

Privacy Policy

ZensTrack GmbH · Last updated: 16 August 2026

1 Controller

The controller responsible for the processing of personal data on this website within the meaning of the General Data Protection Regulation (GDPR) is:

ZensTrack GmbH
Heerstraße 67
72800 Eningen unter Achalm
Germany

Phone: +49 170 954 35 74
E-Mail: info@zenstrack.com

Represented by Managing Director: Sven Zeisberg

2 Data Protection Officer

We have not appointed a data protection officer. Under § 38 (1) BDSG (German Federal Data Protection Act) this is only mandatory where at least twenty persons are constantly engaged in the automated processing of personal data. We do not meet this threshold. For any question concerning data protection, please contact us at the address above.

3 Scope

Our offering is directed exclusively at businesses, research institutions and other professional customers. Even in a business context, however, the data of your employees and contact persons is personal data. This policy therefore applies to all personal data we process through this website.

4 Legal bases

Where we process personal data, we rely on the following legal bases:

- **Art. 6 (1) (a) GDPR** – your consent, in particular for analytics and advertising cookies
- **Art. 6 (1) (b) GDPR** – performance of a contract or pre-contractual measures
- **Art. 6 (1) (c) GDPR** – compliance with a legal obligation, in particular commercial and tax retention duties
- **Art. 6 (1) (f) GDPR** – our legitimate interests, in particular the secure and stable operation of this website

Where cookies or comparable technologies access information on your device, this is additionally based on **§ 25 TDDDG** (German Telecommunications Digital Services Data Protection Act).

5 Hosting and server log files

This website is operated on the Odoo platform. Our processor is Odoo S.A., Chaussée de Namur 40, 1367 Grand-Rosière, Belgium. We have concluded a data processing agreement with Odoo S.A. pursuant to Art. 28 GDPR.

Each time you access this website, the server automatically records the IP address of the requesting device, the date and time of the request, the page or file requested, the referrer URL, browser type and version, the operating system and the amount of data transferred.

This data is processed to deliver the website, ensure its stability and detect and investigate attacks. The legal basis is Art. 6 (1) (f) GDPR. Log data is deleted after **[retention period – typically 7 to 30 days]**.

6 Cookies and consent

We use cookies and comparable technologies. Cookies that are strictly necessary for the operation of this website are set on the basis of Art. 6 (1) (f) GDPR and § 25 (2) TDDDG and do not require your consent. All other cookies are set only after you have given your consent via our cookie banner.

Category	Purpose	Examples
Session & Security (essential)	Authenticating users, protecting user data, maintaining the shopping cart	session_id
Preferences (essential)	Remembering your preferred language, region and display settings	frontend_lang, color_scheme, tz
Interaction History (optional)	Recording interactions with the website and the campaign that led you here	utm_campaign, utm_source, utm_medium
Advertising & Marketing (optional)	Making advertising more relevant and measuring campaign performance	_gcl_au
Analytics (optional)	Understanding how visitors use the website	_ga, _ga_<ID>

Your consent decision is stored in the cookie `website_cookies_bar`.

You may withdraw your consent at any time with effect for the future via the „Cookie settings“ link in the footer of this website. Withdrawing consent does not affect the lawfulness of processing carried out before the withdrawal. Further details are set out in our Cookie Policy at zenstrack.com/cookie-policy.

7 Google Analytics

Subject to your consent, this website uses Google Analytics, a web analytics service operated by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Google Analytics uses cookies to help us analyse how visitors use our website. The information generated is generally transmitted to and stored by Google. We have activated IP anonymisation, so that your IP address is truncated by Google within the EU or the EEA before transmission. We use this data to understand which content is relevant to our visitors and to improve our website.

The legal basis is your consent pursuant to Art. 6 (1) (a) GDPR and § 25 (1) TDDDG. You may withdraw your consent at any time through the cookie settings.

8 Google Ads

Subject to your consent, we use Google Ads with conversion tracking, operated by Google Ireland Limited (address as above). When you reach our website via a Google advertisement, a cookie is placed on your device. This allows us to see how many users who clicked on one of our ads subsequently performed a defined action, such as submitting an enquiry or placing an order.

We do not receive any information that personally identifies individual users. The data is used solely to measure and improve the performance of our campaigns. The legal basis is your consent pursuant to Art. 6 (1) (a) GDPR and § 25 (1) TDDDG.

9 Transfers to third countries

Google Ireland Limited is our contractual partner within the EU. Data may nevertheless be transferred to Google LLC in the United States. Google LLC is certified under the **EU-U.S. Data Privacy Framework**, for which the European Commission has adopted an adequacy decision pursuant to Art. 45 GDPR. In addition, standard contractual clauses pursuant to Art. 46 (2) (c) GDPR have been concluded.

We would like to point out that, despite these safeguards, data transferred to the United States may in principle be subject to access by US authorities.

10 Contact form and e-mail

If you contact us via our contact form or by e-mail, we process the data you provide – typically your name, company, e-mail address, telephone number and the content of your message – in order to handle your enquiry.

The legal basis is Art. 6 (1) (b) GDPR where the enquiry relates to a contract or pre-contractual measures, and otherwise Art. 6 (1) (f) GDPR based on our legitimate interest in responding to enquiries addressed to us.

We delete this data once your enquiry has been dealt with in full and no statutory retention obligations apply. Commercial and business correspondence is retained for six years pursuant to § 257 HGB; documents relevant for tax purposes are retained for ten years pursuant to § 147 AO.

11 Customer account and orders

To place an order in our shop you may create a customer account. We process the data you enter – company name, contact person, billing and delivery address, e-mail address, telephone number and your order history.

The legal basis is Art. 6 (1) (b) GDPR for the performance of the contract and Art. 6 (1) (c) GDPR for the statutory retention obligations. Order and invoice data is retained for ten years pursuant to § 147 AO.

You may request the deletion of your customer account at any time. Data subject to statutory retention obligations will be restricted from further processing rather than deleted, until the retention period expires.

12 Payment processing

Payments in our shop are processed by Stripe Payments Europe, Limited, 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, D02 H210, Ireland.

When you pay by card, the payment data is transmitted directly to Stripe. We do not receive or store your full card details. Stripe processes this data as a controller in its own right for the purposes of payment processing and fraud prevention; please refer to Stripe's own privacy policy for details. The legal basis is Art. 6 (1) (b) GDPR.

13 Job applications

If you apply for a position with us, we process the data contained in your application – in particular your contact details, CV, certificates and any further information you provide. The legal basis is § 26 (1) BDSG in conjunction with Art. 6 (1) (b) GDPR for the purpose of deciding on the establishment of an employment relationship.

If we are unable to offer you a position, we delete your application data **six months** after completion of the procedure. This period allows us to respond to any claims under the German General Equal Treatment Act (AGG). If you consent to us keeping your application on file for future openings, we retain it for **[retention period]**; you may withdraw this consent at any time.

14 Social media links

Our website contains links to our profiles on LinkedIn and YouTube. These are simple hyperlinks. **No data is transmitted to these providers until you actively click the link.** Once you do, the privacy policy of the relevant provider applies.

15 Your rights

You have the following rights in respect of the personal data we hold about you:

- **Right of access** (Art. 15 GDPR) – to obtain confirmation as to whether we process your data and to receive a copy of it
- **Right to rectification** (Art. 16 GDPR) – to have inaccurate data corrected
- **Right to erasure** (Art. 17 GDPR) – to have your data deleted, unless we are required to retain it
- **Right to restriction of processing** (Art. 18 GDPR)
- **Right to data portability** (Art. 20 GDPR) – to receive data you provided in a structured, machine-readable format
- **Right to withdraw consent** (Art. 7 (3) GDPR) – at any time, with effect for the future

Right to object (Art. 21 GDPR). Where we process your data on the basis of Art. 6 (1) (f) GDPR, you have the right to object at any time, on grounds relating to your particular situation. We will then no longer process the data unless we can demonstrate compelling legitimate grounds which override your interests, rights and freedoms.

To exercise any of these rights, please contact us at info@zenstrack.com.

16 Right to lodge a complaint

Without prejudice to any other remedy, you have the right to lodge a complaint with a supervisory authority. The authority responsible for us is:

Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Baden-Württemberg
Lautenschlagerstraße 20
70173 Stuttgart
Germany

You may also lodge a complaint with the supervisory authority of your habitual residence or place of work.

17 Provision of data

The provision of personal data is neither required by law nor by contract. However, we need certain data in order to conclude a contract with you or to respond to your enquiry. Without this data we will not be able to provide the requested service.

18 Automated decision-making

We do not use automated decision-making, including profiling, within the meaning of Art. 22 GDPR.

19 Changes to this policy

We review this privacy policy regularly and update it where our processing activities change or where required by law. The version currently published on this page applies.