

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.

Contact

Responsible person

Contact us at any time. The contact details of the person responsible for data processing can be found in our legal notice.

Proactive contact of the customer by e-mail

If you make contact with us proactively via email, we shall collect your personal data (name, email address, message text) only to the extent provided by you. The purpose of the data processing is to handle and respond to your contact request.

If the initial contact serves to implement pre-contractual measures (e.g. consultation in the case of purchase interest, order creation) or concerns an agreement already concluded between you and us, this data processing takes place on the basis of Article 6(1)(b) GDPR.

If the initial contact occurs for other reasons, this data processing takes place on the basis of Article 6(1)(f) GDPR for the purposes of our overriding, legitimate interest in handling and responding to your request. ***In this case, on grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out on the basis of Article 6(1)(f) GDPR.***

We will only use your email address to process your request. Your data will subsequently be deleted in compliance with statutory retention periods, unless you have agreed to further processing and use.

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.

If the initial contact serves to implement pre-contractual measures (e.g. consultation in the case of purchase interest, order creation) or concerns an agreement already concluded between you and us, this data processing takes place on the basis of Article 6(1)(b) GDPR.

If the initial contact occurs for other reasons, this data processing takes place on the basis of Article 6(1)(f) GDPR for the purposes of our overriding, legitimate interest in handling and responding to your request. ***In this case, on grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out on the basis of Article 6(1)(f) GDPR.***

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.

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.

Evaluations Advertising

Data collection when you post a comment

When you comment on an article or a contribution, we collect your personal data (name, email address, comment text) only in the scope provided by you. The processing serves to allow you to comment and to display comments. By submitting the comment you agree to the processing of the transmitted data. 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 personal data will then be deleted.

On publication of your comment only the name you have entered will be published.

On submission of your comment your IP address will also be saved in order to prevent misuse of the comment function and to ensure the security of our IT systems. By submitting the comment you agree to the processing of the transmitted data. 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 IP address will then be deleted.

Käufersiegel customer rating tool

Our website uses the 'Käufersiegel' customer rating tool by Händlerbund Management AG (Torgauer Straße 233 B, 04347 Leipzig). Following your order, we would like to ask you to evaluate and comment on your purchase with us.

We will write to you for this purpose via email, making use of the technical system of the provider of the 'Käufersiegel' rating tool in processing the order.

As part of this, your data is processed either with your consent or on the basis of our legitimate interests.

Processing is carried out on the basis of Article 6(1)(a) GDPR with your consent, insofar as you have expressly consented to the receipt of feedback requests. You can withdraw your consent at any time using the corresponding link in the email, without affecting the legality of the processing carried out with your consent up to the withdrawal. Your email address will then be removed from the distributor. Processing is carried out without your express consent on the basis of Article 6(1)(f) GDPR due to our justified interest in truthful, verified evaluations of our services as part of direct advertising. For this purpose we send you a feedback request electronically for our own goods or services which you have already purchased from us. Emails are sent to the address that we obtained from you in the course of selling a good or service. The sending of feedback requests is subject to the proviso that you have not objected to the use of your email address.

You can object to this at any time by notifying us. You will find the contact details for exercising your right to object in our imprint. You can also use the link provided in the feedback request. This will not involve any costs other than transmission costs at basic tariffs. The personal data saved for this purpose in the technical system of the 'Käufersiegel' rating tool will be deleted three months after the delivery of goods recorded for evaluation.

Website logo for Google customer reviews

The website logo for Google Customer Reviews of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google") is integrated into our website.

The integration serves to display the number and results of our reviews previously received from Google and to advertise participation in this program. In order to display the logo on our website and to show you personalised advertisements on Google, Google uses cookies. In so doing, among other things your IP address is processed and transmitted to Google. Your data may be transmitted to the USA. For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at: <https://privacy.google.com/businesses/controllerterms/>. The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TTDSG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

For more information on terms of service and privacy when using Google customer reviews, please visit https://www.google.com/shopping/customerreviews/static/tos/de/1_01_tos.html and <https://policies.google.com/privacy?hl=de>

Google customer reviews opt-in module

We use the Google Customer Reviews rating tool of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google") for our website.

Following your order, we would like to ask you to evaluate and comment on your purchase with us. For this reason, we will contact you via email. When doing so, we will make use of the survey-opt-in-module from Google. In the process, the following information, among others, may be processed and transmitted to Google: Order details (e.g. order ID, country of delivery, expected delivery date, GTIN of the ordered products) and your email address. Your data may be transmitted to the USA. For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at: <https://privacy.google.com/businesses/controllerterms/>.

Processing is carried out on the basis of Article 6 para. 1 lit. a GDPR with your consent, insofar as you have expressly consented to disclose your data and receive feedback requests. You can withdraw your consent at any time effective going forward without affecting the legality of the processing carried out with your consent up to the withdrawal.

For more information on terms of service and privacy when using Google customer reviews, please visit https://www.google.com/shopping/customerreviews/static/tos/de/1_01_tos.html and <https://policies.google.com/privacy?hl=de>

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.

Use of your email address for mailing of direct marketing

We use your email address, which we obtained in the course of selling a good or service, for the electronic transmission of marketing for our own goods or services which are similar to those you have already purchased from us, unless you have objected to this use. You must provide your email address in order to conclude a contract. Failure to provide it will prevent the conclusion of any contract. The processing will be carried out on the basis of art. 6 (1) lit. f GDPR due to our justified interest in direct marketing. **You can object to this use of your email address at any time by contacting us. You will find the contact details for exercising your right to object in our**

imprint. You can also use the link provided in the marketing email. This will not involve any costs other than transmission costs at basic tariffs.

Shipping companies Merchandise management

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.

Use of an external merchandise management system

We use a merchandise management system in the course of order processing for the purposes of contractual processing. For this purpose your personal data as collected in the course of the order will be sent to

plentysystems AG, Bürgermeister-Brunner-Straße 15, 34117 Kassel, Germany
Pickware GmbH, Goebelstr. 21, 64293 Darmstadt

Payment service providers

Use of PayPal

All PayPal transactions 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.

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/en-gb/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/de-de/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

technically necessary cookies

Insofar as no other information is given in the data protection declaration below we use only these technically necessary 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.

The use of cookies or comparable technologies is carried out on the basis of Art. 25 para. 2 TTDSG. 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.

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 the Shopware Cookie Consent Manager

We use the Cookie Consent Manager of shopware AG (Ebbinghoff 10, D-48624 Schöppingen, Germany; "Shopware") on our website.

The tool enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already given. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies may be deployed for this purpose. User information, including your IP address, is collected and transmitted to Shopware. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation.

For more information about Shopware's privacy policy, please visit: <https://www.shopware.com/de/datenschutz/>.

Analysis Advertising tracking

Use of the Google Analytics

Our website uses the web analysis service Google Analytics from Google LLC. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation.

The processing of data serves to analyse this website and its visitors and for marketing and advertising purposes. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity and to provide other services to the website operator relating to website and internet use. In this process the following information, inter alia, can be collected: IP address, date and time of the website access, click path, information on the browser and the device you are using, the pages visited, referrer URL (website via which you accessed our website), location data, purchasing activities. The IP address transmitted from your browser within the scope of Google Analytics is not associated with any other data held by Google. Google Analytics uses technology such as cookies, web storage in the browser, and tracking pixels which enable an analysis of your use of the website. The information generated by these regarding your use of this website is usually transferred to a Google server in the USA and stored there. Google relies on standard contractual clauses as suitable guarantees for the protection of personal data, available at: <https://policies.google.com/privacy/frameworks>. Both Google and the US government authorities have access to your data. Google may combine your data with other data, such as your search history, personal accounts, usage data from other devices and any other information Google has about you.

IP anonymisation is activated on this website. Google uses this to shorten your IP address beforehand within Member States of the European Union or in other signatories to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR due to our overriding legitimate interest in the needs-based and targeted design of the website. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.***

You can also prevent the collection of the data (including your IP address) generated by Google Analytics and related to your use of the website by Google as well as the processing of this data by

Google by downloading and installing the browser plug-in available at the following link [<https://tools.google.com/dlpage/gaoptout?hl=de>]. To prevent the data collection and storage by Google Analytics across multiple devices you can place an opt-out cookie. Opt-out cookies prevent the future collection of your data when you visit this website. You need to implement the opt-out on all systems and devices that you are using, so that this works comprehensively. If you delete the opt-out cookie, requests will be transmitted to Google again. When you click here the opt-out cookie will be placed: Deactivate Google Analytics. You can find more detailed information on the terms and conditions of use and data protection at <https://www.google.com/analytics/terms/de.html> and/or at <https://www.google.de/intl/de/policies/> and at <https://policies.google.com/technologies/cookies?hl=de>.

Use of Google Ads conversion tracking

Our website uses the online marketing program "Google Ads", including conversion tracking (evaluation of user actions). Google conversion tracking is a service operated by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation.

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 different cookie. It is therefore 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.

Your data may be transmitted to the USA.

The data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in addressing visitors to the website with targeted, interest-related advertising. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.***

You can deactivate personalised advertising in Google's advertising settings. Instructions for this can be found at <https://support.google.com/ads/answer/2662922?hl=de>.

Alternatively, you can prevent 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 further opt-out instructions specified there.

You then won't be included in the conversion tracking statistics.

You can find more information as well as Google's data privacy policy at: <https://www.google.com/policies/privacy/>

Plug-ins

Use of the Google Tag Manager

Our website uses the Google Tag Manager from Google LLC. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation. This application manages JavaScript tags and HTML tags which are used in particular to implement tracking and analysis tools. The data processing serves to facilitate the needs-based design and optimisation of our website. The Google Tag Manager itself neither stores cookies nor processes personal data. It does, however, enable the triggering of further tags which may collect and process personal data. You can find more detailed information on the terms and conditions of

use and data protection at <https://www.google.com/intl/de/tagmanager/use-policy.html>

Use of Google reCAPTCHA

Our website uses the reCAPTCHA service 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. The request serves to distinguish whether the input was made by a human or automatic machine processing. For this purpose your input will be transmitted to Google and used by them further. In addition, the IP address and any other data required by Google for the reCAPTCHA service will be transferred to Google. This data will be processed by Google within the EU and potentially also in the USA.

For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at <https://policies.google.com/privacy/frameworks>.

Processing is carried out on the basis of Article 6(1)(f) GDPR due to our legitimate interest in protecting our website from automated spying, misuse and SPAM. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.***

You can find more detailed information on Google reCAPTCHA and the associated data protection declaration

at: <https://www.google.com/recaptcha/intro/android.html> and <https://www.google.com/privacy>.

Use of Google invisible reCAPTCHA

Our website uses the invisible reCAPTCHA service by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). This serves to distinguish whether the input was made by a human or automatic machine processing. In the background, Google collects and analyses usage data which is also used by invisible reCaptcha to distinguish between regular users and bots. For this purpose your input will be transmitted to Google and further used there. In addition, the IP address and, where applicable, other data required by Google for the invisible reCAPTCHA service will be transmitted to Google. This data will be processed by Google within the European Union and, where necessary, also in the USA.

For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at <https://policies.google.com/privacy/frameworks>.

The processing is carried out on the basis of Article 6(1)(f) GDPR due to our legitimate interest in protecting our website against automated spying, misuse and SPAM. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.***

You can find more detailed information on Google reCAPTCHA and the associated data privacy policy at: <https://www.google.com/recaptcha/intro/android.html> and <https://www.google.com/privacy>.

Embedding of the idealo logo

The logo of our partner, idealo (idealo internet GmbH, Ritterstraße 11, 10969 Berlin), is embedded on our website. When you access our website, information will automatically be sent to idealo's server via the browser used on your device. This information will be stored temporarily in a server log file for 7 days. The following information is recorded without any action by you and stored until it is automatically deleted:

- IP address of the requesting computer,
- date and time of the access,
- name and URL of the file retrieved,

- website from which the access occurred (referrer URL),
- browser used and, if applicable, the operating system of your computer as well as the name of your access provider.

The temporary storage of the IP address by the system is necessary to enable provision of the website. The IP address must therefore be stored for the duration of the session. Storage in log files takes place in order to guarantee functionality of the website. The data are also used to optimise the website and guarantee security of the information technology systems. These data are not stored together with other personal data. The legal basis for the processing of data is Article 6(1)(1)(f) GDPR.

Use of Google Fonts

We use Google Fonts from Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google") on our website.

The data processing serves to facilitate the consistent display of fonts on our website. In order to load the fonts, a connection to Google servers is established when the page is accessed. Among other things, your IP address and information about the browser you are using will be processed and transmitted to Google. This data is not linked to your Google account. Your data may be transmitted to the USA. For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at: <https://policies.google.com/privacy/frameworks>.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR due to our overriding legitimate interest in a user-friendly and aesthetic design of our website. ***You have the right, for reasons relating to your personal situation, to object at any time to this processing of your personal data according to Art. 6 para. 1 lit. f GDPR by contacting us.***

You can find more detailed information on the data processing and data protection at <https://www.google.de/intl/de/policies/> and at <https://developers.google.com/fonts/faq>.

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.

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.