

# Data protection declaration

Unless stated otherwise below, the provision of your personal data is neither legally nor contractually obligatory, nor required for conclusion of a contract. You are not obliged to provide your data. Not providing it will have no consequences. This only applies as long as the processing procedures below do not state otherwise.

“Personal data” is any information relating to an identified or identifiable natural person.

## **Server log files**

You can use our websites without submitting personal data.

Every time our website is accessed, user data is transferred to us or our web hosts/IT service providers by your internet browser and stored in server log files. This stored data includes for example the name of the site called up, date and time of the request, the IP address, amount of data transferred and the provider making the request. The processing is carried out on the basis of Article 6(1) f) GDPR due to our legitimate interests in ensuring the smooth operation of our website as well as improving our services.

## ***Customer account    Orders***

### **Customer account**

When you open a customer account, we will collect your personal data in the scope given there. The data processing is for the purpose of improving your shopping experience and simplifying order processing. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us without affecting the legality of the processing carried out with your consent up to the withdrawal. Your customer account will then be deleted.

### **Collection, processing, and transfer of personal data in orders**

When you submit an order we only collect and use your personal data insofar as this is necessary for the fulfilment and handling of your order as well as processing of your queries. The provision of data is necessary for conclusion of a contract. Failure to provide it will prevent the conclusion of any contract. The processing will occur on the basis of Article 6(1) b) GDPR and is required for the fulfilment of a contract with you.

Your data is transferred here for example to the shipping companies and dropshipping providers, payment service providers, service providers for handling the order and IT service providers that you have selected. We will comply strictly with legal requirements in every case. The scope of data transmission is restricted to a minimum.

## ***Contact    Newsletter***

### **Collection and processing when using the contact form**

When you use the contact form we will only collect your personal data (name, email address, message text) in the scope provided by you. The data processing is for the purpose of making contact. By submitting your message you agree to the processing of your transmitted data. Processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us without affecting

the legality of the processing carried out with your consent up to the withdrawal. We will only use your email address to process your request. Finally your data will be deleted, unless you have agreed to further processing and use.

### **Use of your email address for mailing of newsletters**

We use your email address outside of contractual processing exclusively to send you a newsletter for our own marketing purposes, if you have explicitly agreed to this. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal. You can unsubscribe from the newsletter at any time using the relevant link in the newsletter or by contacting us. Your email address will then be removed from the distributor.

## ***Shipping companies***

### **Forwarding of your email address to shipping companies for information on shipping status**

We forward your email address to the shipping company in the course of contractual processing, if you have explicitly agreed to this in the order process. The forwarding is for the purpose of informing you by email on the shipping status of your order. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us or the transport company without affecting the legality of the processing carried out with your consent up to the withdrawal.

## ***Payment service providers***

### **Using PayPal**

All PayPal transaction are covered by the PayPal Data Privacy Statement. You can found this at [https://www.paypal.com/de/webapps/mpp/ua/privacy-prev?locale.x=en\\_GB](https://www.paypal.com/de/webapps/mpp/ua/privacy-prev?locale.x=en_GB)

## ***Cookies***

Our website uses cookies. Cookies are small text files which are saved in a user's internet browser or by the user's internet browser on their computer system. When a user calls up a website, a cookie may be saved on the user's operating system. This cookie contains a characteristic character string which allows the browser to be clearly identified when the website is called up again. We use cookies to make our offering more user-friendly, effective and secure. Cookies also allow our systems to recognise your browser after a page change and to offer you services. Some functions of our website cannot be offered without the use of cookies. These services require the browser to be recognised again after a page change.

Our website also uses cookies to allow us to analyse the surfing behaviour of visitors to our website.

We also use cookies to address visitors to other websites with targeted marketing relating to their interests.

Processing is carried out on the basis of § 15 (3) TMG (Telemedia Act) as well as art. 6 (1) lit. f GDPR due to our justified interest in the purposes above.

The data collected in this way is pseudonymised using technological measures. It is therefore not possible to connect the data to your person. The data will not be stored together with other personal data pertaining to you.

**You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR by contacting us, for reasons relating to your personal situation.** Cookies will be stored on your computer. You therefore have full control over the use of cookies. By choosing corresponding technical settings in your internet browser, you can prevent the storage of cookies and transmission of the data they contain. Cookies which have already been saved may be deleted at any time. We would, however, like to point out that this may prevent you from making full use of all the functions of this website.

Using the links below, you can find out how to manage cookies (or deactivate them, among other things) in major browsers:

Chrome Browser: <https://support.google.com/accounts/answer/61416?hl=en>

Internet Explorer:

<https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Safari: <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

## **Analysis    Advertising**

### **Use of Matomo**

Our website uses the analysis tool Matomo by InnoCraft Ltd. (150 Willis St, 6011 Wellington, New Zealand; “Matomo”).

The processing of data serves to analyse this website and its visitors. Data is collected and saved for marketing and optimisation purposes. A usage profile can be generated from this data under a pseudonym. Cookies may be deployed for this purpose. Cookies facilitate recognition of your internet browser. The data collected with Matomo technologies will not be used to identify the website user personally in future or combined with personal data on the bearer of the pseudonym without the separately issued consent of the affected party. Processing is carried out on the basis of art. 6 (1) lit. f GDPR due to our justified interest in needs-based and targeted design of the website. **You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR by contacting us, for reasons relating to your personal situation.** Approval for data collection and storage can be withdrawn at any time with future effect.

### **Use of Google Ads conversion tracking**

Our website uses the online marketing programme “Google Ads”, including conversion tracking. Google conversion tracking is a service operated by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; “Google”). If you click on adverts placed by Google, a cookie is placed on your computer for conversion tracking. These cookies have limited validity, do not contain any personal data and thus cannot be used for personal identification. If you visit certain pages on our website and the cookie has not yet expired, we and Google can recognise that you have clicked on the advert and were forwarded to this page. Every Google Ads customer receives a separate cookie. Therefore, it is not possible to track cookies relating to the websites of

Ads customers. The information collected using the conversion cookie serves the purpose of producing conversion statistics. This allows us to find out the total number of users who have clicked on our adverts and were forwarded to a page equipped with a conversion tracking tag. However, they do not receive any information with which could be used to personally identify users. Processing is carried out on the basis of art. 6 (1) lit. f GDPR due to our justified interest in targeted marketing and analysis of the effectiveness and efficiency of this marketing.

***You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR by contacting us, for reasons relating to your personal situation.*** You can prevent the storage of cookies by choosing corresponding technical settings in your internet browser. We would, however, like to point out that this may prevent you from making full use of all the functions of this website. You will then not be included in the conversion tracking statistics. You can also deactivate personalised advertising in Google's advertising settings. You can find an introduction to this at <https://support.google.com/ads/answer/2662922?hl=en> You can also deactivate the use of cookies by third parties by calling up the Network Advertising Initiative deactivation page at <https://www.networkadvertising.org/choices/> and following the opt-out instructions. You will find more information as well as Google's data protection declaration at: <https://www.google.de/policies/privacy/>

## ***Plug-ins***

### **Use of Facebook plug-ins**

This Internet site uses plug-ins of the social network facebook.com operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

Whenever you display one of our Internet pages that hosts a Facebook plug-in you will be linked to the Facebook servers, a message is sent to your browser, and the plug-in is run on the Internet page. This is telling the Facebook server which of our pages you have visited. Assuming you are logged on to your Facebook member account while running the Facebook plug-in, Facebook will allocate the information to your personal Facebook user account. Further information collected and allocated by Facebook is the use of plug-in functions (like clicking on the Like button or posting a comment). To prevent this data collection and allocation, you must log off your Facebook user account before running the plug-in.

If you do not wish Facebook to collect and directly allocate the above information to your Facebook profile, you will either have to log off from Facebook before visiting our site or run a "Facebook blocker" which stops the Facebook plug-ins from running on our pages.

To learn more about the collection and use of your personal data by Facebook as well as about your rights and what options you have to protect your privacy, please read Facebook's Privacy Policy at:

<https://www.facebook.com/policy.php>

### **Using Pinterest plugins**

On these webpages, plugins of the social network, Pinterest, are used, which is operated by Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA ("Pinterest").

You can view the different logos which contain the plugin (e.g. "Pin-it-Button" or the "P"-button), at the following link: <http://business.pinterest.com/pin-it-button/>

If you invoke a corresponding website of our Internet presence, which contains such a plugin, a link between your computer and the servers of Pinterest is established, and the plugin is displayed on the Internet page through a

notification to your browser. Here, your IP addresses as well as the information, as to which of our webpages you have visited, is transmitted to the Pinterest server in the USA. This is irrespective of whether you are registered with or logged in on Pinterest. Data is transferred even in case of users who are not registered or logged in on these sites.

Moreover, if you are a member of Pinterest, and if you are logged in on Pinterest during the period in which you use the plugin, the information collected about your website visit is linked to your Pinterest account and disclosed to other users. Even in case of interactions, which are possible with various Pinterest plugins, the corresponding information about you is collected and transmitted to Pinterest and stored there.

If you do not wish that Pinterest links and combines the information with the data of your Pinterest account, you must log out from Pinterest before visiting our website.

Log on to <https://policy.pinterest.com/en/privacy-policy> for more information on the collection and use of data through Pinterest.

### **Using Instagram plug-ins**

These websites use the plug-in from online service provider Instagram, which is provided by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram").

If you access pages on our website that contain this plug-in, this will generate a connection to the Instagram server and indicate the plug-in on the site by means of message in your browser. Information such as your IP address and which websites you have visited is transmitted to the Instagram server.

If you are logged into Instagram, Instagram will assign this information to your personal user account. When using the plug-in functions (e.g. clicking the "Instagram" button) this information is also assigned to your Instagram account, which you can only prevent by logging out prior to using the plug-in.

If you do not want Instagram to directly add the information collected to your Instagram account, you must either log out of Instagram prior to visiting our site or use an add-on or the script blocker "NoScript" (noscript.net) to block the Instagram plug-in loading on our websites.

Further information on the data collected and used by Instagram, your rights and privacy can be found in Instagram's privacy policy: [help.instagram.com/155833707900388](https://help.instagram.com/155833707900388)

### **Use of GoogleMaps**

Our website uses Google Inc.'s feature for the embedding of Google Maps (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

This feature visually represents geographical information and interactive maps. Google also collects, processes and uses data on visitors to the website when they call up pages with embedded Google maps. Your data may also be transmitted to the USA. Transmission of data to the USA is covered by an adequacy decision by the European Commission.

Processing is carried out on the basis of art. 6 par. 1 point (f) GDPR due to our justified interest in needs-based and targeted design of the website.

Further information on the data collected and used by Google, your rights and privacy can be found in Google's privacy policy at <https://www.google.com/privacypolicy.html>. You also have the option of changing your settings in the data protection centre, allowing you to administer and protect the data processed by Google.

### **Duration of storage**

After contractual processing has been completed, the data is initially stored for the duration of the warranty period, then in accordance with the retention periods prescribed by law, especially tax and commercial law, and then deleted after the period has elapsed, unless you have agreed to further processing and use.

### **Rights of the affected person**

If the legal requirements are fulfilled, you have the following rights according to art. 15 to 20 GDPR: Right to information, correction, deletion, restriction of processing, data portability. You also have a right of objection against processing based on art. 6 (1) GDPR, and to processing for the purposes of direct marketing, according to art. 21 (1) GDPR.

Contact us at any time. Our contact details can be found in our imprint.

### **Right to complain to the regulatory authority**

You have the right to complain to the regulatory authority according to art. 77 GDPR if you believe that your data is not being processed legally.

### **Right to object**

If the data processing outlined here is based on our legitimate interests in accordance with Article 6(1)f) GDPR, you have the right for reasons arising from your particular situation to object at any time to the processing of your data with future effect.

If the objection is successful, we will no longer process the personal data, unless we can demonstrate compelling legitimate grounds for the processing that outweigh your interests or rights and freedoms, or the processing is intended for the assertion, exercise or defence of legal claims.

If personal data is being processed for the purposes of direct advertising, you can object to this at any time by notifying us. If the objection is successful, we will no longer process the personal data for the purposes of direct advertising.

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