

## **Privacy Policy**

Last Updated on August 07, 2014.

Welcome to novaliscircle.org. We treat your personal data with utmost care. This privacy policy statement applies for this website, but is not applicable for sites of other providers linked from this website.

### **Personal Data/Personally Identifiable Information/Collection/Consent/Limitation of Use**

“Personal Data” within the meaning of the EU Data Protection Directive 95/46/EG and the German Data Protection Act (BDSG) includes details related to personal or factual matters of a specified or specifiable natural person (the data subject), such as your name, your street address, your email address, your telephone number and your date of birth.

“Personally Identifiable Information” for United States residents includes Personal Data and other non-public information about you that helps Brainlab identify you.

We may collect Personal Data and other Personally Identifiable Information about you when you communicate with us through the website (e.g. by using the online registration form, supplier contact form) or via email or when your account is created on the customer portal. In addition to Personal Data and other Personally Identifiable Information that you choose to provide, we may ask you for and collect your username and password, and/or information regarding the name of your employer, and your work address, occupation, job title, job department, industry, and mobile telephone number. All information you submit in connection with such communications or account is given voluntarily and with your consent. For European Residents: Any Personal Data transmitted under the circumstances described in this paragraph that is maintained in its personally identifiable form, is used solely for the purpose intended when the information was transferred and will not be used for any other purpose without your express consent.

You can, of course, withdraw your consent at any time to prevent any future use of the data. For this purpose please contact us at [info@novaliscircle.org](mailto:info@novaliscircle.org).

For US Residents: You authorize Brainlab to communicate with you in response to your submissions on the website and any other communications.

### **(Anonymous) Data Collection/Consent/Limitation of Use (Non-Personally Identifiable Information)**

Once you visit our website or open a file, specific data will be stored anonymously in a protocol file. There will be an anonymous storage of e.g. the IP-address, operating system, browser type and browser settings, the date and time our website has been accessed and from where our website has been accessed. We use this anonymous information solely to monitor and analyse information regarding the browsing and viewing preferences of website users, and to improve the appearance, contents and functionality of the website.

### **Cookies and Other Collection Technology**

We also use cookies for statistical purposes. Cookies are files that are stored on the hard disk of your computer to assist navigation through our website. They avoid having to enter required data each time you visit the website. Cookies, among other things, help us tailor the website to meet your individual needs regarding language, preferred interests, etc. If you do not want cookies stored on your computer, simply disable the cookies function on your web browser. Most browsers automatically accept cookies

and provide options to reject cookies or to issue a warning before cookies are saved. Check your browser manual to see how this works in detail.

Please note that cookies are not necessary to use our web services. However, disabling the cookie function on your web browser may have objectionable impact on the functionality of our website.

We also may collect information by using pixels or tags. This information is solely used statistically and will not be combined with other personal information about you. If you do not wish to be tracked that way you may prevent our system from tracking by installing additional browser-Add-ons (e.g. Ghostery). For California, USA: Except as otherwise specified in this Privacy Policy, Brainlab does not alter the practices detailed herein based upon your selection of the “do not track” setting or other “opt out” setting or feature that may be offered by your browser; however, Brainlab reserves the right to do so in the future.

### **Google Adwords**

We may use Google Adwords to advertise our products via Google’s Search Engine. Our ads are integrated within the Google Search according to predefined search engine key words. Additionally Google uses cookies to record the number of users visiting our website by clicking on our ads and to create anonymous user statistics. The information we receive from Google is solely used to optimise our advertising campaigns. By clicking on an ad, Google stores the Adwords-cookies on your computer. You can prevent Google from storing the cookies on your computer by disabling the cookies-function in Your browser. If so, your visit remains unrecorded. For more information please see Google’s [website statistics](#).

### **Transfer of Personal Data**

Your Personal Data and other Personally Identifiable Information will be transferred to associated companies and service providers of Brainlab, e.g. IT providers, third parties to provide analytics for advertising purposes or to confirm or update information provided by you, and suppliers, vendors and others who help Brainlab provide services to you, such as outsourcing one or more of the functions described in this Privacy Policy. For European Residents: In case Personal Data is transferred to third parties domiciled outside the scope of the law of the European Union your consent can be withdrawn at any time to prevent any future use of the data. For US Residents: Your Personal Data and other Personally Identifiable Information may be stored outside the United States.

Should third parties come into contact with your Personal Data or Personally Identifiable Information, we shall make use of legal, technical and organizational measures and regular monitoring to ensure that such parties comply with the relevant data protection regulations.

We also may share Personal Data and other Personally Identifiable Information as required by law or to comply with law enforcement or other government agencies; to protect the rights, safety, or property of Brainlab or others; to enforce our other policies and terms of use; to establish or exercise our legal rights or defend against legal claims; to protect against threats, illegal activities or fraud and in the event of any reorganization, merger, sale, joint venture, assignment, or disposition of all or any portion of our business or operations.

### **Embedded Content**

From time to time, we may embed content we receive from third party’s websites, such as videos from YouTube, Google maps, RSS-feeds or third parties’ graphics. It may be necessary to submit your IP-

Address to these third parties when utilizing the embedded content to provide the applicable services. Without knowing your IP-Address, the third parties are not able to provide you with their services. Brainlab is not able to prevent third parties from saving your IP-Address. For European Residents: If we learn anything about such unauthorised saving and processing of data, we will promptly inform you of same.

### **Google Analytics**

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 analyse how users use the website. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States. In case IP-anonymization is activated on this website, your IP address will be truncated within the area of Member States of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases the whole IP address will be first transferred to a Google server in the USA and truncated there. The IP-anonymization is active on this website. Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing them other services relating to website activity and internet usage. The IP-address, that your Browser conveys within the scope of Google Analytics, will not be associated 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 can also opt-out from being tracked by Google Analytics with effect for the future by downloading and installing Google Analytics opt-out Browser Add-on for your current web browser: <http://tools.google.com/dlpage/gaoptout?hl=en>. Smartphone or tablet users may have the possibility to refuse the use of Google Analytics by clicking on the following link. An opt-out cookie will be set on the computer, which will prevent the future collection of your data when visiting our website: [Disable Google Analytics](#)

### **Google Analytics for Display Advertising**

The Google-Analytics tracking code implemented on this website is supplemented by functionalities to enable remarketing for Google Display Advertising. Google Display Advertising provides several services to analyse the usage of websites inside the Google display network. By means of several cookies (e.g.: Google AdWords-Cookie, DoubleClick-Cookie) your prior visits of our website and any website affiliated to the Display Network, are logged by Google. Based on a combination of first-party cookies (e.g.: Google-Analytics-Cookie) and Third-Party Cookies (e.g.: AdWords-Cookie, DoubleClick-Cookie) Google learns about users performance. The conclusions Google receives by analysing this information are gathered in reporting. Based on this reporting we run our advertising campaigns on predefined search engine requests within the Google Display Network. With Google Analytics for Display Advertising we obtain to better target our Google AdWords campaigns to our customer’s needs and interests. Google may use this information about you to provide special functionalities for Display Advertising, such as remarketing, reporting on impressions inside Google Display Network, integration of DoubleClick Campaign Manager or reporting based on demographic characteristics or customer’s interests. We have implemented the following Google Analytics features based on Display Advertising:

- “Remarketing” which places ads on other sites directed to people who have visited the website;
- “Demographics and Interest Reporting” which reports on information relating to a website user’s interests and demographic characteristics (e.g. age, gender);
- “Google Display Network Impression Reporting” which reports on how people’s interactions with Brainlab’s ads relate to their visits to the sites;
- “DoubleClick Campaign Manager” which manages the targeting, serving, and reporting of Brainlab’s advertisements across
  - Classification of similar audiences
  - Overview of traffic by demographic characteristics and customer’s affinities
  - Different ways of advertising

We may use this Google AdWords-functionality to target advertisements on third party websites to potential customers that meet our predefined profile. Please note, no Personal Data or Personally Identifiable Information is in or connected to the used cookies.

If you do not wish that Google collect any information about your web-performance on our website, you can enable Google Analytics for Display Advertising by using the [Google ads settings](#) or by using the browser plugin provided under <https://tools.google.com/dlpage/gaoptout?hl=en-GB>

Please find more information about the terms of use and the applicable privacy policy under: [https://support.google.com/analytics/answer/3450482?hl=en-GB&ref\\_topic=3413645&rd=1](https://support.google.com/analytics/answer/3450482?hl=en-GB&ref_topic=3413645&rd=1) and <http://www.google.co.uk/intl/en/policies/privacy/>

More information on the DoubleClick-Cookie is available at: <https://support.google.com/adsense/answer/2839090?hl=en>

### **Social Bookmarks**

This website contains social bookmarks (e.g. facebook, twitter, xing, linkedIn, youtube). Social bookmarks are links to websites of third parties that provide more information about our services or us. By clicking on the bookmark button you are forwarded to the third parties website. If you click on the provided bookmark, your user information such as your IP address and browser information are submitted to the third party. For more information about the processing of Personal Data or Personally Identifiable Data while using these websites, please see the respective company’s privacy policy.

### **Data Security**

We have taken extensive technical and operational precautions in order to protect Personal Data or Personally Identifiable Information stored with us from unauthorized access and misuse. Our security procedures are monitored regularly and updated in line with technological progress. Our staff is trained regularly and is committed to data secrecy.

For US Residents: No transmission of data over the internet is guaranteed to be completely secure. It may be possible for third parties not under the control of Brainlab to intercept or access transmissions or private communications unlawfully. While we strive to protect Personal Data and other Personally Identifiable Information, neither Brainlab nor our service providers can ensure or warrant the security of any information you transmit to us over the internet. Any such transmission is at your own risk.

### **Access to Personal Data**

Upon your request we will inform you in written form about the recorded data related to you, the source of the data that we process, the purpose of data processing and the recipients of your Personal Data in accordance to the applicable data protection directives. Furthermore, you are entitled to request correction, blocking or deletion of Personal Data where applicable. For more information please see also our processing index, which we will submit to you upon your explicit request.

Therefore please contact us at [info@novaliscircle.org](mailto:info@novaliscircle.org).

### **Changes to this Privacy Policy**

We reserve the right to change, amend and develop this Privacy Policy at any time without notice. The date of last revision will be available at the top of this page.

In the event of queries please address to [info@novaliscircle.org](mailto:info@novaliscircle.org).

### **Additional Policies for US Residents:**

#### **Governing Law**

If you are a resident of the United States, any dispute between you and Brainlab arising out of or relating to this Privacy Policy, the website or its content shall be governed by, and will be construed in accordance with, the laws of the United States of America, without regard to choice of law principles. You irrevocably agree that the courts located in or for the State of Illinois, Cook County, are the sole and exclusive forum and venue for any dispute, as the most convenient and appropriate to address any disputes, and you agree to submit to the jurisdiction and venue of such courts.

#### **Use and Transfer of Non-Personally Identifiable Information**

“Non-Personally Identifiable Information” refers to data stored anonymously in a protocol file, collected by cookies or similar technology, as well as information collected by Google Analytics, AdWords and Brainlab’s display networks, and any other information that does not personally identify the individual to whom the information relates, such as information that is aggregated by Brainlab or a third party, or information that is not linked to Personally Identifiable Information of an individual.

In addition to the uses discussed above, Brainlab may use and share non-Personally Identifiable Information in a variety of ways so long as Brainlab uses such information in its de-identified form. These uses may include, without limitation, uses for website administration; analysis of website trends and how the site is used; improving navigation of the site; analysis of the performance of the website and diagnosis of problems; improving the services we offer; analysis and developing advertisements and advertising campaigns; analysis of website user demographics, interests and preferences.

Brainlab also may use your non-Personally Identifiable Information to present you with targeted content and advertisements (including on third party websites and apps) based on your past visits to the website and your non-Personally Identifiable Information collected over time by us and third parties, optimize and determine the effectiveness of content and advertisements, analyse your interactions with content and advertisements, and how those interactions relate to your visits to the website. Some of our third party partners may participate in the Digital Advertising Alliance’s Self-Regulatory Program for Online Behavioural Advertising and allow consumers the ability to opt-out of targeted advertising based on web activity tracking. For more information regarding the foregoing, please Click [here](#) or visit

<http://www.aboutads.info/choices/>. Please note that even if our third party partners participate in this program and you opt-out of targeted advertising based on web activity tracking, you still may receive

standard advertisements from us and targeted advertisements from third parties. You may need to re-click the link and follow the instructions provided therein if you delete cookies or similar technology or use a different computer, device or browser.

We also may de-identify Personal Data and other Personally Identifiable Information (remove information that could be used to identify a person) and share it in aggregated form with third parties, advertisers and business partners to analyse usage, demographics or interests, improve our products or services, improve user experience, or for similar purposes. We will not re-identify such data and we will ask our contracting parties to agree to keep the data in its de-identified form.

### **Children**

Brainlab will not knowingly collect, use or disclose any information submitted by children under the age of majority in the jurisdiction where they reside. Parents are encouraged to educate their children about their use of the Internet, and particularly about security issues regarding the disclosure of Personally Identifiable Information to websites.

### **Links**

You may have the opportunity to follow links on the website to other sites that may be of interest to you. Neither Brainlab nor its affiliates are responsible for the privacy practices of any other sites or the content provided thereon. Therefore, the privacy policies with respect to other sites may differ from those applicable to the website. We encourage you to review the privacy policies of each other site.

### **No Medical Advice**

Brainlab is not a healthcare institution or medical facility and neither Brainlab nor the website provides any medical advice. You are solely responsible for all medical decisions, including any diagnosis, use of medical professionals, treatment or treatment plan, made by you as the result of the use of the website or any communications with Brainlab, regardless of any referral or suggestion made by Brainlab.

### **Changes to this Privacy Policy**

Any revisions to this Privacy Policy will be effective immediately upon posting. Any material changes in the manner that we use Personally Identifiable Information will apply only to information collected thereafter, unless we provide notice or have other communications with you. Each time you access, use, or browse the website, provide information to Brainlab online, or click on Brainlab's digital advertisements on third party websites or applications, you signify your acceptance of the then-current Privacy Policy. If you do not accept this Privacy Policy, you are not authorized to access, use or browse the website, to provide information to Brainlab, or to click on Brainlab's digital advertisements on third party websites or applications.