

# 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 find this at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full?locale.x=en>

## ***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 these 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.

Processing is carried out on the basis of art. 6 (1) lit. f GDPR due to our largely justified interest in ensuring the optimal functionality of the website as well as a user-friendly and effective design of our range of services.

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 be notified before the setting of cookies and

you can decide whether to accept this setting in each individual case as well as 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/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

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

## **Advertising**

The data processing described subsequently in this section, especially the setting of cookies, will be carried out on the basis of art. 6 (1) lit. f GDPR due to our largely justified interest:

- in addressing the website visitors in a targeted manner using interest-based advertisement, e.g. using conversion tracking

***You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR, for reasons relating to your personal situation.***

### **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 LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the data controller responsible for your data if you have your habitual residence in the European Economic Area or Switzerland. Google Ireland Limited is therefore the company affiliated with Google which is responsible for processing your data and for compliance with applicable data protection laws.

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 AdWords 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. 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 social plug-ins via "Shariff"**

Our website uses social network plug-ins. We use data protection-compliant "Shariff" buttons to ensure that you retain control over your data. No connection is made to the social network servers and no data submitted without your explicit consent. "Shariff" was developed by specialists at the computer magazine c't. It enables more personal privacy in the network and replaces the usual social network "share" buttons. You can find more information on the Shariff project here

<https://www.heise.de/ct/artikel/Shariff-Social-Media-Buttons-mit-Datenschutz-2467514.html>.

When you click the buttons a pop-up window appears, allowing you to log on with the relevant provider using your data. It is only after you actively login that a direct connection to the social network is set up. By logging in, you give your permission for the transfer of your data to the respective social media provider. At this time, information such as your IP address and which websites you have visited is transmitted. Should you be connected simultaneously with one or more of your social network accounts, the information collected is also assigned to your corresponding profiles. Therefore, you can only prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts. The social networks listed below are integrated with the "Shariff" function. You can find more detailed information on the scope and purpose of collection and use of the data, your associated rights and options for protecting your privacy in the provider's privacy policy via the link.

Facebook by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA)

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

Pinterest by Pinterest Inc. (635 High Street, Palo Alto, CA, 94301, USA)

<https://policy.pinterest.com/en/privacy-policy>

### **Use of GoogleMaps**

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

Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the data controller responsible for your data if you have your habitual residence in the European Economic Area or Switzerland. Google Ireland Limited is therefore the company affiliated with Google which is responsible for processing your data and for compliance with applicable data protection laws.

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. Following the US-EU Data Protection Agreement, Google has become "Privacy Shield" certified and is therefore obliged to observe European data protection laws.

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.

## ***Rights of persons affected and storage duration***

### **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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