

Privacy Policy

This Privacy Policy explains how **FireIQ Technologies GmbH** processes personal data when you visit the website **fireiq.de** (the "Website"), including its English and German language versions, and when you contact us through the contact and inquiry form published there.

Version 1.0 · Effective date: 01.09.2026. Separate privacy notices apply to the FireIQ mobile app and to the FireIQ Cloud Hub web platform, which involve additional processing.

01 · CONTROLLER

Who is responsible for your data

The controller within the meaning of the EU General Data Protection Regulation (GDPR) is:

FireIQ Technologies GmbH

Gleisdreieck 11 · 42651 Solingen · Germany

E-mail: info@fireiq.de · Web: fireiq.de

02 · SCOPE

What this Policy covers

This Policy covers the processing of personal data in connection with your visit to the Website and your use of the contact and inquiry form. The Website is directed at a professional, business audience: operators, technicians, compliance officers, service partners and other organizations interested in connected fire-safety equipment.

The Website contains links to external websites over which we have no control. This Policy does not apply to those sites; please consult the privacy notices of the respective providers.

03 · SERVER LOG FILES

Data processed automatically when you visit

Each time the Website is accessed, our hosting provider automatically collects and stores technical information transmitted by your browser in so-called server log files:

- IP address of the requesting device (shortened or anonymized where technically possible);
- date and time of access;
- name and URL of the file retrieved, and volume of data transferred;
- browser type and version, operating system, language settings;

- referrer URL (the page from which you reached us);
- HTTP status code and access status.

This processing is necessary to deliver the Website, to guarantee the stability and security of our systems and to detect and investigate misuse. The legal basis is **Art. 6(1)(f) GDPR**, our legitimate interest in a functioning, secure website. Log data is not merged with other data sources and is not used to identify individual visitors. Log files are deleted after **30 days**, unless retention is required in an individual case to clarify a security incident.

04 · COOKIES

Cookies, consent and how to control them

The Website uses cookies and comparable technologies (e.g. local storage). Technically necessary cookies are required to make the Website available and to enable functions you request, such as the operation of the contact form, load balancing and the storage of your cookie preferences.

All non-essential cookies and technologies — in particular those used for reach measurement, analytics, marketing or the integration of third-party content — are only stored or read once you have given your consent through our consent banner. You can withdraw your consent at any time with effect for the future by reopening the cookie settings via the link in the Website footer, or by deleting cookies in your browser settings. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.

05 · CONTACT AND INQUIRY FORM

Data you submit through the form

You can contact us through the inquiry form on the Website. The following data is processed:

- **Mandatory fields** — full name; company; position / function; e-mail address; area of interest / message.
- **Optional field** — telephone number. Providing it is voluntary; it is used only to reach you about your inquiry where you have supplied it.
- **Consent data** — if you tick the consent checkbox, we store the fact of your consent together with the date and time of submission and the version of the consent text displayed to you, in order to demonstrate compliance with Art. 7(1) GDPR.
- **Technical data** — the data described under section 03 that is generated when the form is submitted.

Purposes and legal bases

- **Handling your inquiry.** We process the data you submit in order to process and respond to your request and to any follow-up questions. The legal basis is **Art. 6(1)(b) GDPR** where your inquiry is aimed at concluding or performing a contract, and otherwise **Art. 6(1)(f) GDPR** — our legitimate interest, and that of the organization you act for, in answering inquiries addressed to us.

- **Contacting you about FireIQ products and services.** Where you have actively ticked the consent checkbox, we also use your e-mail address to contact you about FireIQ products and services. The checkbox is unticked by default; submitting an inquiry is possible without ticking it.

Withdrawal, voluntary nature and retention

You can withdraw your consent at any time with effect for the future, without giving reasons and at no cost other than transmission costs at basic rates, by sending an informal message to info@fireiq.de or by using the unsubscribe link in any of our e-mails. The lawfulness of processing carried out before withdrawal remains unaffected. After withdrawal we retain a minimal record of the withdrawal itself in order to ensure that you are not contacted again.

You are under no statutory or contractual obligation to provide the data. Without the mandatory fields, however, we cannot process your inquiry. Please do not include special categories of personal data (Art. 9 GDPR) or confidential third-party information in the free-text field.

Data from inquiries is deleted once your request has been dealt with conclusively and no statutory retention duties apply. Where an inquiry leads to a business relationship, the data is retained under the applicable contractual and statutory retention rules (see section 10). Data processed on the basis of your consent is retained until you withdraw that consent, and is reviewed for continued relevance at intervals of two years.

06 · OTHER CONTACT CHANNELS

Inquiries by e-mail, telephone or post

If you contact us by e-mail, telephone or post, we process the contact details and the content of your message in order to deal with your request. The legal basis is Art. 6(1)(b) GDPR where the contact relates to a contract, and otherwise Art. 6(1)(f) GDPR. The data is deleted in accordance with section 10.

07 · PURPOSES AND LEGAL BASES

Overview

Purpose	Data categories	Legal basis
Provision and security of the Website	Server log files; technically necessary cookies	Art. 6(1)(f) GDPR;
Handling inquiries submitted through the form or by e-mail, telephone or post	Form data; contact and communication data	Art. 6(1)(b) GDPR, or Art. 6(1)(f) GDPR
Contacting you by e-mail about FireIQ products and services	E-mail address; name, company, area of interest	Art. 6(1)(a) GDPR
Demonstrating that consent was given	Consent flag; timestamp; consent text version	Art. 6(1)(c) in conj. with Art. 7(1) GDPR

Purpose	Data categories	Legal basis
Non-essential cookies and third-party content	Cookie and usage data	Art. 6(1)(a) GDPR;
Compliance with statutory obligations (e.g. commercial and tax retention duties)	Data required by the respective obligation	Art. 6(1)(c) GDPR

08 · RECIPIENTS

Who receives your data

We share personal data only to the extent necessary to operate the Website and to deal with your inquiry:

- **Hosting and website operation** — our hosting provider Hetzner Online GmbH, Nuremberg, Germany, operating servers located in the European Union.
- **E-mail and communication providers** — for the transmission and storage of our correspondence with you.
- **Group companies and authorized distribution partners** — where this is necessary to answer your inquiry, for example because it concerns a product or region handled by them.
- **Authorities and legal advisers** — where we are legally obliged to disclose data or where disclosure is necessary to establish, exercise or defend legal claims.

Service providers acting on our behalf are bound by data processing agreements pursuant to Art. 28 GDPR and process personal data only on our documented instructions.

09 · INTERNATIONAL TRANSFERS

Where your data is processed

Personal data collected through the Website is processed on servers located in the European Union. Should a transfer to a country outside the EU/EEA become necessary in an individual case, it takes place only where an adequacy decision of the European Commission applies or appropriate safeguards within the meaning of Art. 46 GDPR — in particular EU Standard Contractual Clauses together with supplementary measures — are in place. You may request a copy of the safeguards at info@fireiq.de.

10 · RETENTION

How long we keep your data

- **Server log files** — 30 days, unless required longer to clarify a security incident.
- **Inquiry data** — until your request has been dealt with conclusively, as a rule at the latest six months after the last exchange.
- **Consent records** — for the duration of the consent and the limitation period following its withdrawal, as evidence of lawful processing.

- **Cookies** — for the storage period stated in the cookie banner, or until you delete them.
- **Statutory retention** — where commercial or tax law requires longer storage, data is retained for the statutory period and blocked from other use.

11 · SECURITY

How we protect your data

The Website is delivered over an encrypted TLS, so that data you transmit through the form cannot be read by third parties. We apply technical and organizational measures appropriate to the risk, including access control, role-based permissions and EU-based hosting. Our measures are reviewed and updated on an ongoing basis. Please note that data transmission over the internet can never be guaranteed to be completely secure.

12 · AUTOMATED DECISIONS

No automated decision-making, no profiling

We do not use automated decision-making producing legal effects concerning you or similarly significantly affecting you within the meaning of Art. 22 GDPR, and we do not create visitor profiles for the purpose of evaluating personal aspects.

13 · YOUR RIGHTS

Your rights under the GDPR

You have the right to:

- **Access** (Art. 15 GDPR) — obtain information about the personal data we process about you;
- **Rectification** (Art. 16 GDPR) — have inaccurate data corrected;
- **Erasure** (Art. 17 GDPR) — have your data deleted where the legal conditions are met;
- **Restriction of processing** (Art. 18 GDPR);
- **Data portability** (Art. 20 GDPR);
- **Withdrawal of consent** (Art. 7(3) GDPR) — with effect for the future, at any time and without giving reasons;
- **Objection** (Art. 21 GDPR) — you may object at any time, on grounds relating to your particular situation, to processing based on Art. 6(1)(f) GDPR. Where data is processed for direct marketing purposes, you may object at any time without giving reasons; we will then no longer process the data for those purposes.

To exercise your rights, contact us at info@fireiq.de. You also have the right to lodge a complaint with a data protection supervisory authority (Art. 77 GDPR). The authority competent for FireIQ Technologies GmbH is the Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen (LDI NRW), Düsseldorf; you may also contact the authority of your habitual residence or place of work.

14 · MINORS

No use by minors

The Website is aimed at a professional audience and is not directed at children or minors. We do not knowingly collect personal data from persons under 16 years of age.

15 · CHANGES

Changes to this Policy

We may update this Policy when the Website, our services or the legal framework change. The current version is always available at fireiq.de. Material changes will be communicated appropriately.

16 · CONTACT

Questions about privacy

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FIRE SAFETY THAT NEVER SLEEPS.