscription process, Personal Data of the users such as e-mail addresses are requested in order to ensure the accurate transmission of the newsletter. These data are also needed to initiate the confirmation process that the owner of the e-mail address is authorized to receive the newsletter. The data collected are needed to secure accurate transmission of such notification to the user.

If you sign up for our e-mail newsletters on our website, we will process the following Personal Data:

- E-mail address
- First and last name
- Last modification date of the data record
- Date of subscription
- Date of opt-in confirmation
- Date of cancellation
- Date of the last email sent to this user
- History of newsletters sent to this user

Your e-mail address and the choice of topics are processed for the dispatch of newsletters by e-mail to you. The provision of these data is necessary to receive our newsletter. The processing of further data serves documentation purposes and to provide evidence of your subscription. Additional details regarding your first and last name including title and regarding the company for which you act and the position you hold may be provided optionally. If you provide us with such data, we will use them to personalise our e-mails to you as well as to create a newsletter offer in your interest and benefit.

### **Recipient**

Your data will be forwarded to our contractual processor, that hosts our website which you can use to subscribe to our newsletter. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

### **Legal basis**

The decision to sign up for our newsletter and to provide Personal Data is based on your consent. Therefore, the processing of your Personal Data in the first place is based on Art. 6 (1) a GDPR. We use the double opt-in procedure. This means that after registering, you will receive an e-mail in which you will first be asked to confirm your registration by clicking on a link. This confirmation is necessary so that nobody else can register for our newsletter with your e-mail address. Your registration will only become effective after confirmation.

Logging your IP address as well as date and time of your consent and confirmation that you have taken note of our Privacy Policy is carried out based on our legitimate interest according to Article 6 (1) lit. f GDPR in being able to document - and in cases of doubt provide evidence of - your consent to receiving the newsletter.

You have the right to withdraw your consent at any time with effect for the future. You can unsubscribe from our newsletters at any time, via a link provided for this purpose in each newsletter or by e-mail to the following address: [dataprotection@segger.com](mailto:dataprotection@segger.com)

### **Retention period**

You may withdraw your consent to receive our newsletter by unsubscribing at any time with effect for the future. In this case we will erase the data you have provided in connection with the subscription of the newsletter insofar as there are no statutory retention responsibilities or we are not otherwise entitled to store.

## **4. Blog Posts Subscription**

### **Nature and purpose of data processing**

The blog offered by SEGGER provides additional information about SEGGER and its products. In case a user wants to receive a notification when a new blog entry is added, the user can subscribe to the

blog. The data collected in this process is handled in the same way as the data collected for the newsletter. The data collected are needed to secure accurate transmission of such notification to the user.

If you subscribe to our blog, we will process the following Personal Data:

- Email-address
- Name
- Time of subscription

### **Recipient**

Your data will be forwarded to our contractual processor, that hosts our website which you can use to subscribe to our blog posts. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

### **Legal basis**

The decision to subscribe to our blog and to provide Personal Data is based on your consent. Therefore, the processing of your Personal Data is based on Art. 6 (1) a GDPR. We use the double opt-in procedure. This means that after subscribing, you will receive an e-mail in which you will first be asked to confirm your subscription by clicking on a link. This confirmation is necessary so that nobody else can subscribe for our blog posts with your e-mail address. Your Subscription will only become effective after confirmation.

You have the right to withdraw your consent at any time with effect for the future. You can unsubscribe from our blog at any time, via a link provided for this purpose in each blog notification or by e-mail to the following address: [dataprotection@segger.com](mailto:dataprotection@segger.com)

### **Retention period**

You may withdraw your consent to receive our blog notification by unsubscribing at any time with effect for the future. In this case we will erase the data you have provided in connection with the subscription insofar as there are no statutory retention responsibilities or we are not otherwise entitled to store.

## **5. Notification System on Software Updates**

### **Nature and purpose of data processing**

SEGGER has installed a system for software update notifications. Users may subscribe to this system to receive information related to the specified product and its software releases. Like the newsletter, Personal Data of the users such as e-mail addresses are required in order to ensure the accurate transmission. Such data will only be used for the transmission of the notification and will not be transferred to Third Parties as Recipients. The user may, at any time, revoke the Consent to the data Processing and may unsubscribe from the notification system.

If you sign up for our notification system on our website, we will process the following Personal Data:

- Name
- E-mail address
- Name of your Company
- Date of registration
- Date of activation

- Subscribed notifications based on group IDs
- IP address

### **Recipient**

Your data will be forwarded to our contractual processor, that hosts our website which you can use to subscribe to notifications on software updates. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

### **Legal basis**

The decision to subscribe to our notifications on software updates and to provide Personal Data is based on your consent. Therefore, the processing of your Personal Data in the first place is based on Art. 6 (1) a GDPR. We use the double opt-in procedure. This means that after subscribing, you will receive an e-mail in which you will first be asked to confirm your subscription by clicking on a link. This confirmation is necessary so that nobody else can subscribe for our notifications with your e-mail address. Your subscription will only become effective after confirmation.

Logging your IP address as well as date and time of your consent, choice of notification you would like to receive and confirmation that you have taken note of our Privacy Policy is carried out based on our legitimate interest according to Article 6 (1) lit. f GDPR in being able to document and in cases of doubt provide evidence of your consent to receiving the notification.

You can unsubscribe from our notifications at any time by e-mail to the following address: [dataprotection@segger.com](mailto:dataprotection@segger.com)

### **Retention period**

You may withdraw your consent to receive our notifications by unsubscribing at any time with effect for the future. In this case we will erase the data you have provided in connection with the subscription of the newsletter insofar as there are no statutory retention responsibilities or we are not otherwise entitled to store.

## **6. Product Registration**

### **Nature and purpose of data processing**

Customers of SEGGER may register the hardware product they acquired from SEGGER. This allows the authentication of the customer when support is requested. The form on the SEGGER website, which is to be filled in during the registration process, only collects such Personal Data which are indispensable for such authentication. The customer, by filling in the form, consents to the storage and Processing of such data, this Consent being revocable at the customer's sole discretion at any time. The storage and the Processing of such data does not involve any transfer to Third Parties nor the use for other purposes.

In this case we process the following Personal Data:

- Name
- E-mail address
- Name of your company
- Country
- Serial number
- Date of registration
- Date of activation

- Subscribed notifications based on group IDs
- IP address

### **Legal basis**

In this case the processing is based on Article 6 (1) lit. f GDPR. It is important to process the abovementioned data during the registration. Only for registered products support is possible. Therefore, the processing is as well in your interest. Insofar as the processing is necessary for the fulfilment of a contract, especially the support, with you, the legal basis is Article 6 (1) lit. b GDPR.

### **Retention period**

The above listed data will be deleted as soon as they are no longer necessary for the purpose for which they are collected. If data is processed based on your consent, the data will be deleted immediately after you withdraw your consent.

## **7. Contact – Get in touch with SEGGER**

### **Nature and purpose of data processing**

The website of SEGGER offers the possibility to contact SEGGER by clicking the link “Contact Us”. The Personal Data provided by the Data Subject during such contact are stored to secure and to facilitate the purpose of the visitor’s contact with SEGGER.

We process such Personal Data you have deliberately provided when you established contact with us. For your request we process the following Personal Data:

- Your Company/Organisation
- Name
- E-mail address
- Phone number
- Country
- Confirmation that you have taken note of our Privacy Policy

Such data are processed only for the correspondence with you and for the purpose for which you have made the data available, always in the context of this communication, as for instance to process your request or to contact you at your request.

### **Recipient**

Your data will be forwarded to our contractual processor, that hosts our website which you can use to get in contact with us through the contact mask. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

### **Legal basis**

In this case the processing is carried out with your consent pursuant to Article 6 (1) lit. a GDPR. Insofar as the processing is necessary for the fulfilment of a contract with you or for the implementation of pre-contractual measures upon your request, the legal basis is Article 6 (1) lit. b GDPR.

You have the right to withdraw your consent at any time with effect for the future.

### **Retention period**

After completion of your request, your data are blocked for further use and erased upon expiry of any retention terms, if so required, unless you have given your express consent to further use of your data, or unless we are otherwise entitled to store them.

### **8. Download Section, registration requirement**

Prior to the use of all SEGGER software - regardless whether it can be downloaded free of charge from SEGGER's website or its use is subject to a paid license - the acceptance of the related license agreement is required from the user (see <https://www.segger.com/purchase/licensing/>). In addition to that, some SEGGER software or material provided as download from SEGGER's website might require a registration prior to the download, use or receipt of the software or material. If such registration is required during the registration process, only those Personal Data (i.e., name and e-mail address) are collected from the user which are needed to handle the download process.

### **Nature and purpose of data processing**

For your registration and to ensure that you have access to the downloads we process the following Personal Data:

- Name of downloaded data
- Time of download
- IP address
- User-Agent

We process the following data if you are a registered user:

- E-mail address
- First name
- Last name
- Country
- Company name
- City
- Hash of user password
- User-state (active, inactive, blocked)
- Time of activation
- Time of last activity
- List of downloaded data (incl. time)

We process the following data additionally for protected downloads:

- Address
- Postal Code
- Job title
- Phone number

### **Recipient**

Your data will be forwarded to our contractual processor, that hosts our website which you can use to download our software. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.



### **Legal basis**

Registration is necessary for the company to be able to track who is using the free software. Based on this, the company can align its corporate strategy and marketing campaigns. For this reason, the company has a legitimate interest in processing this personal data. Therefore, the legal basis is Article 6 (1) lit. f GDPR. In this case the processing is carried out with your consent pursuant to Article 6 (1) lit. a GDPR. Insofar as the processing is necessary for the fulfilment of a contract with you or for the implementation of pre-contractual measures upon your request, the legal basis is Article 6 (1) lit. b GDPR.

You have the right to withdraw your consent at any time with effect for the future.

### **Retention period**

After completion of your request, your data are blocked for further use and erased upon expiry of any retention terms, if so required, unless you have given your express consent to further use of your data, or unless we are otherwise entitled to store them.

## **9. SEGGER forum**

### **Nature and Purpose of data processing**

To participate in our forum and to maintain the users, we process the following Personal Data:

- E-mail address
- Name
- Time of registration
- Potentially Personal Data that the users write down in the forum

### **Recipient**

Your data will be forwarded to our contractual processor, that hosts our website which you can use to participate in our SEGGER forum. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

### **Legal basis**

In this case the processing is carried out with your consent pursuant to Article 6 (1) lit. a GDPR. We use the double opt-in procedure. This means that after registering, you will receive an e-mail in which you will first be asked to confirm your registration by clicking on a link. This confirmation is necessary so that nobody else can register for our forum with your e-mail address. Your registration will only become effective after confirmation.

You have the right to withdraw your consent at any time with effect for the future.

### **Retention period**

To ensure that you have access to the forum, we store your Personal Data until you withdraw your consent. You have the right to withdraw your consent at any time with effect for the future.

## **10. License Activation**

### **Nature and purpose of data processing**

In cooperation with qualified silicon vendor partners, users may register to receive a free device based commercial use license for a SEGGER product. The input form used for this registration process determines what Personal Data are transmitted.

We process the following Personal Data:

- Name
- E-mail address

### **Legal basis**

In this case it is necessary to process your data to fulfil contractual obligations. Therefore, the legal basis is Article 6 (1) lit. b) GDPR.

### **Retention period**

We process your Personal Data until the contract is terminated. After termination we will delete your Personal Data. We will process your Personal Data only longer if it is required by law.

## **11. Data collected for statistical purposes**

SEGGER internally collects information on the browser types, operating systems, websites, and sub-websites, from which SEGGER's website is reached, the date and time of access and the IP addresses used by the Data Subject. These data are processed anonymously and separately from any data you may have given to SEGGER during registration, for newsletter purposes or for the use of other functionalities of the SEGGER website.

## **12. Applicant data**

### **Nature and purpose of data processing**

The Controller will collect and process the Personal Data of applicants for the purpose of the Processing of the application. If the Controller concludes an employment contract with an applicant, the submitted data will be stored for the purpose of Processing the employment relationship in compliance with legal requirements. If no employment contract is concluded with the applicant by the Controller, the data related to the application will be deleted according to applicable law.

Your data will only be used for the decision on whether to establish an employment relationship with you and are internally forwarded only to the responsible contact persons who will decide on the staffing of the position you are interested in. If you do not apply for a specific vacancy (unsolicited application), we will use your data for all positions which are vacant at the time of your application and which meet your requirements or requests.

If you apply for a job through our website, we will collect the following data during this process:

- Last name and first name
- E-mail address
- Further information and documents such as cover letter, curriculum vitae, certificates, etc. which you have provided to us in the context of your application. These information may include additionally:
  - Gender
  - Birthday

- Place of birth
- Picture of you
- Marital status
- Nationality
- Qualifications
- Certificates
- Graduation
- Address
- Bank details
- Highest professional education

The provision of these data is necessary for your application.

#### **Legal basis**

We are entitled to data processing for this purpose pursuant to Article 88 GDPR in conjunction with section 26 (1) 1 German Federal Data Protection Act (*BDSG*).

#### **Retention period**

We will erase your data after completion of the application process upon expiry of a retention period of 6 months.

### **13. WebShop**

#### **Nature and purpose of data processing**

SEGGER processes your Personal Data if you order a product in the web shop. To be able to process your order and your payment and in case you decide to register in our WebShop, SEGGER processes the following Personal Data:

- E-mail address
- Name
- Company
- Invoice Address
- Shipping Address
- VAT ID
- Date of registration
- Date of activation
- Payment details/ Data on means of payment

#### **Recipient**

The Personal Data is processed by a service provider located in the USA. Whenever you buy something in our WebShop, we forward your data to the respective bank.

#### **Legal basis**

In the first place, the processing is based on your consent and therefore based on Art. 6 (1) lit. a GDPR. To fulfil the obligations of the contract it is necessary to process the above-mentioned Personal Data so you will receive your ordered products(s). Therefore, the processing is based on Art. 6 (1) lit. b GDPR. You can withdraw your consent at any time for the future.

### **Retention period**

We process your Personal Data as long as you are registered in our Web Shop or as long as you do not withdraw your consent. We will process your Personal Data only longer if it is required by law.

## **14. Embedded Studio Server**

### **Nature and purpose of data processing**

To make sure that you have installed the latest and safest version of Embedded Studio and for statistical purposes, it is important that Embedded Studio communicates with our update server. During this communication, we process the following data:

- IP address
- Time of request
- Activation number
- Date of activation

### **Retention period**

Unless required by law, we will not retain your information for longer than one month. To make sure your Personal Data is safe, we will anonymize your Personal Data after one month. After the anonymization all your Personal Data will be deleted.

We will, of course, delete your Personal Data before the end of one month if we are legally obliged to do so.

### **Legal basis**

The processing of your data is necessary for the purposes of our legitimate interests according to Art. 6 (1) lit. f GDPR. It is in our and your interests that we process your data while Embedded Studio is communicating with our server to make sure that you have installed the latest version of Embedded Studio. This is especially for safety reasons, because we try to make new versions safer, and we fix, in case we find any, security lacks within new versions.

It is also in our interest to process your data for statistical purposes according to Art. 6 (1) lit. f GDPR. The statistics will help us to make Embedded Studio even safer and more user-friendly. With these statistics, we can further improve our service.

## **15. J-Link Update Server**

### **Nature and purpose of data processing**

SEGGER collects certain set up information of the J-Link operated by the Data Subject for the communication with SEGGER's J-Link update server. Additionally, we use the data for statistical purposes. The following Personal Data is processed:

- IP address,
- J-Link serial number,
- Country

### **Legal basis**

The legal basis for processing this data is Art. 6 (1) lit. f GDPR. Processing your IP address is necessary to block spammer and hackers. Processing your J-Link serial number and your country is necessary

for us as a company to understand our customers in the best way possible and to improve our customer service based on this information. Therefore, we use the data to make statistics. It is in our and your interests that we process your data while your J-Link is communicating with our update server to make sure that your J-Link runs with the newest software version. This is especially for safety reasons, because we try to improve our products and make them safer. Therefore, it is necessary to process your data.

### **Retention period**

Unless required by law, we will not retain your information for longer than necessary for the abovementioned purpose. The IP address will be deleted after 24 hours. This will normally be for the time you use your J-Link. We will, of course, delete your data before the legitimate interest ceases to exist if we are legally obliged to do so.

## **16. Data Transfer to Third Parties**

### **Nature and purpose of data processing**

SEGGER may transfer Personal Data to Third Parties, for instance, if such transfer is necessary for the performance of a contract as agreed by the customer as a Data Subject.

SEGGER informs you that - if you are domiciled in the USA, Canada or China - SEGGER Microcontroller Systems LLC or SEGGER China Co., Ltd., each a SEGGER subsidiary, will answer your questions and process your orders and inquiries. SEGGER also cooperates with distributors worldwide which may contact you about your requests. SEGGER has committed SEGGER Microcontroller Systems LLC, SEGGER Microcontroller China Co., Ltd., and certain distributors to adhere to appropriate data protection standards by special agreements. SEGGER may transfer your Personal Data to SEGGER Microcontroller Systems LLC, SEGGER China Co., Ltd., or to those distributors with which such agreements have been concluded.

We inform you that countries outside the European Union, for which the Commission has not issued an adequacy decision, have a lower standard for processing Personal Data. If those countries process your Personal Data, there is a higher risk your Personal Data will be misused.

### **Legal basis**

SEGGER transfers Personal Data outside the European Union only based on an adequacy decision (Art. 45 GDPR), your consent (Art. 49 (1) lit. a) GDPR or insofar as the transfer of your Personal Data is necessary to fulfil contractual obligations based on Art. 49 (1) lit. b) GDPR. You can withdraw your consent at any time for the future.

In addition, we use standard contractual clauses in place with companies outside the EU to ensure that your Personal Data is secure.

## **17. Social Network Linking**

On our website, reference is made to social networks such as Facebook, X (Twitter), YouTube, and LinkedIn. You may click on the link of the respective social network while you are visiting our website. If you click on such a link while visiting our website the network may register your visit of our website. Personal Data may be transferred to the respective social network during your visit of the network according to the terms and conditions of such social network. By clicking on such a link, you leave our website, and we are no longer controller of the data processing.

## 18. Cookies at SEGGER

We use cookies and similar software tools such as HTML5 Storage or Local Shared Objects (together "cookies") to identify your interests and particularly popular areas of our websites and use this information to improve the design of our websites and make them even more user-friendly.

### 1. Functions and use of cookies

a. Cookies are small files that are placed on your desktop, notebook, or mobile device by a website you visit. From this we can, for example, recognize whether there has already been a connection between your device and our websites, or which language or other settings you prefer. Cookies may also contain Personal Data.

b.

You can also visit our website without consenting to the use of cookies. This means that you can refuse such use and delete cookies at any time by making the appropriate settings on your device or in the cookie set up. This is done as follows:

1. Most browsers are pre-set to automatically accept cookies. You can change this setting by activating the setting \*do not accept cookies\* in your browser.
2. You can delete existing cookies at any time. You can find out how this works in detail in the instructions of your browser or device manufacturer.
3. Like the use of cookies, their rejection or deletion is also linked to the device used and also to the browser used in each case. You must therefore reject or delete the cookies separately for each of your devices and, if you use several browsers, also for each browser.

Please consult your web browser's "Help" documentation for more information about how to turn cookies on and off for your browser.

c. If you decide against the use of cookies, it is possible that not all functions of our websites are available to you or that individual functions are only available to you to a limited extent.

d. We categorize cookies as follows:

#### **Essential cookies (type 1)**

These cookies are absolutely necessary for the functions of the web pages. Without these cookies we would not be able to offer you services.

#### **Functional cookies (type 2)**

These cookies facilitate the operation and improve the functions of the web pages.

#### **Performance cookies (type 3)**

These cookies collect information about how you use our website. This enables us to identify which parts of our Internet offer are particularly popular and thus improve our offer for you.

#### **Third-party cookies (type 4)**

These cookies are set by third parties, e.g., social networks such as Facebook, Twitter, and Google+, whose content you can integrate via the "social plug-ins" offered on [shop.segger.com](http://shop.segger.com) and [blog.segger.com](http://blog.segger.com).

## **2. Cookies on segger.com**

### **Cookieconsent\_status (type 3)**

It is set automatically upon closure of the "Use of cookies" information layer. This cookie stores information whether the user closed the information layer.

### **cb-enabled (Cookie Policy) (type 2) expires after 365 days**

Indicates that you agree with the usage of cookies on our webpages. It is set automatically upon closure of the 'Use of cookies' information layer. If this cookie exists, the information layer will not be shown again for the next 12 months.

### **fe\_typo\_user (type2) expires after session**

This cookie name is associated with the Typo3 web content management system. It is generally used as a user session identifier to enable user preferences to be stored, but in many cases, it may not actually be needed as it can be set by default by the platform, though this can be prevented by site administrators. In most cases it is set to be destroyed at the end of a browser session. It contains a random identifier rather than any specific user data.

### **PHPSESSID (type 1) expires after session**

Cookie generated by applications based on the PHP language. This is a general purpose identifier used to maintain user session variables. It is normally a random generated number, how it is used can be specific to the site, but a good example is maintaining a logged-in status for a user between pages.

## **3. Cookies on forum.segger.com**

### **wcf21\_cookiehash (type 2) expires after session**

Indicates that you agree with the usage of cookies on our webpage.

### **wcf21\_password (type 2) expires after session**

This cookie is set by logging in to your personal account on forum.segger.com.

### **wcf21\_userID (type 2) expires after session**

This cookie is set by logging in to your personal account on forum.segger.com.

### **\_pk\_id (type 3) expires after 13 months**

This cookie is used to store details about the user such as the unique visitor ID for statistical purposes.

### **\_pk\_ses (type 3) expires after 30 minutes**

Cookie for the purpose of statistical analysis of visitor access

#### **4. Cookies on blog.segger.com**

##### **gdpr[consent\_types] (type2) expires after 365 days**

Stores information about your individual privacy settings.

##### **gdpr[allowed\_cookies](type2) expires after 365 days**

Indicates that you agree with the usage of cookies on our webpage.

##### **gdpr[privacy\_bar] (type 2) expires after 365 days**

This website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer/device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer/device.

##### **\_pk\_id (type 3) expires after 13 months**

This cookie is used to store details about the user such as the unique visitor ID for statistical purposes.

##### **\_pk\_ses (type 3) expires after 30 minutes**

This cookie is for the purpose of statistical analysis of visitor access.

#### **5. Cookies on shop.segger.com**

##### **ASPSESSIONIDXXXXXXXX (type 1) expires after session**

This is an ASP session cookie that identifies your current session with the server. This cookie does not contain any content other than the session ID (indicated in the cookie name by "XXXXXXXX")

##### **Vsettings (type 1) expires after 360 days**

This cookie stores any site settings for that session. It does not contain any content other than the session settings. For example, if you select to display 24 results per page on Search Results and Category pages, this cookie will store that setting throughout your browsing experience.

##### **SlT (type 1) expires after session**

This cookie is a session login token that gets set when you log into our store. It's necessary for you to be able to log in and allows you to check out as a returning customer.

##### **CartID5 (type 1) expires after 30 days**

This cookie allows you to add items to your shopping cart. An ecommerce essential! Without it, you couldn't proceed to the checkout page.

##### **History50?(type 2) expires after 14 days**



This cookie stores the ProductIDs of the last items viewed by you on our store. It's used to control the My Recent History functionality, which can be set to appear at the bottom of all product pages as you browse our shop.

**\_\_mmapiwsid (type 2) expires after 790 days**

The device tracking add-on for the minFraud services identifies devices as they move across networks and enhances the ability of the minFraud services to detect fraud. The device tracking add-on uses both a cookie and local storage as one method of distinguishing unique devices.

**CustomerID (type 1)? expires after 360 days**

This cookie is set by logging in to your personal account on shop.segger.com.

**HistoryONOFF (type 2) expires after 365 days**

This cookie is set in order to show you your recent viewed products.

**\_\_csrf\_token-1 (type 2) expires after session**

CSRF protection ensures that every request from the client to the server is marked with a unique "token" to ensure that the request originates from the client.

**nocache (type 2) expires after session**

This cookie is set by visiting shop.segger.com. This cookie is used to make sure your browser does not store old information on your cache, so you always have access to the newest version of this website.

**session-1 (type 1) expires after session**

The cookie is set by visiting our websites. It is necessary for the login status and the shopping cart function.

**x-cache-context-hash (1) expires after session**

This cookie is set by visiting shop.segger.com. It contains the region of the user and what kind of user is accessing our website which allows our website to show the correct currency and taxes.

**Cookies on casestudies.segger.com**

**gdpr[consent\_types] (type2) expires after 365 days**

Stores information about your individual privacy settings.

**gdpr[allowed\_cookies](type2) expires after 365 days**

Indicates that you agree with the usage of cookies on our webpage.

**gdpr[privacy\_bar] (type 2) expires after 365 days**

This website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer/device. This complies with recent

legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer/device.

#### **\_pk\_id (type 3) expires after 13 months**

This cookie is used to store details about the user such as the unique visitor ID for statistical purposes.

#### **\_pk\_ses (type 3) expires after 30 minutes**

This cookie is for the purpose of statistical analysis of visitor access.

#### **Legal basis**

The legal basis for the use of cookies in the case cookies are required for the operation of the website is Art. 6 para. 1 sentence 1 lit. f GDPR. We use cookies on our website that are necessary for the proper operation of the website and to provide basic functionalities. These purposes also constitute our legitimate interest in data processing within the meaning of Art. 6 para. 1 sentence 1 lit. f GDPR. In the case of cookies that are not required, the legal basis is your consent in accordance with Art. 6 para. 1 lit. a GDPR.

#### **Retention period**

Your Personal Data will be deleted as soon as they are no longer necessary for the purpose for which they are collected. The exact period for each cookie can be found above. We will delete the cookie earlier if we are obligated to by law.

### **Your rights**

The Data Subjects have the following rights with regard to the Personal Data:

- Right of access (Article 15 GDPR),
- Right to rectification (Article 16 GDPR),
- Right to erasure or right to be forgotten (Article 17 GDPR),
- Right to Restriction of Processing (Article 18 GDPR),
- Right to be informed (Articles 13 and 14 GDPR),
- Right to data portability (Article 20 GDPR),
- Right not to be subject to a decision based solely on automated Processing (Article 22 GDPR).

#### **Right to object (Article 21 GDPR)**

You have the right to object, on grounds relating to your particular situations, at any time to processing of personal data concerning you which is based on point (e) or (f) of Article 6 (1) GDPR, including profiling based on those provisions. In the event of such an objection, we will no longer process this data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defence of legal claims.

## **Right to lodge a complaint**

Should you feel that we are not acting in proper compliance with our data privacy duties, you may contact the data protection authorities at any time. The data protection commissioner responsible for us can be reached as follows:

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen  
Postfach 20 04 44  
40102 Düsseldorf  
Phone number: +49 (0)211 / 38424 – 0  
E-mail address: [poststelle@ldi.nrw.de](mailto:poststelle@ldi.nrw.de)

## **Obligation to provide data**

There is no legal or contractual obligation to provide Personal Data to us. However, with respect to such data which are absolutely necessary for the performance of the respective service (see above in each case), the provision is necessary if you want to make use of these services.

## **Updating this Privacy Policy**

From time to time, it may be necessary to update this Privacy Policy, for instance due to new statutory or official requirements or new offers of our website. We shall keep you informed about any developments on this page. We generally recommend reading this Privacy Policy regularly to check whether any changes were introduced. You will recognise if any changes have been made as the status at the bottom of this document indicates the last update.

## **Printing and saving this Privacy Policy**

You can print and save this Privacy Policy immediately, for example through the print and save function of your browser.

Last update: April 2025