



Data privacy statement

Security and Protection of your personal Data

We consider that it is our primary task to keep the personal data that you have provided confidential and to protect them from unauthorised access. We therefore will exercise meticulous care and apply the most modern security standards to ensure maximum protection of your personal data.

As a private-law company, we are subject to the provisions of the European General Data Protection Regulation (GDPR) and the provisions of the Federal Data Protection Act (BDSG). We have taken technical and organisational measures which ensure that the provisions on data protection are complied with not only by us but also by our external service providers.

Definitions

The law requires that personal data is lawfully processed, in good faith and in a manner that can be understood by the person concerned ("lawfulness, fair processing, transparency"). To ensure this, we are informing you about the individual legal definitions which are also used in this Privacy Statement:

Personal Data

"Personal Data" means all information relating to an identified or identifiable natural person (hereinafter "Person concerned"); a natural person is considered to be identifiable if this person can be directly or indirectly identified, in particular by means of the assignment to an identifier such as a name, to an identification number, to data on information, to online identification data or to one or more special characteristics, which are an expression of the physical, physiological, genetic, psychological, financial, cultural or social identity of this natural person.

Processing

"Processing" is every process carried out with or without the assistance of automated procedures, or each such series of processes in connection with personal data such as the collection, capture, organisation, arrangement, storage, adjustment or amendment, selection, retrieval, use, disclosure by transmission, distribution or other form of provision, matching or linking, restriction, deletion or destruction.

Limitation of processing

"Limitation of Processing" is the labelling of stored personal data with the objective of limiting their future processing.

Profiling

"Profiling" is any type of automated processing of personal data, where such personal data is used to evaluate specific personal aspects relating to a natural person, in particular for analysing predicting aspects regarding work performance, financial circumstances, health, personal preferences, interest, reliability, conduct, whereabouts or change of location of this natural person.

Pseudonymisation

“Pseudonymisation” is the processing of personal data in such a way that the personal data can no longer be assigned to a specific person affected without the need for additional information, provided that such additional information is kept separate and subject to technical and organisational measures, which ensure that the personal data cannot be assigned to an identified or identifiable natural person.

File System

“File System” is any structured collection of personal data which can be accessed according to certain criteria, irrespective of whether this collection is managed centrally, peripherally or according to functional or geographic aspects.

Responsible Party

“Responsible Party” is a natural or legal person, authority, institution or another office, which makes decisions alone or jointly with others on the purposes and means of processing of personal data; if the purposes and means of this processing are specified by EU Law or the Law of the member states, the Responsible Party or the specific criteria of the Responsible Party’s appointment can be set by EU Law or the Law of the member states.

Processor

“Processor” is a natural or legal person, authority, institution or other office which processes personal data on behalf of the Responsible Party.

Recipient

“Recipient” is a natural or legal person, authority, institution or other office to which personal data is disclosed, regardless of whether or not this is a third party. Authorities which may receive personal data in the context of a specific investigation mandate in accordance with EU Law or the Law of the member states but are not deemed to be Recipients; the processing of this data by the authorities mentioned is carried out in accordance with the applicable data protection regulations corresponding to the purposes of the processing.

Third Party

“Third Party” is a natural or legal person, authority, facility or other office, except the Person concerned, the Responsible Party, the Processor and the persons authorised, under the direct responsibility of the Responsible Party or the Processor, to process the personal data.

Consent

“Consent” of the Person concerned is any freely given, specific, informed and unambiguous statement of intent in the form of a declaration or another unambiguous affirming action by which the Person concerned intimates that he/she agrees to the processing of the personal data in question in the particular case.

Legitimacy of Processing

The processing of personal data is only lawful if there is a legal basis for the processing. The legal basis for the processing in accordance with Article 6, para. 1 a - f GDPR, can be, in particular:

The Person concerned has consented to the processing of the personal data concerning him/her for one or more specific purposes;

the processing is required for the performance of a contract, where the contracting party is the Person concerned, or for the implementation of pre-contractual measures requested by the Person concerned;

the processing is required to fulfil a legal obligation of the Responsible Party;

the processing is required to protect vital interests of the Person concerned or of another natural person;

the processing is required for the performance of a task carried out in the public interest or in the exercise of official authority assigned to the Responsible Party;

the processing is required to safeguard the legitimate interests of the Responsible Party or a Third Party, provided that the interests or fundamental rights or fundamental freedoms of the Person concerned which require personal data protection, do not outweigh them, in particular if the Person concerned is a child.

Information on the collection of personal data

(1) Below, we provide information on the collection of personal data when you use our website. Personal data are e.g. name, address, email address and user behaviour.

(2) If you contact us via email or via a contact form, the data you have provided to us (your email address, if appropriate, your name and your telephone number) will be stored by us to enable us to respond to your questions. We will delete the data that we receive in this connection when their retention is no longer required, or if there are legal requirements to keep and retain data, processing shall be restricted.

Collection of personal data when you visit our website

If the website is used merely for information, i.e. if you are not registering or otherwise submitting data to us, we only collect the personal data that is transmitted to our server by your browser. If you wish to view our website, we collect the following data required for technical reasons to display our website to you and to ensure that the website is stable and secure (the legal basis is Art. 6 (1), sentence 1 (f) GDPR):

- IP address
- Date and time of the request
- Time zone difference to Greenwich Mean Time (GMT)
- Content of the request (specific site)
- Access status/HTTP status code
- The quantity of data transferred in each case
- Website from which the request originates
- Browser
- Operating system and its interface
- Language and version of the browser software.

Use of cookies

(1) During the visit to our website, in addition to the aforementioned data, cookies are stored on your computer. Cookies are small text files, which are stored on your hard drive, attached to the browser you are using, and by means of which certain information is fed to the place where the cookie is stored. Cookies cannot run programmes or deliver viruses to your computer. They are used to make the internet offering as a whole more user-friendly and more effective.

(2) This website uses the following types of cookies, whose scope and functioning are explained below:

- Transient cookies (see also 1.)
- Persistent cookies (see also 2.)

1. Transient cookies are automatically deleted when you close the browser. These include in particular the session cookies. They store a so-called session ID, enabling the attachment of various browser requests to the joint session. This means that your computer can be recognised again when you return to our website. The session cookies are deleted when you log out or close the browser.

2. Persistent cookies are automatically deleted after a specified time which can differ depending on the cookie. You can delete cookies at any time from your browser's security settings.

3. You may configure your browser settings in accordance with your wishes and

for example, reject third-party cookies or all cookies. So-called "third-party cookies" are cookies, which have been placed by a third party, therefore not by the actual website being visited at the moment. Please note that you may not be able to use all functions of this website if you deactivate the cookies.

4. We use cookies to enable us to identify you in following visits, if you have an account with us. Otherwise, you would have to log in again for each visit.

5. The flash cookies that are being used are not captured by your browser, but by your flash plug-in. We also use HTML5 storage objects, which can be stored on your terminal device. These objects store the necessary data independent of the browser you are using and do not have an automatic expiry date. If you do not wish the processing of the flash cookies, you must install a relevant add-on, e.g. "Better Privacy" for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>) or the Adobe Flash killer cookie for Google Chrome. You can prevent the use of HTML5 storage objects by using the private mode in your browser. We also recommend that you regularly delete your cookies and the browser history.

Other Functions and Offers on our Website

(1) Apart from the use of our website for information only, we offer various services, which you can use if they are of interest to you. To do so, you usually have to provide further personal data which we use to provide the specific service and to which the above-mentioned principles of data processing apply.

(2) To some extent, we use external service providers for processing your data. These have been carefully selected and instructed by us; they are bound by our instructions and monitored on a regular basis.

(3) Furthermore, we can share your personal data with third parties, if there are special offers, competitions, contractual agreements or similar activities jointly offered by us and our partners. You will receive detailed information about this upon submission of your personal data or below in the description of the offer.

(4) Where the registered office of our service providers or partners is located in a country outside the European Economic Area (EEA), we will inform you of the consequences of this circumstance in the description of the offer.

Use of our web shop

(1) If you would like to place an order in our web shop, to conclude the contract, it is necessary that you provide your personal data, which we require for the processing of your order. The data mandatory for the performance of the contract are marked separately, further details are optional. We process the data you have provided to process your order. For this purpose, we may pass your payment details to our bank. The legal basis for this is Art. 6 (1), sentence 1 (b) GDPR. You can also create a customer account, where your data can be stored for subsequent purchases. If you create an account in "My account", the data you have provided will be revocably stored. All other data, including your user account can be deleted anytime in the customer area

(2) We have an obligation due to requirements under commercial law and tax law, to store your address, payment and order details for a period of ten years. After two years, however, we restrict the processing, which means that your data are only used to comply with legal obligations.

(3) The order process is encrypted by way of TLS technology, in order to prevent unauthorised access by third parties to your personal data, in particular financial data.

Data protection provisions when using external payment service providers

(1) For the use of the web shop, we offer several payment methods and use various payment service providers. Depending on the payment method you choose, different data are transmitted to the respective payment service providers. The legal basis for the transmission is Art. 6 (1), sentence 1 (a) GDPR. Our payment service providers are listed below.

1. PayPal

If you choose PayPal as your method of payment, your personal data will be transmitted to Pay Pal. Condition for the use of PayPal is the creation of a PayPal account. When you use or open a PayPal account, name, address, telephone number and e-mail address, among other details, must be transmitted to PayPal. The legal basis of the transmission of the data is Article 6 (1) (a) GDPR (consent) and Article 6 (1) (b) GDPR (Processing for the performance of a contract).

The operator of the payment service PayPal is:

PayPal (Europe) S.à r.l. et Cie, S.C.A.

22-24 Boulevard Royal

L-2449 Luxembourg

E-Mail: impressum@paypal.com

With the payment option PayPal you consent to the transmission of the personal data to PayPal, such as name, address, telephone number and e-mail address. The nature of other data collected by PayPal can be found in the respective privacy statement by PayPal. This can be found at:

<https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

Children

Our offering is fundamentally aimed at adults. Persons under the age of 18 should not submit personal data to us without the consent of their parents or legal guardians.

Rights of the data subject

(1) Revocation of Consent

Inasmuch as the processing of your personal data is based on consent, you have the right at any time to revoke this consent. The revocation of your consent does not affect the legality of the processing that was carried out on the basis of the consent prior to the revocation.

If you wish to exercise your right of revocation, you are welcome to contact us at any time.

(2) Right to Confirmation

You have the right to request a confirmation from the Responsible Party, to establish whether we are processing personal data relating to you. You can request such confirmation at any time by contacting us at the contact specified above.

(3) Requests for information

Insofar as personal data is being processed, you can request information of this personal data as well as details about the following at any time:

1.the purposes of processing;

2.the categories of personal data that are being processed;

3.the Recipients or categories of Recipients, to whom the personal data has been disclosed or is yet to be disclosed, in particular in case of Recipients in third-party countries or in the case of international organisations;

4.if possible, the intended period of storage of the personal data or if this is not possible, the criteria for the determination of this period;

- 5.the existence of a right of correction or deletion of the personal data relating to you, or of limitation of processing by the Responsible Party, or of a right of objection against this processing;
- 6.the existence of a right of appeal to a supervisory authority;
- 7.if the personal data are not collected from the Person concerned, all available information on the origins of the data;
- 8.the existence of automated decision making including profiling in accordance with Article 22 paragraphs 1 and 4 GDPR and, at least in these cases, meaningful information about the logic applied as well as the implications and envisaged effects of such processing on the Person concerned.

If personal data is transmitted to a third-party country or to an international organisation, you have the right to be informed on the appropriate guarantees in accordance with Article 46 GDPR in conjunction with the transmission. We will provide a copy of the personal data that is subject to the processing. We can request a reasonable fee, based on the administrative costs, for all further copies you are requesting yourself. If you submit the request electronically, the information shall be provided in a conventional electronic format, if not specified otherwise. The right to obtain a copy in accordance with paragraph 3 must not adversely affect the rights and freedoms of other persons.

(4) Right to Correction

You have the right to immediately request from us the correction of incorrect personal data relating to you. Having regard to the purposes of the processing, you have the right to request the completion of incomplete personal data, also by means of a supplemental declaration.

(5) Right to Deletion (“Right to be forgotten”)

You have the right to request from the Responsible Party, that personal data relating to you is deleted immediately, and we have a duty to delete personal data immediately, if one of the following reasons applies:

- 1.The personal information is no longer necessary for the purposes for which it was collected or otherwise processed.
- 2.The Person concerned revokes his or her consent, upon which the processing in accordance with Article 6, paragraph 1 a or Article 9, paragraph 2 a GDPR was based, and there is no other legal basis for the processing.
- 3.The person concerned raises an objection against the processing, in accordance with Article 21, paragraph 1 GDPR, and there are no prevailing reasons for the processing, or the Person concerned raises an objection against the processing in accordance with Article 21, paragraph 2 GDPR.
- 4.The personal data was processed unlawfully.
- 5.Deletion of the personal data is required to fulfil a legal obligation pursuant to EU Law or of the Law of the member states which governs the Responsible Party.
- 6.The personal data was collected in relation to services offered by the information society, in accordance with Article 8, paragraph 1 GDPR.

If the Responsible Party has published the personal data and is required to delete this in accordance with paragraph 1, the Responsible Party shall take reasonable measures, having regard to the technology available and the cost of implementation, including measures of a technical nature, to inform parties responsible for the data processing, who process personal data, that a Person concerned has requested the deletion of all links to these personal data or of copies or replications of these personal data.

The right to deletion ("Right to be forgotten) does not exist where the processing is required:

- for the exercise of the right to freedom of expression and information;
- for compliance with a legal obligation which requires processing by European Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- for reasons of public interests in the area of public health in accordance with Article 9, paragraph 2 h and i, as well as Article 9, paragraph 3 GDPR;
- for archiving reasons that are in the public interest, scientific or historical research purposes or for statistical purposes in accordance with Article 89, paragraph 1 GDPR, insofar as the right mentioned in paragraph 1 is expected to render the realisation of the objectives of this processing impossible or if it seriously affects it, or
- for the establishment, exercise or defence of legal claims

(6) Right to restriction of processing

You have the right to require us to limit the processing of your personal data if one of the following conditions is met:

- 1.the accuracy of the personal data is disputed by the Person concerned, for a period of time which enables the Responsible Party to verify the accuracy of the personal data,
- 2.the processing is unlawful, and the Person concerned opposes the deletion of the personal data and instead requests the restriction of the use of the personal data;
- 3.the Responsible Party no longer requires the personal data for the purposes of the processing, the Person concerned, however, requires such data for the assertion, exercise or defence of legal claims, or
- 4.the Person concerned has raised an objection to the processing in accordance with Article 21, paragraph 1 GDPR, as long as it has not yet been determined whether the legitimate reasons of the Responsible Party outweigh those of the Person concerned.

If the processing in accordance with the above-mentioned conditions has been restricted, then this personal data shall only be processed, apart from its storage, with the permission of the Person concerned or for the assertion, exercise or defence of legal claims, or for the protection of the rights of another natural or legal person, or for reasons of a significant public interest of the EU or a member state.

To assert the right of limitation of processing, the Person concerned may contact us at any time at the above-mentioned contact details.

(7) Right to Data Portability

You have the right to obtain the personal data that you have provided to us in a structured, conventional and machine-readable format; and you have the right to transfer this data to another Responsible Party without hindrance from the Responsible Party that has been provided with the personal data, provided that:

- 1.the processing is based on consent in accordance with Article 6, paragraph 1 a or Article 9, paragraph 2 a, or on a contract in accordance with Article 6, paragraph 1 b GDPR and
- 2.the processing is carried out using automated means.

When exercising the right to portability in accordance with paragraph 1, you have the right to request that the personal data is transmitted directly from one Responsible Party to another Responsible party, insofar as this is technically feasible. The exercise of the right to data portability does not affect the right to deletion (“Right to be forgotten”). This right does not apply to processing required for the performance of a task carried out in the public interest or in the exercise of official authority assigned to the Responsible Party.

(8) Right of Objection

You have the right to object at any time to the processing of personal data relating to you which is carried out on the basis of Article 6, paragraph 1 e or f GDPR for reasons arising from of your particular situation; this also applies to profiling based on these provisions. The Responsible Party shall no longer process the personal data, unless the Responsible Party can provide compelling reasons worthy of protection for the processing which outweigh the interests, rights and freedoms of the Person concerned or the processing serves the assertion, exercise or defence of legal claims.

If personal data is processed for the purpose of direct advertising, you have the right to object at any time to the processing of personal data relating to you where the data is processed for the purpose of such advertising; this also applies to profiling, insofar as it is connected to such direct advertising. If you object to the processing for the purpose of direct advertising, the personal data shall no longer be processed for these purposes.

In connection with the use of the services of the information society, you may exercise your right to objection by means of automated procedure where technical specifications are used, irrespective of Directive 2002/58/EG.

You have the right to object at any time to the processing of personal data relating to you, which is carried out for scientific or historical research purposes or for statistical purposes in accordance with Article 89, paragraph 1 for reasons arising from your particular situation; unless the processing is required for the performance of a task carried out in the public interest.

(9) Automated decisions in Individual Cases including Profiling

You have the right not to be subjected to a decision that is exclusively based on automated processing, including profiling, where such decision has a legal effect or a similar significant adverse effect on you. This does not apply if the decision:

1. is required for the conclusion or fulfilment of a contract between the Person concerned and the Responsible Party,
2. is permissible based on the legal provisions of the EU or the member states which governs the responsible party, and these legal provisions contain reasonable measures to safeguard the rights and freedoms as well as the legitimate interest of the Person concerned, or
3. is made with the express consent of the Person concerned.

The Responsible Party shall take reasonable measures to safeguard the rights and freedoms as well as the legitimate interests of the Person concerned, which includes at least the right to affect the intervention of a person on the part of the Responsible Party, to present one's own point of view and to challenge the decision.

The Person concerned may exercise this right at any time by contacting the relevant Responsible Party.

(10) Right to lodge a complaint with a supervisory authority

Regardless of another administrative or judicial remedy, you also have the right to submit an appeal to a supervisory authority, in particular in the member state of your place of abode, your workplace or the place of the suspected breach, if the Person concerned is of the opinion that the processing of the personal data relating to him or her is in breach of this regulation.

(11) Right to effective Judicial Remedy

Regardless of an available administrative or extrajudicial remedy including the right to lodge a complaint with a supervisory authority in accordance with Article 77 GDPR, you have the right to an effective judicial remedy, if it is of the opinion that the rights you are entitled to by virtue of this regulation have been infringed as your data was not processed in accordance with this regulation.

Use of Google Analytics

(1) This website uses Google Analytics, an online website analysis service of Google Inc. ("Google"). Google Analytics uses so-called "cookies", these are text files stored on your computer, and which enable an analysis on how you use the website. The information generated by the cookie about your usage of this website is normally sent to one of Google's servers in the USA and stored there.

If IP anonymisation has been activated on this website, your IP address will, however, first be truncated by Google within the Member States of the European Union or in other countries that are contracting parties to the Agreement on the European Economic Area. Only in exceptional situations will your full IP address be transmitted to a Google server in the US and truncated there. Google will use this information on behalf of this website's operator to analyse your use of this website, to create reports about website activity, and to provide additional services connected with the website and Internet use to the website operator.

(2) The IP address transmitted from your browser as part of Google Analytics is not associated with any other data held by Google.

(3) You can prevent cookies from being stored by changing the relevant settings in your browser software; however, please note that in this case you may not be able to take full advantage of all the functions of this website. You can also prevent the capture of the data related to your use of the website generated by the cookie (including your IP address) on Google as well as the processing of this data by Google by downloading and installing the browser plugin available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

(4) This website uses Google Analytics with the “_anonymizeIp()” function. The IP addresses are further processed in truncated form, excluding the possibility of their being linked to any individual. If the data collected from you is found to be of a personal nature, it will be removed and deleted immediately.

(5) We use Google Analytics to analyse the use of our website and regularly make improvements to it. The statistical evaluation obtained helps us to improve our website and make it more interesting for you as user. For exceptional cases in which personal data may be transmitted to the USA, Google is subject to the EU-US Privacy Shield Framework: <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the use of Google Analytics is Art. 6 (1), sentence 1 (f) GDPR.

(6) Information on the third-party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. Terms of use:

<http://www.google.com/analytics/terms/de.html>; Data privacy overview:

<http://www.google.com/intl/de/analytics/learn/privacy.html>, and Data Privacy Policy:

<http://www.google.de/intl/de/policies/privacy>.

(7) This website also uses Google Analytics for the device-independent analysis of visitor flows carried out via user ID. You can deactivate this device-independent analysis of your use in your account under “My account” > “Personal info”.

Integration of Google Maps

(1) We use the Google Maps service on this website. This enables us to show you interactive maps direct on the Website and makes it convenient for you to use the map function.

(2) When you visit our Website, Google is informed that you have accessed the relevant sub-page of our Website. The data referred to in Clause 3 of this Privacy Policy will also be transmitted. This is done regardless of whether or not you have a user account through which you are logged in. If you are logged into Google, your data will be associated directly with your account.

If you prefer that your activity is not associated with your Google profile, you must log out before activating the button. Google stores your data as user profiles and uses them for the purposes of advertising, market research and/or the design of its Website. Such an analysis is undertaken (even for users who are not logged in) to provide targeted advertising and to inform other users of the social network of your activities on our website. You have the right to object to the creation of these user profiles, whereby you must contact Google if you wish to exercise this right.

(3) For more information on the purpose and scope of data collection and processing by the plug-in provider, please refer to the privacy policy of the provider. You will also find further information there about your rights and settings options for the protection of your privacy: <https://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and has agreed to comply with the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

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