

PRIVACY POLICY

I. Name and address of the data controller

The data controller responsible in accordance with the purposes of the General Data Protection Regulation (GDPR) of the European Union and other national data protection laws of the Member States as well as other data protection regulations is:

FIPA GmbH

Freisinger Str. 30

85737 Ismaning

Germany

Tel.: +49 89 962489-0

datenschutz@fipa.com

www.fipa.com

II. Name and address of the designated data protection officer

The designated data protection officer is:

DataCo GmbH

Dachauer Str. 65

80335 Munich

Germany

datenschutz@dataguard.de

www.dataguard.de

III. General information on data processing

1. Scope of processing personal data

In general, we only process the personal data of our users to the extent necessary in order to provide a functioning website with our content and services. The processing of personal data regularly only takes place with the consent of the user. Exceptions include cases where prior consent technically cannot be obtained and where the processing of the data is permitted by law.

2. Legal basis for data processing

Art. 6 para. 1 sentence 1 lit. a GDPR serves as the legal basis to obtain the consent of the data subject for the processing of their data.

As for the processing of personal data required for the performance of a contract of which the data subject is party, Art. 6 para. 1 sentence 1 lit. b GDPR serves as the legal basis. This also applies to processing operations required to carry out pre-contractual activities.

When it is necessary to process personal data in order to fulfil a legal obligation to which our company is subject, Art. 6 para. 1 sentence 1 lit. c GDPR serves as the legal basis.

If vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 sentence 1 lit. d GDPR serves as the legal basis.

If the processing of data is necessary to safeguard the legitimate interests of our company or that of a third party, and the fundamental rights and freedoms of the data subject do not outweigh the interest of the former, Art. 6 para. 1 sentence 1 lit. f GDPR will serve as the legal basis for the processing of data.

3. Data removal and storage duration

The personal data of the data subject will be erased or restricted as soon as the purpose of its storage has been accomplished. Additional storage may occur if it was provided for by the European or national legislator within the EU regulations, law, or other relevant regulations to which the data controller is subject. Restriction or erasure of the data also takes place when the storage period stipulated by the aforementioned standards expires, unless there is a need to prolong the storage of the data for the purpose of concluding or fulfilling the respective contract.

IV. Rights of the data subject

When your personal data is processed, you are subsequently a data subject in the sense of the GDPR and have the following rights:

1. Right to information

You may request from the data controller to confirm whether your personal data is processed by them. If such processing is the case, you can request the following information from the data controller:

1. the purpose for which the personal data is processed;
2. the categories of personal data being processed;
3. the recipients or categories of recipients to whom the personal data relating to you have been disclosed or are still being disclosed;
4. the planned duration of the storage of your personal data or, if specific information is not available, criteria for determining the duration of storage;
5. the existence of a right to rectification or erasure of personal data concerning you, a right to restriction of processing by the data controller or a right to object to such processing;
6. the existence of a right of appeal to a supervisory authority;
7. all available information on the source of the data if the personal data is not collected from the data subject;
8. the existence of automated decision-making including profiling under Article 22 para. 1 and para. 4 GDPR and, in certain cases, meaningful information about the data processing system involved, and the scope and intended result of such processing on the data subject.

You have the right to request information on whether your personal data will be transmitted to a third country or an international organization. In this context, you can then request for the appropriate guarantees in accordance with Art. 46 GDPR in connection with the transfer.

2. Right to rectification

You have a right to rectification and/or completion of the data controller, if your processed personal data is incorrect or incomplete. The data controller must correct the data without delay.

3. Right to the restriction of processing

You may request the restriction of the processing of your personal data under the following conditions:

1. if you challenge the correctness of your personal data for a period of time that enables the data controller to verify the accuracy of your personal data;
2. the processing is unlawful, and you refuse the erasure of the personal data and instead demand the restriction of the use of the personal data;
3. the representative no longer needs the personal data for the purpose of processing, but you need it to assert, exercise or defend legal claims; or
4. if you have objected to the processing pursuant to Art. 21 para. 1 GDPR and it is not yet certain whether the legitimate reasons of the data controller outweigh your reasons.

If the processing of personal data concerning you has been restricted, this data may – with the exception of data storage – only be used with your consent or for the purpose of asserting, exercising or defending legal claims or protecting the rights of another natural or legal person or for reasons of important public interest, interest to the Union, or a Member State.

If the processing has been restricted according to the beforementioned conditions, you will be informed by the data controller before the restriction is lifted.

4. Right to erasure

a) Obligation to erase

If you request from the data controller to delete your personal data with immediate effect, they are required to do so immediately given that one of the following applies:

1. Personal data concerning you is no longer necessary for the purposes for which they were collected or processed.
2. You revoke your consent, to which the processing is allowed pursuant to Art. 6 para. 1 sentence 1 lit. a oder Art. 9 para. 2 lit. a GDPR and there is no other legal basis for processing the data
3. According to Art. 21 para. 1 GDPR you object to the processing of the data given that the processing of the data is justified by a legitimate interest, or you object pursuant to Art. 21 para. 2 GDPR.
4. Your personal data has been processed unlawfully.
5. The act of deleting your personal data will invoke a legal obligation under the Union law or the law of the Member States to which the data controller is subject.
6. Your personal data was collected in relation to information business services offered pursuant to Art. 8 para. 1 GDPR.

b) Information to third parties

If the data controller has made your personal data public and has to delete the data pursuant to Art. 17 para. 1 GDPR, they shall take appropriate measures, including technical means, to inform data processors who process the personal data, that a request has been made to delete all links to such personal data or copies or replications of the personal data, taking into account available technology and implementation costs to execute the process.

c) Exceptions

The right to delete does not exist if the processing is necessary

- to exercise the right to freedom of speech and information;
- to fulfill a legal obligation required by the law of the Union or of the Member States to which the representative is subject, or to perform a task of public interest or in the exercise of public authority delegated to the representative;
- for reasons of public interest in the field of public health pursuant to Art. 9 para. 2 lit. h and i and Art. 9 para. 3 GDPR;
- for archival purposes of public interest, scientific or historical research purposes or for statistical purposes pursuant to Art. 89 para. 1 GDPR, to the extent that the law referred to in subparagraph (a) is likely to render impossible or seriously affect the achievement of the objectives of that processing, or
- to enforce, exercise or defend legal claims.

5. Right to information

If you have the right of rectification, erasure or restriction of processing over the data controller, they are obliged to notify all recipients to whom your personal data have been disclosed of the correction or erasure of the data or restriction of processing, unless this proves to be impossible or involves a disproportionate effort.

You reserve the right to be informed about the recipients of your data by the data controller.

6. Right to Data Portability

You have the right to receive your personal data given to the data controller in a structured, standard and machine-readable format. In addition, you have the right to transfer this data to another person without hindrance by the data controller who was initially given the data, given that

1. the processing is based on a consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR or
2. on a contract in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR and the processing is done by automated means.

In exercising this right, you also have the right to maintain that your personal data relating to you are transmitted directly from one person to another, insofar as this is technically feasible. Freedoms and rights of other persons shall not be affected.

The right to data portability does not apply to the processing of personal data necessary for the performance of a task in the public interest or in the exercise of official authority delegated to the data controller.

7. Right to object

Subjective to your situation, you have, at any time, the right to object against the processing of your personal data pursuant to Art. 6 para. 1 sentence 1 lit. e or f GDPR; this also applies to profiling based on these provisions.

The data controller will no longer process the personal data concerning you unless he can demonstrate compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or the processing is for the purpose of enforcing, exercising or defending legal claims.

If the personal data relating to you are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data in regard to such advertising; this also applies to profiling insofar as it is associated with direct mail.

If you object to processing for direct marketing purposes, your personal data will no longer be processed for these purpose.

Regardless of Directive 2002/58/EG, you have the option, in the context of the use of information society services, to exercise your right to object to automated procedures that use technical specifications.

8. Right to revoke the data protection consent declaration

You have the right to withdraw your data protection declaration at any time. The revocation of consent does not affect the legality of the processing carried out on the basis of the consent until the revocation.

9. Automated decision on a case-by-case basis, including profiling

You have the right not to subject to a decision based solely on automated processing – including profiling – that will have legal effect or affect you in a similar manner. This does not apply if the decision

1. is required for the conclusion or execution of a contract between you and the data controller,
2. is permitted by the Union or Member State legislation to which the data controller is subject, and where such legislation contains appropriate measures to safeguard your rights and freedoms and legitimate interests, or
3. with your expressed consent.

However, these decisions must not be based on special categories of personal data under Art. 9 para. 1 GDPR, unless Art. 9 para. 2 lit. a or g GDPR applies and reasonable measures have been taken to protect the rights and freedoms as well as your legitimate interests.

With regard to the cases referred to in (1) and (3), the data controller shall take appropriate measures to uphold your rights and freedoms as well as your legitimate interests, including the right to obtain assistance from the data controller or their representative, to express your opinion on the matter, and to contest the decision.

10. Right to complain to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you shall have the right to complain to a supervisory authority, in the Member State of their residence, place of work or place of alleged infringement, if you believe that the processing of the personal data concerning you violates the GDPR.

The supervisory authority to which the complaint has been submitted shall inform the complainant of the status and results of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

V. Provision of website and creation of log files

1. Description and scope of data processing

Each time our website is accessed, our system automatically collects data and relevant information from the computer system of the calling device.

The following data is collected:

- Browser type and version used
- The user's operating system
- The user's internet service provider
- The IP address of the user - the last digits are anonymised
- Date and time of access
- Web pages from which the user's system accesses our website

The data is also stored in the log files of our system. The data is not stored with the user's other personal data.

2. Legal basis for data processing

The legal basis for the temporary storage of data and logfiles is Art. 6 para. 1 sentence 1 lit. f GDPR.

3. Purpose of data processing

The temporary storage of the IP address by the system is necessary for the delivery of the website to the computer of the user. For this purpose, the user's IP address must be kept for the duration of the session.

Storage in log files is done to ensure the functionality of the website. In addition, the data is used to optimize the website and to ensure the security of our information technology (IT) systems. In this case, the evaluation of the respective data for marketing purposes does not take place.

For the aforementioned purposes, our legitimate interest lies in the processing of data in compliance with Art. 6 para. 1 sentence 1 lit. f GDPR.

4. Duration of storage

The data will be deleted as soon as it is no longer necessary for the purpose of its collection. The session is complete when the collection of data for the provision of the website is accomplished.

The data stored in log files will only be stored for a period of up to seven days. Prolonged storage is possible when the IP addresses of the users are deleted or alienated, and that the assignment of the calling client is no longer possible.

5. Objections and removal option

The collection of data for the provision of the website as well as the storage of data in log files are essential for the operation of the website. Therefore, the user may not object to the aforementioned processes.

VI. Use of cookies

1. Description and scope of data processing

Our website uses cookies. Cookies are text files that are stored in the internet browser or the internet browser on the user's computer system. If a user calls up a website, a cookie can be stored on the user's operation system. These cookies contain a string of characters that allows the browser to be uniquely identified when the website is reopened.

We use cookies to make our website more user-friendly. Some elements of our website require the calling browser to be identified even after a page break. The following data is stored and transmitted in the cookies:

- Entered search terms
- Frequency of page views
- Use of website functions

We also use cookies on our website that allow an analysis of the user's browsing habits.

In this case, the data collected will be pseudonymized by technical means. Therefore, an assignment of the data to the calling user is no longer possible. This data will not be stored with that of other personal data by the same user. When accessing our website, users are informed by an information banner about the use of cookies and are referred to this privacy policy. In addition, the users are also informed of their choice to disable the cookies in their browser settings.

When accessing our website, the user is informed about the use of cookies for analytical purposes and his consent to the processing of the personal data used for this purpose is obtained. In this context there is also a reference to this data protection declaration.

2. Legal basis for data processing

The legal basis for the processing of personal data using technically necessary cookies is Art. 6 para. 1 sentence 1 lit. f GDPR. Given the consent of the user, the legal basis for the processing of personal data using cookies for analysis purposes is Art. 6 para. 1 sentence 1 lit. a GDPR.

3. Purpose of data processing

The purpose of using technically necessary cookies is to simplify the use of websites for users. Some features on our website cannot be offered without the use of cookies. For these features, it is necessary that the browser is recognized even after a page break.

We require cookies for the following features:

- Shopping basket
- Application of language settings
- Storage of search terms

The data collected through the technically necessary cookies will not be used to create profiles of the users.

The use of analysis cookies is for the purpose of improving the quality of our website and its contents. Through the analysis cookies, we learn how the website is used, and are able to continuously optimize our services.

In this case, our legitimate interests lie in the processing of personal data in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR.

4. Duration of storage, objections and removal option

Cookies are stored on the computer of the user and are transmitted to us. Therefore, as a user, you have full control over the use of cookies. By changing the settings in your internet browser, you can disable or restrict the transmission of cookies. Cookies that have been saved can be deleted at any time. This may also occur automatically. If cookies are disabled for our website, it may not be possible to use all the features on the website to its full potential.

VII. Newsletter

1. Description and scope of data processing

You can subscribe to a free newsletter on our website. When registering for the newsletter, the data from the input mask is transmitted to us.

- Email address
- Last name
- First name
- Telephone/mobile phone number
- Address
- Date and time of registration
- Title, Function and Company

Your consent will be obtained for the processing of your data during the registration process and reference will be made to this privacy policy.

If you purchase goods or services on our website and enter your email address, we may subsequently use it to send you a newsletter. In such a case, only direct advertising for similar goods or services will be sent via the newsletter.

No data will be passed on to third parties in connection with data processing for the dispatch of newsletters. The data will be used exclusively for sending the newsletter.

2. Legal basis for data processing

The legal basis for the processing of data by the user after registration for the newsletter is Art. 6 para. 1 S. 1 lit. a GDPR if the user has given his consent.

The legal basis for the dispatch of the newsletter as a result of the sale of goods or services is § 7 para. 3 UWG.

E-mail advertising if you do not subscribe to the newsletter and your right to opt out If we receive your e-mail address in connection with the sale of a product or service and you have not opted out and you are not a consumer who has his habitual residence in Poland, we reserve the right to regularly email you offers for products from our product range that are similar to those you have already purchased. This serves the protection of our legitimate interests in promoting and advertising our products to customers that are overriding in the process of balancing of interests. You can opt out of this use of your email address at any time by sending a message to the contact option specified below or by using the opt-out link in the advertising email, without incurring any costs beyond the cost of transfer calculated at the base rates.

3. Purpose of the data processing

The collection of the user's email address serves the purpose to deliver the newsletter to the recipient.

The collection of other personal data as part of the registration process serves the purpose to prevent misuse of the services or the email address used.

4. Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. The user's email address will therefore be stored as long as the newsletter subscription is active.

The other personal data collected in the course of the registration process are usually deleted after a period of seven days.

5. Possibility of opposition and removal

The subscription of the newsletter can be cancelled by the affected user at any time. For this purpose there is a corresponding link in every newsletter.

This also enables the revocation of the consent to the storage of personal data collected during the registration process.

VIII. Registration

1. Description and scope of data processing

On our website, we offer users the option to register by providing personal data. The data is entered into an input mask, transmitted to us and stored. The data will not be passed on to third parties. The following data is collected as part of the registration process:

- Email address
- Last name
- First name
- Address
- Telephone/mobile phone number
- Date and time of registration
- Password
- Title, Function and Company
- Sales Identification Number

As part of the registration process, the user's consent to the processing of this data is obtained.

2. Legal basis for data processing

The legal basis for the processing of the data is Art. 6 para. 1 sentence 1 lit. a GDPR if the user has given his consent.

If the registration serves the fulfilment of a contract to which the user is a party or the implementation of pre-contractual measures, the additional legal basis for the processing of the data is Art. 6 para. 1 S. 1 lit. b GDPR.

3. Purpose of the data processing

A registration of the user is necessary for the fulfilment of a contract with the user or for the implementation of pre-contractual measures.

4. Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected.

This is the case during the registration process for the fulfilment of a contract or for the implementation of pre-contractual measures if the data are no longer required for the implementation of the contract. Even after the conclusion of the contract, it may be necessary to store personal data of the contractual partner in order to comply with contractual or legal obligations.

5. Possibility of opposition and removal

As a user you have the possibility to withdraw your registration at any time. You can request data stored about you to be changed at any time.

The users can make changes to their data in the account themselves. We store the data in the account for future purchases. When a user account is created, the data provided will be stored revocably. Users can delete their accounts at any time. For this, please contact us under the email address provided in this privacy policy

If the data are necessary for the fulfilment of a contract or for the implementation of pre-contractual measures, a premature deletion of the data is only possible insofar as contractual or legal obligations do not stand in the way of a deletion.

IX. Payment

1. Description and scope of data processing

We offer our customers various payment options for processing their orders. Depending on the payment option, we transfer customers to the platform of the payment service provider in question. After completion of the payment

process, we receive the customer's payment data from the payment service providers or our house bank and process these in our systems for billing and accounting purposes.

Payment by credit card it is possible to complete the payment process by credit card.

If you have chosen to pay by credit card, payment details will be passed on to payment service providers for payment processing. All payment service providers comply with the requirements of the "Payment Card Industry (PCI) Data Security Standards" and have been certified by an independent PCI Qualified Security Assessor.

The following data will be transmitted regularly as part of payment by credit card:

- Transaction amount
- Date and time of purchase
- First name
- Last name
- Address
- Email address
- Credit card number
- Credit card validity period
- Security code (CVC)
- IP address
- Telephone number / mobile phone number

Payment data is passed on to the following payment service providers:

Ingenico Payment Services GmbH, Daniel-Goldbach-Str. 17-19, 40880 Ratingen, Germany

You can find further information on the data protection guidelines as well as cancellation and removal options for payment service providers here:

<https://ingenico.de/payment-services/service/datenschutz>

Payment via PayPal It is possible to process the payment transaction with the payment service provider PayPal. PayPal offers a direct payment method as well as purchase on account, direct debit, credit card and installment payment.

The European operating company of PayPal is PayPal (Europe) S.à.r.l. & Cie. S.C.A., 22-24 Boulevard Royal, 2449 Luxembourg.

If you choose PayPal as your payment method, your data required for the payment process will automatically be transmitted to PayPal.

The data regularly concerned the following:

- Last name
- First name
- Address
- Email address
- Telephone / mobile phone number
- IP - Address

The data transmitted to PayPal may be transmitted by PayPal to credit agencies. The purpose of this transmission is to check identity and credit rating of the user.

PayPal may also share your information with third parties to the extent necessary to fulfill your contractual obligations or to process the information on behalf of PayPal.

You can read PayPal's privacy policy at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full/>.

Advance payment If you have chosen to pay in advance, we will not process any data other than that provided by your bank. These are only used to check incoming payments.

Payment by invoice We ask for your understanding that this payment method is not available for new customers.

2. Purpose of data processing

The transmission of payment data to payment service providers serves to process payments, e.g. if you purchase a product and/or use a service.

3. Legal basis for data processing

The legal basis for data processing is Art. 6 para. 1 S. 1 lit. b GDPR, since the processing of the data is necessary for the execution of the concluded sales contract.

4. Duration of storage

All payment data as well as data on possible chargebacks are only stored as long as they are required for payment processing and a possible processing of chargebacks and debt collection as well as for combating misuse.

Furthermore, payment data may be stored beyond this if and as long as this is necessary to comply with statutory retention periods or to prosecute a specific case of misuse.

Your personal data will be deleted at the end of the statutory retention period, i.e. after 10 years at the latest.

5. Possibility of opposition and removal

You can revoke your consent to the processing of your payment data at any time by notifying the person responsible or the payment service provider used. However, the payment service provider used may still be entitled to process your payment data if and as long as this is necessary for the contractual payment processing.

X. Contact form and Email contact

1. Scope of data processing

A contact form is available on our website, which can be used for electronic contact. If a user makes use of this possibility, the data entered in the input mask will be transmitted to us and stored.

The following data will also be stored at the time the message is sent:

- Email address
- Last name
- First name
- Request/message

Your consent will be obtained for the processing of the data as part of the sending process and reference will be made to this data protection declaration.

Alternatively, it is possible to contact us via the email address provided. In this case the personal data of the user transmitted with the email will be stored.

In this context, the data will not be passed on to third parties. The data will be used exclusively for the processing of the conversation.

2. Purpose of the data processing

The processing of the personal data from the input mask serves us exclusively for the processing of the establishment of contact. If you contact us by email, this also constitutes the necessary legitimate interest in the processing of the data.

The other personal data processed during the sending process serve to prevent misuse of the contact form and to ensure the security of our information technology systems.

3. Legal basis for data processing

The legal basis for the processing of the data is Art. 6 para. 1 sentence 1 lit. a GDPR if the user has given his consent.

The legal basis for the processing of data transmitted by e-mail is Art. 6 para. 1 sentence 1 lit. f GDPR. If the purpose of the email contact is to conclude a contract, the additional legal basis for the processing is Art. 6 para. 1 sentence 1 lit. b GDPR.

4. Duration of storage

The data will be deleted as soon as they are no longer necessary to achieve the purpose for which they were collected. For the personal data from the input mask of the contact form and those sent by email, this is the case when the respective conversation with the user has ended. The conversation is terminated when it can be inferred from the circumstances that the relevant facts have been conclusively clarified.

The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

5. Possibility of objection and removal

The user has the possibility to revoke his consent to the processing of personal data at any time. If the user contacts us by email, he can object to the storage of his personal data at any time. In such a case, the conversation cannot be continued.

We delete the data obtained for this purpose after it is no longer required to be stored, or restrict processing if there are legal storage obligations. All personal data stored in the course of contacting us will be deleted in this case.

XI. Application via email

1. Scope of data processing of personal data

You can send us your application by email. We collect your email address and the information you provide in the email.

After sending your application, you will receive a confirmation of receipt of your application documents by email from us.

Your data will not be passed on to third parties. The data will be used exclusively for processing your application.

2. Legal basis for data processing

The legal basis for the processing of your data is Art. 6 para. 1 S.1 lit. a GDPR and §26 BDSG.

3. Purpose of the data processing

The processing of the personal data from your application e-mail serves us solely for the processing of your application.

4. Duration of storage

After completion of the application procedure, the data will be stored for up to 6 months. At the latest after 6 months your data will be deleted. In the event of a legal obligation, the data will be stored within the framework of the applicable provisions.

The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

5. Possibility of opposition and removal

The applicant has the possibility to revoke his consent to the processing of personal data at any time. In such a case, your application will no longer be considered.

Every applicant can have their data changed or deleted at a later date. For this we ask to send us an e-mail.

All personal data stored in the course of electronic applications will be deleted in this case.

XII. Usage of plugins

Use of Facebook Plugin

1. Scope of processing of personal data

We use the plug-in of Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025 United States or, if you are resident in the EU, Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. By activating this plug-in, your browser connects to Facebook's servers. This tells Facebook that you are visiting our website with your IP address. In addition, Facebook receives information about the date, time, browser type and version, operating system and version as well as Facebook cookies already stored in the browser. From this, Facebook can recognize which websites with Facebook content you visited. The plug-in is part of Facebook and is only displayed on our page. Any interaction with the plug-in is an interaction with "facebook.com".

If you are logged in to Facebook, your Facebook login number will also be transferred when the plug-in is activated. Visiting our website can therefore be linked to your Facebook account. Depending on the settings of your Facebook account, clicking the plug-in will also be published on Facebook. You can avoid this by logging out of your Facebook account before activating the plug-in and deleting all Facebook cookies after visiting websites with Facebook plug-ins.

2. Legal basis for the processing of personal data

The legal basis for the processing is Art. 6 para. 1 S.1 lit.a GDPR.

3. Purpose of the data processing

Facebook processes this data to find errors in its own system, to improve its own products and adapt them to user behaviour, to control, place and individualise advertising. In addition, the processing also serves the localization, the recording of the manner of use of websites with Facebook content and the purpose of market research.

4. Duration of storage

Facebook stores the data for up to 90 days according to its own specifications. Afterwards the data will only be used in anonymous form.

5. Possibility of opposition and removal

For more information about data usage and collection, please see Facebook's privacy statement at: <https://facebook.com/about/privacy/>

Use of Google AdWords

1. Scope of processing of personal data

On our website we use Google AdWords of Google Inc., 1600 Amphiteatre Parkway, Mountain View, CA 94043, United States. This is an online advertising program that uses conversion tracking. When you reach our website via a Google ad, Google AdWords places a cookie on your computer. Each Google AdWords customer is assigned a different cookie.

2. Legal basis for the processing of personal data

The legal basis for the processing is Art. 6 para. 1 sentence 1 lit. f GDPR.

3. Purpose of the data processing

We only receive information about the total number of users who have responded to our ad. We will not share any information that could be used to identify you. The use does not serve the traceability.

4. Duration of storage

The cookie loses its validity after 30 days.

5. Possibility of opposition and removal

You can prevent Google conversion tracking by deactivating the tracking process in your browser. Further information can be found at <https://www.google.com/intl/de/policies/privacy/>

Use of Google Analytics

1. Scope of processing of personal data

On our website we use Google Analytics, a web analysis service of Google Inc., 1600 Amphiteatre Parkway, Mountain View, CA 94043, United States ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website will be transmitted to and stored by Google on servers in the United States. However, if IP anonymization is enabled on this website, Google will previously truncate your IP address within member states of the European Union or other signatory states to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there. IP anonymization is active on this website. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services to website operators in connection with website activity and internet usage. The IP address transmitted by your browser as part of Google Analytics is not combined with other data from Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of our website.

2. Legal basis for the processing of personal data

The legal basis for the processing is Art. 6 para. 1 sentence 1 lit. f GDPR.

3. Purpose of the data processing

The purpose of processing personal data is to specifically address a target group that has already expressed an initial interest by visiting the site.

4. Duration of storage

Advertising data in server logs is anonymized by Google's own statements to delete parts of the IP address and cookie information after 9 and 18 months respectively.

5. Possibility of opposition and removal

You can also prevent Google from collecting the data generated by the cookie and related to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

Further information can be found at <https://www.google.com/intl/de/policies/privacy/> .

Use of Google Analytics Remarketing (also Google Dynamic Remarketing)

1. Scope of processing of personal data

On our website we use the remarketing function Google Inc., 1600 Amphiteatre Parkway, Mountain View, CA 94043, United States. Together with Google we offer you suitable and interest-related advertisements. Google Analytics Remarketing uses cookies. These are stored on your computer. According to Google, no personal data is collected. According to our own information, there is also no connection to the other Google services.

2. Legal basis for the processing of personal data

The legal basis for the processing is Art. 6 para. 1 sentence 1 lit. f GDPR.

3. Purpose of the data processing

The purpose of processing personal data is to specifically address a target group. You recognise the cookies stored on your computer when you visit a website and can therefore display advertisements that are in line with your interests.

4. Duration of storage

Advertising data in server logs is anonymized by Google's own statements to delete parts of the IP address and cookie information after 9 and 18 months respectively.

5. Possibility of opposition and removal

You can prevent the use of the remarketing function by setting the following link: <https://http://www.google.de/settings/ads> . Further information can be found at <https://www.google.com/intl/de/policies/privacy/> .

Use of Google (Invisible) ReCaptcha

1. Scope of processing of personal data

We use the reCaptcha service of Google LLC Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

The query includes the transmission of the IP address of the terminal device used; the website you visit and on which the captcha is embedded; the date and duration of the visit; the identification data of the browser and operating system type used; the Google account if you are logged in; mouse movements on the reCaptcha areas as well as tasks for which you must identify images. For this purpose, the data is transmitted to Google and used there by Google in the form of an examination, with which it can be determined on the basis of the data mentioned whether you are a human being or a computer.

By using reCaptcha, you agree that the recognition you provide will be incorporated into the digitization of old works. However, if IP anonymization is enabled on this website, Google will previously truncate your IP address within member states of the European Union or other signatory states to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of this service. The IP address transmitted by your browser as part of reCaptcha is not merged with other data from Google. This data is subject to Google's different privacy policy.

2. Legal basis for the processing of personal data

The legal basis for the processing of users' personal data is Art. 6 para. 1 S.1 lit. f GDPR.

3. Purpose of the data processing

The query serves to differentiate whether the input is made by a human being or whether it is misused by automated, mechanical processing.

4. Duration of storage

We do not have any information about the duration of storage.

5. Possibility of opposition and removal

Further information can be found at: <https://www.google.com/intl/de/policies/privacy/> .

Use of Google Web Fonts

1. Scope of processing of personal data

Google Web Fonts (www.google.com/webfonts/) are used to visually improve the presentation of various information on this website. The web fonts are transferred to the browser's cache when the page is called up so that they can be used for display. If the browser does not support Google Web Fonts or does not allow access, the text will be displayed in a default font.

When the page is accessed, the website visitor does not receive any cookies. Data transmitted in connection with the page view is sent to resource-specific domains such as fonts.googleapis.com or fonts.gstatic.com. It will not be associated with data that may be collected or used in connection with the parallel use of authenticated Google services such as Gmail.

The IP address of the browser of the terminal device of the visitor to these Internet pages is also stored by Google.

2. Legal basis for the processing of personal data

The legal basis for data processing is Art. 6 para. 1 lit. f GDPR. The justified interest consists in a faultless function of the Internet page.

3. Purpose of the data processing

This is necessary so that your browser can also display an optically improved display of our texts. If your browser does not support this feature, a standard font will be used by your computer to display it.

4. Duration of storage

We do not have any information about the duration of storage at our order processor.

5. Possibility of opposition and removal

You can set your browser so that the fonts are not loaded by the Google servers (e.g. by installing add-ons like NoScript or Ghostery for Firefox). If your browser does not support Google Fonts or if you block access to the Google servers, the text will be displayed in the system's default font.

Use of LinkedIn

1. Scope of processing of personal data

Our website uses features of the LinkedIn network. The provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

Each time you access one of our pages that contains LinkedIn functions, a connection is established to LinkedIn servers. LinkedIn will be informed that you have visited our website with your IP address. If you click the LinkedIn "Recommend" button and are logged into your

LinkedIn account, LinkedIn will be able to associate your visit to our website with you and your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the transmitted data or its use by LinkedIn.

For more information, please see LinkedIn's privacy policy at: <https://www.linkedin.com/legal/privacy-policy>.

2. Legal basis for the processing of personal data

The legal basis for the processing of users' personal data is Art. 6 para. 1 lit. a GDPR.

3. Purpose of the data processing

The use of the LinkedIn Plugin serves the usability of our website.

4. Duration of storage

We do not have any information about the duration of storage.

5. Possibility of opposition and removal

If such a transfer of this information to LinkedIn is not intended by the person concerned, he can prevent the transfer by logging out of his LinkedIn account before accessing our website. LinkedIn at <https://www.linkedin.com/psettings/guest-controls> provides the ability to unsubscribe from email, SMS, and targeted ads, as well as manage ad settings. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame who can set cookies. Such cookies can be rejected at <https://www.linkedin.com/legal/cookie-policy>. LinkedIn's current privacy policy can be found at <https://www.linkedin.com/legal/privacy-policy>. LinkedIn's cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>

Use of Trusted Shop: Trustbadge without ratings

1. Scope of processing of personal data

The Trusted Shops Trustbadge is integrated on this website to display our Trusted Shops seal of approval and the Trusted Shops products for buyers after placing an order.

The Trustbadge and the services applied for thereby are an offer of the Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne.

When the trustbadge is called up, the web server automatically saves a so-called server log file which contains, for example, your IP address, the date and time of the call, the amount of data transferred and the requesting provider (access data) and documents the call. These access data are not evaluated and are automatically overwritten at the latest seven days after the end of your page visit.

Further personal data will only be transferred to Trusted Shops if you have consented to this, have decided to use Trusted Shops products after completing an order or have already registered for use. In this case, the contractual agreement made between you and Trusted Shops applies.

2. Legal basis for the processing of personal data

The legal basis for the processing is Art. 6 para. 1 sentence 1 lit. f GDPR.

3. Purpose of the data processing

The use of Trusted Shops serves the optimal marketing of our offer.

4. Duration of storage

The access data is not evaluated and is automatically overwritten at the latest seven days after the end of your page visit.

5. Possibility of opposition and removal

For further information we refer to the privacy policy of Trusted Shops <https://shop.trustedshops.com/de/datenschutz>.

Use of Twitter Plugin

1. Scope of processing of personal data

On our website we use so-called "social plugins" from twitter.com.

The provider of this service is Twitter, Inc. 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

By using Twitter and the "Re-Tweet" function, the websites you visit are linked to your Twitter account and made known to third parties. We do not receive any information about the content of the transmitted data and its use by Twitter. Please refer to Twitter's Privacy Policy for details on how Twitter uses your information and your rights and settings to protect your personal information: <http://twitter.com/privacy>

If you do not want Twitter to associate the data collected via our website directly with your Twitter account, you must log out of Twitter before visiting our website.

2. Legal basis for the processing of personal data

The legal basis for the processing is Art. 6 para. 1 S.1 lit.a GDPR.

3. Purpose of the data processing

You will find information about what data is processed by Twitter and for what purposes it is used in Twitter's privacy policy: <https://twitter.com/de/privacy>

4. Duration of storage

Please refer to Twitter's privacy policy for information on the storage period: <https://twitter.com/de/privacy>

5. Possibility of opposition and removal

More information about the Twitter service can be found at the following link:

<https://twitter.com/privacy?lang=-> Proudly Presents

Use of XING plugin

1. Scope of processing of personal data

Our website uses the "XING Share Button" of XING SE, Dammtorstraße 29-32, 20354 Hamburg, Germany. When you access this website, your browser establishes a short-term connection to servers of XING SE ("XING") that provide the "XING Share Button" functions (in particular the calculation/display of the meter value).

2. Legal basis for the processing of personal data

The legal basis for the processing of users' personal data is Art. 6 para. 1 sentence 1 lit. a GDPR.

3. Purpose of the data processing

The integration of the "XING-Share-Button" serves the user friendliness. If you click this button, you will be redirected to the XING homepage. If you are logged in to your profile, you can recommend the link to our website.

4. Duration of storage

XING does not store any personal data about you when you access this website. In particular, XING does not store any IP addresses. There is also no evaluation of your usage behavior regarding the use of cookies in connection with the "XING Share Button".

5. Possibility of opposition and removal

The latest data protection information on the "XING Share Button" and additional information can be found on the following website: https://www.xing.com/app/share?op=data_protection .

Use of YouTube PlugIn

1. Scope of processing of personal data

On our website we use the plugin operated by Google from YouTube, YouTube LLC, 901 Cherry Ave, San Bruno, CA 94066, UNITED STATES. When you visit our website, your browser connects to YouTube's servers. Information about your website visit is forwarded to YouTube. We have no influence on the content of the plug-in. If you are logged into your YouTube account during your visit, YouTube can assign your website visit to this account. By interacting with this plug-in, this corresponding information is transmitted directly to YouTube and stored there. If you do not want this data to be transmitted, you must log out of your YouTube account before visiting our website.

2. Legal basis for the processing of personal data

The legal basis for the processing of users' personal data is Art. 6 para. 1 S.1 lit. f GDPR.

3. Purpose of the data processing

The provision of the YouTube plug-in serves the user friendliness of our site.

4. Duration of storage

We do not have any information about the duration of storage.

5. Possibility of opposition and removal

More information about the purpose and scope of YouTube's data collection can be found at:
<https://www.google.com/intl/en/policies/privacy/>

This privacy statement has been prepared with the assistance of DataGuard.

As of March 2019