Form-on.com Privacy Statement – Information requirements according to GDPR

Version: December 2025

I. Object of the statement

„Form-on“ (Form-on GmbH, Josef Umdasch Platz 1, 3300 Amstetten, Austria; responsible party pursuant to GDPR) takes the protection of personal data seriously. That is why Form-on processes personal data independently pursuant to the requirements of the applicable legislation, especially pursuant to the Regulation (EU) 2016/679 of the European Parliament and Council dated 27 April 2016 on the protection of natural persons when processing personal data in relation to the free movement of data (“GDPR”).

“Personal data” is all information that relates to an identified or identifiable natural person such as name, address, email address and IP address.

The aim of this statement is to inform the visitor (also referred to hereinafter as “you” or “your”) about the purpose and scope of processing personal data on the following “websites”, whereby the individual websites do not always use all the cookies or applications listed here:

- https://www.form-on.com
- https://marketplace.form-on.com

II. General processing

Form-on processes personal data on its websites based on your **consent** (use of cookies for analysis and promotional purposes; see below for opt-out; establishing contact via the form or by email, newsletter) and to meet its **contractual obligations**.

Your data is generally not sent to third parties (processors) unless we are legally obligated to do so, it is necessary to forward data to meet our contractual obligations or you have expressly consented to your data being forwarded in advance.

If you use our websites solely for information purposes, i.e. if you do not register or transmit information another way, we will only collect personal data that is sent from your browser. If you visit our websites, we will collect the data listed below that is required by us for technical reasons to display the websites and to ensure their stability and security: IP address and IP location, date and time of the query, time zone difference to Greenwich Mean Time (GMT), content of the request (certain page), access status/HTTP status code, transferred data volume, website which the request comes from, operating system and its interface, language and version of the browser software, number, duration and time of visits, search engines and keywords that were used, browser type, screen size and operating system.

Please refer to “Use of cookies” on how to use cookies.

We also add links on our websites to other websites; this is only done for information purposes. These websites are not under our control and therefore do not come under the provisions of this privacy statement. If you access a link, it is possible for the operator of these websites to collect data about you and to process this data pursuant to his privacy statement which may differ from our version.

III. Specific processing

Email Newsletter

With the newsletter Form-on informs about current topics, new developments and offers. A valid e-mail address is required to register for the newsletter. If a visitor wishes to receive the newsletter offered on the websites, the e-mail address, personal data as well as the IP address and the date of registration are stored. Personal data includes salutation, first name, surname, company, country and language as well as whether a visitor is interested in used formwork or formwork components.

As soon as a visitor submits the completed newsletter registration form, the email address, all personal data provided as well as the IP address and the date of registration are transmitted to the newsletter delivery company CleverReach GmbH & Ko.KG ("CleverReach", CRASH Building, Schafjueckenweg 2, 26180 Rastede, Germany; order processor as defined by DSGVO). Form-on uses CleverReach GmbH & Co KG for the dispatch of all newsletters. All user data collected by Form-on is stored by CleverReach.

Classification: Restricted

After registering for the newsletter, the visitor receives an email where the registration for the newsletter must be confirmed by clicking on the link ("double opt-in"). Only after this confirmation the visitor will receive future newsletters from Form-on. This procedure serves as a precaution in the event that a third party misuses the e-mail address and registers for the newsletter without the knowledge of the authorised user. Double opt-in ensures that a visitor is also the owner of the e-mail address provided and that the owner of the e-mail address also agrees to receive the newsletter.

CleverReach offers analysis options on whether newsletters are opened and how they are used. By ordering the newsletter, you consent to the processing of all data provided. The consent to the storage of the data, the email address and their use for the newsletter can be revoked at any time. The newsletter can be cancelled at any time via a link in the newsletter or by sending a message to Form-on. The deletion of all data stored by CleverReach can be requested by notifying Form-on.

WhatsApp Newsletter

By subscribing to the WhatsApp newsletter, we process your phone number exclusively for sending information and offers. Delivery is carried out via our service provider Lime Technologies using the WhatsApp Business API (Meta/WhatsApp Ireland). You may withdraw your consent at any time by sending a message with “STOP.” In this case, your number will be immediately removed from our distribution list.

Contact form

The data entered in the form is stored by Form-on for processing queries and in case there are any follow-up questions. By sending the form, you are giving your consent for your data to be recorded and processed electronically.

Form-on collects the following data when using the contact form: Salutation, first name, surname, company, e-mail, address, country, telephone number, time of availability, comments as well as information on which product the visitor is interested in, the IP address and the date.

Use of cookies

Cookies are also stored on the visitor’s access device when using the websites. Cookies are small files that enable specific information relating to the access device (PC, smartphone, etc.) to be stored on said device. On the one hand, they make websites more user-friendly and help the user (e.g. storage of login details) and, on the other hand, they are used to record statistical data on website usage and to analse this data with the aim of improving the range of services. Users can have an influence over the use of cookies. Most browsers have an option that enables the storage of cookies to be limited or prevented completely. However, it is important to note that the use and especially the ease of use will be restricted without cookies.

Our websites uses the following types of cookies, the scope and function of which are explained below:

Transient cookies:
Transient cookies are deleted automatically when you close your browser. These mainly include session cookies. They store what is referred to as a session ID, which can allocate different requests from your browser to the joint session. This allows your computer to be recognised when you return to our websites. These session cookies will be deleted when you log out or close the browser. Session-related cookies must also be approved to be able to use the shopping basket and checkout in the online shop. If a customer generally does not want to or cannot accept any cookies, it is also possible to place an order via email, telephone or fax.

Persistent cookies:
Persistent cookies are automatically deleted after a specified period which may differ depending on the cookie. However, you can delete the cookies yourself at all times in your browser settings.

- User settings for language and country are deleted after 3 months
- Products in the Form-on marketplace enquiry basket are deleted after 12 months.
- Functional cookies and consent to cookies in the areas of marketing, statistics and media are deleted after 12 months.

They help to improve user-friendliness, especially for displaying regionally relevant content. Language- and country settings of the user are stored on our website, so that these settings are automatically reinstated.

Cookie settings:
The user can specify how the web browser handles cookies and which cookies are tolerated or rejected in the web browser settings. If the use of cookies is restricted, it may not be possible to use all functions of this website to their full extent. The exact location of these settings is dependent on the respective browser. Detailed information about this can be accessed via the help feature of the respective web browser.

Applications of third-party providers:

Application:	Google Analytics
Provider:	Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043 USA („Google“)
Description:	These websites use Google Analytics, a web analysis service of Google Inc. (“Google”). Google Analytics uses cookies, text files, that are stored on a computer and which enable an analysis to be carried out on the use of the websites. The information generated by the cookie on the use of these websites is usually transferred to a Google server in the USA and stored there.

Classification: Restricted

	Through IP anonymisation on our websites, the Google IP address will be truncated in advance within the EU Member States or in other states party to the Agreement on the European Economic Area. The full IP address will only be transferred to a Google server in the USA and truncated there in exceptional circumstances. Google will use this information on behalf of the operator of these websites to assess website use, to compile reports on website activities and to provide services to the website operator associated with website and Internet use. The IP address sent by the browser as part of Google Analytics is not merged with other Google data. We use Google cookies to distinguish between website visitors and to track site visits and the duration of the site visits (expiry 2 years), to monitor the requirement rate of the servers and to restrict it (expiry 10 minutes) and to distinguish between users (expiry 24 hours). By visiting our websites, Google receives information that you have accessed the corresponding subsite of our websites and the personal data listed under 2. This occurs regardless of whether you are logged into a Google account or not. If you are logged into Google, your data will be allocated directly to your account. If you do not want this to happen, you must log out of Google before using this service. Google uses your data for the purposes of advertising, market research and tailored website design. You have a right to object to this use of your data and must contact Google directly about it. We would also like to point out that Google also processes your data in the USA and is subject to the EU-US Privacy Shield. You can find this at http://www.google.de/intl/de/policies/privacy.
Revoking consent:	Google offers a deactivation add-on for the most popular browsers, which offers more control over which data from Google is entered onto the websites that are accessed. The add-on informs the JavaScript (ga.js) of Google Analytics that no information will be sent to Google Analytics on the website visit. However, the deactivation add-on for the Google Analytics browser does not prevent information being sent to Form-on or other web analysis services that may be employed. https://tools.google.com/dlpage/gaoptout?hl=en. The storage of cookies can be prevented by setting the browser software accordingly; but we would like to point out that it may not be possible to use all functions of these websites in their entirety in this case. Find out more under “Cookie settings”. You can find information on the purpose and scope of data collection in the Google privacy statement at: https://policies.google.com/privacy?hl=en&gl=en.

Application:	Google AdWords
Provider:	Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043 USA („Google“)
Description:	As part of Google AdWords, we use so-called conversion tracking. When you click on an ad served by Google, a conversion tracking cookie is set. Cookies are small text files that your internet browser stores on your computer. These cookies expire after 30 days and are not used for personal identification of the user. Should the user visit certain pages of the website and the cookie has not yet expired, Google and the website can tell that the user clicked on the ad and proceeded to that page. Each Google AdWords advertiser has a different cookie. Thus, cookies cannot be tracked using the website of an AdWords advertiser. The information obtained using the conversion cookie is used to create conversion statistics for the AdWords advertisers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, advertisers do not obtain any information that can be used to personally identify users.
Revoking consent:	If you do not want to participate in tracking, you can opt-out of this by easily disabling the Google Conversion Tracking cookie by changing your browser settings. In doing so, you will not be included in the conversion tracking statistics. Find out more under “Cookie settings”.

Application:	Google Maps
Provider:	Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA (“Google”)
Description:	This website uses content from Google Maps of the company Google LLC (“Google”). If the user visits a subpage on which Google Maps is embedded, data about your behavior when using Google Maps will be transmitted to and processed by Google. Google will process this data as a usage profile to be used for market research or to design Google Maps based on user needs. If you are a Google customer and logged into a Google service, this data will be directly connected to your Google account.
Revoking consent:	If you wish to prevent this from happening, you must log out of Google before visiting our website. You will find more information about Google’s data privacy policy at: www.google.com/intl/en/policies/privacy

Application:	Google TagManager
Provider:	Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google")
Description:	Form-on uses the Google Tag Manager tool, which is operated by Google Ireland Limited, Google Building Gordon House, Barrow St, Dublin 4, Ireland, and enables the management of website tags via a central user interface. Tags are small pieces of code, such as HTML or JavaScript, that are used on websites for analytics or marketing purposes. This can be a social media plugin, a tracking pixel or something similar. The Google Tag Manager, which only implements tags, does not set cookies, so no personal data is collected and stored. The tool merely triggers other tags, which in turn may collect data under certain circumstances. The Google Tag Manager does not have access to this data. For more information about the privacy policy, please visit https://www.google.com/intl/de/tagmanager/use-policy.html.

Classification: Restricted

Revoking consent:	If collection has been deactivated at domain or cookie level, this deactivation remains in place for all tracking tags implemented via the Google Tag Manager. The setting of cookies can be restricted or completely prevented by settings in the browser. You can use the "Cookie settings" item in our cookie settings to agree to the use of this service on our website or also to reject it.

Application:	Google Remarketing
Provider:	Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043 USA („Google“)
Description:	This website uses Google Remarketing from Google Inc. („Google“) to advertise online using text or image ads on the Google Display Network. Remarketing is a feature that lets us reach people who have previously visited our site, and show them relevant ads when they visit other sites on the Google Display Network. When someone visits our website, a browser cookie is set. The cookie will store the site visit, but does not store any sensitive information, such as visitor name, address or any other piece of information that might personally identify the visitor.
Revoking consent:	Visitors can change their preferences according the ad settings or may opt out of Google’s use of cookies by visiting the following site: https://adssettings.google.com/authenticated?hl=en Or you can use the browser add-on to deactivate Google Analytics: https://tools.google.com/dlpage/gaoptout/?hl=en

Application:	Google reCAPTCHA
Provider:	Google Ireland Limited, Google Building Gordon House, Barrow St, Dublin 4, Ireland
Description:	Form-on uses the reCAPTCHA service of the provider Google Ireland Limited, Google Building Gordon House, Barrow St, Dublin 4, Ireland on this website to protect against abusive attacks (e.g. DDoS attacks) by non-human visitors (bots) and to prevent spam. This is used to check whether a certain action on the Form-on website, such as entering data in a form, is performed by a natural person or by automated computer programs (e.g. spam software). When using reCAPTCHA, the browser establishes a connection to Google's servers. Form-on would like to point out that within the scope of this service, personal data is transmitted to Google LLC in the USA or such a transmission cannot be ruled out. reCAPTCHA is integrated into the website using JavaScript and evaluates user behaviour by forwarding data such as IP address, information about the operating system, referrer URL, cookies (marketing) such as IDE, 1P_JAR, ANID, CONSENT, NID and DV, date and language settings, all JavaScript objects, screen resolution as well as mouse movements, keystrokes and the duration of the user's visit to the website to Google servers. If the user is logged in with an existing Google user account at the same time as visiting the Form-on website, Google may be able to associate the visit to the Form-on website with the user's user behaviour. In addition, further cookies may be sent to the user's browser by Google. This list of browser and user data does not claim to be complete. The Google reCAPTCHA analyses and the entire recognition process run entirely in the background. Form-on does not obtain precise knowledge of the content of the transmitted data and its use by Google and also has no possibility to further restrict the transmission of data to Google and its partners. Google may store data as usage profiles and use them for the purpose of advertising, market research and/or tailoring its website to users' needs. Such an evaluation is carried out in particular (even for users who are not logged in) for the provision of needs-based advertising.
Revoking consent:	By using the Form-on website, you consent to the automatic collection, processing and use of data by Google LLC. If you do not want Form-on to use this service, we recommend contacting Form-on using the contact details provided on the respective websites. You have the right to object to the creation of user profiles, which can be created if the user is logged in with a Google account. To exercise this right, you must contact Google. Form-on points out that the use of reCAPTCHA is subject to Google's privacy policy (https://policies.google.com/privacy). You can find more information about reCAPTCHA at https://www.google.com/recaptcha.

Application:	Bing Universal Event Tracking (UET)
Provider:	Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA ("Microsoft").
Description:	Form-on uses the Bing Universal Event Tracking (UET) service from Microsoft Corporation. The integration of the Bing tag makes it possible to collect and store user interactions on the pages and thus to play out targeted advertising to specific user groups. Microsoft creates pseudonymised user profiles from the collected and stored data. The data is transferred to servers in the USA and stored for 180 days. UET also stores the IP address and the Microsoft cookie (with an expiry date of 13 months). The Microsoft cookie contains a GUID (globally unique identifier), i.e. an ID that can be assigned to the user's browser or to the user himself (if he is logged into the Microsoft account). Information on the purpose and scope of data collection can be found in Microsoft's data protection declaration, which can be found at: https://privacy.microsoft.com/de-de/privacystatement.
Revoking consent:	Microsoft cookie setting can be managed and prevented by disabling cookies through the browser or general cookie settings. Microsoft can track user behaviour across multiple electronic devices through cross-device tracking. This allows Microsoft to serve personalised advertising. This behaviour can be disabled at https://choice.microsoft.com/de-de/opt-out. You can use the "Cookie settings" item in our cookie settings to agree to the use of this service on our website or to reject it.

Application:	LinkedIn Insight Tag

Classification: Restricted

Provider:	LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ("LinkedIn")
Description:	Form-on uses the "LinkedIn Insight Tag" from LinkedIn on these websites. The data collected is anonymous for Form-on and does not allow any conclusions to be drawn about the identity of the user. By using the data from the LinkedIn Insight Tag, Form-on can place personalised ads anonymously. In addition, Form-on receives reports from LinkedIn about the website target group and ad performance. The LinkedIn Insight Tag allows LinkedIn to collect data about members' visits to the Form-on website, including URL, referrer, IP address, device and browser properties (user agent) and timestamp. LinkedIn uses anonymous data to improve the relevance of ads and reach members across devices (https://www.linkedin.com/help/lms/answer/111735?lang=de). IP addresses are truncated or hashed (if used to reach members across devices), and members' direct identifiers are removed within seven days to make the data pseudonymous. This remaining pseudonymised data is then deleted within 180 days.
Revoking consent:	LinkedIn members can control the use of their personal data for advertising purposes via their account settings on LinkedIn. You can use the "Cookie settings" item in our cookie settings to agree to the use of this service on our website or to reject it.

Application:	YouTube
Provider:	YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA (“YouTube”)
Description:	This website uses a plug-in from the YouTube website operated by Google to integrate videos. If the user visits a website equipped with a YouTube plug-in by Form-on, a connection will be established with the YouTube servers. The YouTube server will be informed of which subpages have been visited. If the user is also logged into his/her YouTube account, YouTube will be able to allocate the surfing behaviour directly to the personal user profile.
Revoking consent:	This allocation can be prevented by signing out of the YouTube account and other YouTube LLC and Google Inc user accounts and by deleting the relevant cookies: www.youtube.com

IV. Rights of the persons affected and contact

Form-on points out that the user has rights pursuant to GDPR in relation to the processing of his/her personal data, for example a right to information, data porting, to object and to erasure. In order to assert these rights and address other issues relating to the processing of personal data with Form-on, please contact them at: Form-on GmbH, Subject matter: Data protection query, Josef Umdasch Platz 1, 3300 Amstetten, Austria.

Please alternatively forward your queries on the subject of ‘Data protection’ to: office@form-on.com.

Users also have a right of appeal to the data protection authority of the Republic of Austria on matters relating to data protection: https://www.dsb.gv.at/

V. Adaption of privacy policy

Form-on regularly maintains its websites. This may include the statement being adapted. This adaptation is not referred to separately. It is therefore recommended to access this statement on a regular basis.

Classification: Restricted