Data Privacy Statement

We understand it is important for you that we handle your personal data carefully, and SMA places the utmost importance on protecting it. Personal data is information that could be used to clearly identify or contact an individual. Examples of personal data include e-mail addresses, names and mailing addresses. We use and process your personal data in accordance with the German data protection and data security laws. Below you will find the type of information that is collected during your visit to our website and how it is used.

Any personal data collected by SMA shall be treated as strictly confidential and will not be passed on to third parties without your express permission. SMA may use personal data for internal purposes, such as data analysis, research and product improvements.

Person(s) responsible:

SMA Solar Technology AG
Data Protection Officer
Sonnenallee 1, 34266 Niestetal (Germany)

We collect, store, process and use your personal data so that we may correctly address and send SMA newsletters, send current information about SMA services and products that may be of interest to you and provide you with personal and individual support. SMA will never give your data to third parties for advertising purposes.

For us, it is a matter of course to safeguard your privacy under all circumstances, and we will only collect, store, process and use this information in accordance with the respective regulations regarding the protection of personal data.

In some cases, SMA works with external service providers, who exclusively store, process and use the data on our behalf for the purposes outlined above.

SMA also collects non-personal data (anonymous data) in such a way as to prevent direct identification of a specific person. SMA may collect, use, distribute and disclose non-personal data.

The website www.SMA.de uses Google Analytics, a web service analysis tool from Google Inc. ("Google"). Google Analytics uses so-called "session cookies," which are text files saved on your computer used to help the website analyze how users utilize the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and saved by Google on its servers.
in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and Internet usage. Google may also transfer this information to third parties, where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings in your browser. However, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of personal data by Google in the manner and for the purposes set out above. Consent to the collection and storage of data can be revoked at any time with future effect. In response to the debate on using analytical tools with complete IP addresses, we would like to point out that this website uses Google Analytics with the "_anonymizeIp()" extension, which means all IP addresses are processed in abbreviated form to ensure complete anonymity.

Upon request, we will be happy to share with you any of your personal data that we have stored on our system. You are legally entitled at all times to rescind your consent to the storage and use of your data. Please address questions relating to data protection at SMA or about the storing, processing and removal of your personal data to:

SMA Solar Technology AG
Data Protection Officer
Sonnenallee 1
34266 Niestetal (Germany)
Email: datenschutz@SMA.de
Niestetal, January 2013