Data Privacy Policy

This Privacy Policy describes the type, scope, purpose, duration, and legal basis for processing personal data, according to Art. 13 General Data Protection Regulation (GDPR), by Novum or with third parties.

Our website may be used without entering personal information. However, different rules may apply to certain services on our site where we collect personal information from you (e.g., name, address, email address, telephone number, etc.). Information is considered "personal" if it can be associated exclusively to a specific person. Personal data, in accordance with Art. 4 No. 1 GDPR means all information that refers to an individual who can be identified either directly or indirectly. This includes a person's name, contact information, IP address, and the data provided when registering a customer account for processing an order or when filling out a job application.

Our services do not apply to people under the age of 18.

We may change this policy from time to time, so please check this page occasionally to ensure that you are aware of any updates.

If you have any questions regarding this policy email info@novumstructures.com or write to Novum Structures LLC, W126 8585 Westbrook Crossing, Menomonee Falls, WI 53051.

Order Processing

The data you submit when ordering goods and/or services from us or selling materials to us will have to be processed in order to fulfill your order. Please note that orders cannot be processed without providing this data.

The legal basis for this processing is Art. 6 Para. 1 lit. b) GDPR.

After your order has been completed, your personal data will be deleted only after the retention periods required by tax and commercial law.

In order to process your order, we will share your data with the shipping company responsible for delivery to the extent required to deliver your order and/or with the payment service provider to the extent required to process your payment.

The legal basis for the transfer of this data is Art. 6 Para. 1 lit. b) GDPR.

Transmission of Data

Personal data is transmitted to a third party only if:

- The data subject has given their express consent for this in accordance with Art. 6 Para 1 lit a) GDPR;
- Transmission in accordance with Art. 6 Para 1 lit f) GDPR is necessary for the assertion, exercising or defence of legal claims and there are no reasons to assume that the data subject has an overwhelming interest worthy of protection in the non-transmission of your data;

- There is a statutory obligation to transmit the data in accordance with Art. 6 Para 1 lit c) GDPR; and/or
- Doing so is necessary in accordance with Art. 6 Para 1 lit b) GDPR to satisfy a contractual relationship with the data subject.

Your personal data may be transferred / disclosed to other companies within the Novum group within the scope of a group-internal, collaborative process. Legal basis: Art. 6 Para 1 lit f) GDPR.
External service providers who process data on our behalf are carefully selected by us and are strictly contractually bound. The service providers work according to our instructions, which is ensured by strict contractual regulations, technical and organizational measures, and additional controls.

A transfer to third countries outside the EU/EEA or to an international organization does not take place unless there are appropriate guarantees. These include the EU Standard Contractual Clauses (https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en) or EU-U.S. Data Privacy Framework.

Please be aware that data transfer via the internet is subject to security risks and, therefore, complete protection against third-party access to transferred data cannot be ensured.

Server Data

For technical reasons, your internet browser transmits to us or to our web provider (server log files) the following data: type and version of the browser you use; operating system; websites that linked you to our site (referrer URL); pages that you visit; date and time of your visit; and your Internet Protocol (IP) address. This data is collected and stored separately from any personal information you may have provided, making it impossible to connect it to any particular person. The data is used for statistical purposes to improve our website and services.

We reserve the right to save the IP addresses of visitors to our websites for a period of 30 days. This recording of data is for the purpose of identifying long-term attacks, limiting and overcoming disruptions, and improving system and data security. If continued storage is required for evidentiary purposes, all or part of the data will be excluded from deletion until the investigation of the relevant incident is resolved. Otherwise, the data will be made anonymous after this period, where it will then be saved and processed for a further 900 days to compile statistics.

The basis for this storage is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the improvement, stability, functionality, and security of our website.

Cookies

Our website makes use of cookies to recognize repeat use of our website by the same user/internet connection subscriber. Cookies are small text files that your internet browser downloads and stores on your computer. These cookies process certain specific information about you, such as your browser, location data, or IP address. They are used to improve our website services and to expedite your access. In most cases these “session cookies” are deleted once you leave our website. You can prevent cookies from being installed by adjusting the settings on your browser software accordingly. You should be aware, however, that by doing so you may not be able to use all the functions of our website. The legal basis for such processing is Art. 6 Para. 1 lit. b) GDPR, insofar as these cookies are used to collect data to initiate or process contractual relationships.

If the processing does not serve to initiate or process a contract, our legitimate interest lies in improving the functionality of our website. The legal basis is then Art. 6 Para. 1 lit. f) GDPR.

Contacting Us

By E-Mail or Contact Form

On our website we offer you the opportunity to contact us, either by email and/or by using a contact form. In such event, information provided by the user is stored for the purpose of facilitating communications with the user. Data is neither transferred or sold to third parties, nor matched to any information that may be collected by other components of our website.

The following information has to be given in the contact form: full name, email address, phone number, subject and project description.

The legal basis for this data processing is consent which has been granted voluntarily in accordance with Art. 6 Para. 1 lit. a) GDPR.

The legal basis for this data processing is Art. 6 Para. 1 lit. b) GDPR, if the contact seeks to conclude a contract.

The form entries are retained on our server. After that your data will be deleted once we have fully answered your inquiry and there is no further legal obligation to store your data, such as if an order or contract resulted therefrom.

There is an unsubscribe option on all emails we send so you can revoke your prior consent for future emails, according to Art. 7 Para. 3 GDPR.

By Phone – Call Recording

Your call may be recorded for training and monitoring purposes. Personal data may be collected in order to resolve your enquiry.

The legal basis for this data processing is consent which has been granted voluntarily in accordance with Art. 6 Para. 1 lit. a) GDPR.

If the contact seeks to conclude a contract, the legal basis for this data processing is Art. 6 Para. 1 lit. b) GDPR.

Newsletter

Our website offers you the opportunity to subscribe to a newsletter. To receive the newsletter, we require a valid email address. We may review the email address you provide for the purpose of determining whether you are in fact the owner of the email address provided. The data collected is used solely for the purpose of receiving a newsletter. This information is not matched with any other components that our website may collect.

The legal basis for this is Art. 6 Para. 1 lit. a) GDPR.

You may revoke your prior consent to receive this newsletter under Art. 7 Para. 3 GDPR with future effect. In order to do this, please notify us by email that you are revoking your consent to receive newsletters. Alternatively, please click on the unsubscribe link contained within each newsletter correspondence.

Social Networks

Logos of social networks are displayed on our websites in the form of push buttons with the corresponding logos of the operators.

These are:

- LinkedIn, operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.
- Twitter, operated by Twitter, Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA.
- Facebook, operated by Facebook Inc., 1601 S California Ave, Palo Alto, CA 94304 USA.
- YouTube operated by YouTube LLC, 901 Cherry Ave., San Bruno, CA94066 USA.
- Instagram operated by Instagram, 181 South Part Street, Suite 2, San Francisco, CA 94107, USA.

The push buttons are set up as hyperlinks to the relevant sites. There will be no transmission of data via pure linking. Transmission of data to the above-mentioned offices will take place only after the express activation of the corresponding push button.

Our legitimate interest lies in improving the functionality of our website. The legal basis is Art. 6 Para. 1 lit. f) GDPR.

Any personal information that you provide on any Novum Structures social media network will typically be shared with other users of that social media network (unless otherwise stated at the point of collection), over whom we often have limited or no control. Such interactions are governed by the privacy policies of the companies that provide the application.

Processing takes place on the basis of consent which has been granted voluntarily in accordance with Art. 6 Para. 1 lit. a) GDPR.

External Links

The website contains so-called “external links” to other websites, over whose content the website provider has no influence. For this reason, the provider cannot assume any warranty for their content.

The relevant provider of the linked website is responsible for the content and accuracy of the information provided. No legal breaches were identifiable at the time the link was created. The link will be removed immediately if such a breach of law becomes known.

Our legitimate interest lies in improving the functionality of our website. The legal basis is Art. 6 Para. 1 lit. f) GDPR.

Processing takes place on the basis of consent which has been granted voluntarily in accordance with Art. 6 Para. 1 lit. a) GDPR.

Google Analytics

We use Google Analytics on our website, a web analysis service of Google Inc. (“Google”). Google Analytics uses cookies that allow an analysis to be made on the usage of our websites. The information generated by the cookie on the use of our websites is, as a rule, transferred to a server of Google in the USA, where it is stored. However, as we use Google Analytics with the extension “anonymizeIP()”, Google will reduce the IP address of the website visitor within Member States of the European Union or in other states party to the Agreement on the European Economic Area before-hand, which excludes any direct association to you. Only in exceptional cases, is the full IP address transferred to a server of Google in the USA and shortened there. On behalf of Novum, Google will use this information in order to evaluate the use of the website, to prepare reports on website activities and analyse marketing tools. The IP address transferred from the user’s browser with regard to Google Analytics is not merged with other data by Google.

Further information on terms of use and data protection can be found under:

- https://policies.google.com/terms
- https://policies.google.com/privacy

This data processing is necessary for carrying out analyses needed to improve our website and our products (Legal basis: Art. 6 Para. 1 lit. f) GDPR).

Google Analytics Opt-out:

You can prevent the processing of your usage data (including your IP address) by Google Analytics by downloading and installing the browser add-on available at the following link: https://tools.google.com/dlpage/gaoptout.

In this case a persistent opt-out cookie (name: "ga-disable-UA-[…]") is set in your current used browser, that prevents your data from being recorded in the future when you visit our websites with this specific browser. If you use another browser, Google Analytics will be in principle enabled, unless the opt-out cookie is also set in this browser. Please note, that Google Analytics will be enabled again, if you delete the abovementioned opt-out cookie in your browser.

Microsoft Clarity

We partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our website through behavioural metrics, heatmaps, and session replay to improve and market our products/services. Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the Microsoft Privacy Statement (https://www.microsoft.com/en-us/privacy/privacystatement).

Our legitimate interest lies in improving the functionality of our website. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Clarity retains data differently. Recordings data is retained for 30 days. Any labelled or favourited sessions are retained for 13 months. Heatmaps data is retained for 13 months.

Location-Based Tools

Novum Structures will collect and use the geographical location of your computer or mobile device using a third-party plugin, GeotargetingWP (https://geotargetingwp.com/).

This location data is collected for the purpose of providing you with information regarding services being of interest to you based on your geographic location and redirect you to the Novum website of your location.

Our legitimate interest lies in improving the functionality of our website. The legal basis is Art. 6 Para. 1 lit. f) GDPR.

Artificial Intelligence (AI) Tools

Novum has informed its employees through a company policy on the use of artificial intelligence in the workplace in accordance with Article 4 of the European AI Regulation and obligated them to ensure the responsible use of AI, minimize risks, and ensure compliance with legal and ethical standards.

When using AI systems, it must be ensured that the company's applicable confidentiality requirements for personal data and trade secrets are fully observed. Confidential or proprietary information may not be entered into AI applications.

Personal data may only be processed if there is a legally compliant data protection basis. The general data protection regulations in the employment context and the requirements of the GDPR must also be fully observed when processing data using AI.

The use of input information for dissemination, training, or other purposes not directly related to the generated content is prevented by setting the appropriate settings, provided the the AI system used provides this option.

If an AI application is trained using input information and generated results, personal data is generally only used after prior anonymization. It is ensured that a valid legal basis for anonymization exists.

Copilot (Microsoft)

Microsoft Copilot is part of Office 365 which is used at Novum. We use this AI tool to improve texts and descriptions, as a translation tool, and to create automated emails. Our legitimate interest lies in increasing the attractiveness and improving the quality of our website.

The legal basis is Art. 6 Para. 1 lit. f) GDPR.

Microsoft states that it will not use the entered data for training purposes. The data is encrypted during storage.

ChatGPT (OpenAI)

Novum uses ChatGPT to improve texts and descriptions, as a translation tool, and to create automated emails. Our legitimate interest lies in increasing the attractiveness and improving the quality of our website.

The legal basis is Art. 6 Para. 1 lit. f) GDPR.

Novum takes advantage of ChatGPT's ability to configure settings to disable its use for training purposes. In the Data Controls setting, "Improve the model for everyone" is deselected.

Deepl (Deepl SE) / Google Translator (Google LLC)

These tools are used for translations and text improvements. Our legitimate interest lies in increasing the attractiveness and improving the quality of our website.

The legal basis is Art. 6 Para. 1 lit. f) GDPR.

Translation tools process the entered content, uploaded texts and documents, as well as their translations or improvements, for a limited period of time for training purposes. Therefore, these systems will be used with caution and without transmitting personal data.

Perplexity (Perplexity AI, Inc.)

Novum uses Perplexity to improve texts and descriptions, as a translation tool, and to create automated emails. Our legitimate interest lies in increasing the attractiveness and improving the quality of our website.

The legal basis is Art. 6 Para. 1 lit. f) GDPR.

Novum takes advantage of Perplexity's ability to configure settings to disable its use for training purposes. In the Account Preferences setting, "AI data retention" is deselected.

Zapier (Zapier, Inc.)

Zapier is an integration platform for automating business processes. Novum uses the cloud-based business process automation software to streamline processes, save time, reduce costs, and increase transparency, particularly with our contact form.

Our legitimate interest lies in increasing the attractiveness and improving the quality of our website.

The legal basis is Art. 6 Para. 1 lit. f) GDPR.

Data are stored 7 days in logs, up to 69 days in the Zapier account and upt to 4 months in the back-up before they are deleted.

Publication of Vacancy Announcements / Job Applications

We electronically collect and process your application data for the purpose of completing the application process.

The legal basis for this processing is Art. 6 Para. 1 lit. b) GDPR and §26 Para. 1 No. 1 BDSG in conjunction with Art. 88 Para. 1 GDPR.

If your application results in the conclusion of an employment contract, the data collected from you may be stored in your personnel file for purposes of normal organizational and administrative processes in compliance with appropriate legal requirements.

The legal basis for this processing is Art. 6 Para. 1 lit. b) GDPR §26 Para. 1 No. 1 BDSG in conjunction with Art. 88 Para. 1 GDPR.

Upon rejection of your application, data you have provided is deleted. This does not apply in such instances where, due to legal requirements (such as any burden of proof obligations stipulated by law) a longer storage period is necessary.

In this case, the legal basis is Art. 6 Para. 1 lit. f) GDPR and §24 Para. 1 No. 2 BDSG. Our legitimate interest lies in any legal defense we may have.

If you expressly consent to a longer storage of your data, e.g., for your inclusion in a database of applicants or interested parties, the data will be processed further on the basis of your consent. The legal basis is then Art. 6 Para. 1 lit. a) GDPR. You may withdraw your consent by emailing us at any time as per Art. 7 Para. 3 GDPR with future effect.

The Rights of Users and Data Subjects

With regard to the data processing, users and data subjects have the right:

- To receive confirmation of whether data concerning them is being processed, information about the data being processed, further information about the nature of the data processing, and copies of the data (Art. 15 GDPR);
- To correct or complete data (Art. 16 GDPR);
- To the immediate deletion of data concerning them (Art. 17 GDPR), or, alternatively, if further processing is necessary as stipulated in Art. 17 Para. 3 GDPR, to restrict said processing per Art. 18 GDPR;
- To receive copies of the data concerning them and/or provided by them and to have the same transmitted to other providers/controllers (Art. 20 GDPR);
- To file complaints with the supervisory authority if they believe that data concerning them is being processed by the controller in breach of data protection provisions (Art. 77 GDPR).
- To object to the controller's future processing of their data (Art. 6 Para. 1 lit. f) GDPR; Art. 21 GDPR). In particular, an objection to data processing for the purpose of direct advertising is permissible.

Complaints Process

When we process your personal information, we will comply with the Data Protection Legislation/Regulations.

If you believe we have not complied with your rights as a data subject, or our obligations, and you are unhappy with the way Novum Structures processes your personal information or you have any questions about this Privacy Policy, please contact us at info@novumstructures.com.

You also have the right to file a complaint with a supervisory authority in the EU member state of your habitual residence, place of work, or place of the alleged infringement (Art. 77 GDPR).

This privacy policy was last updated on November 03, 2025.