privacy policy

Privacy Policy

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Data controller is:
Christoph Fries
Tumblingerstr. 48
80337 MÃ¼nchen

E-Mail: info@macconsult.de

Thank you for visiting our online shop. Protection of your privacy is very important to us. Below you will find extensive information about how we handle your data.

1. Access data and hosting

You may visit our website without revealing any personal information. With every visit on the website, the web server stores automatically only a so-called server log file which contains e.g. the name of the requested file, your IP address, the date and time of the request, the volume of data transferred and the requesting provider (access data), and documents the request. These access data are analysed exclusively for the purpose of ensuring the smooth operation of the website and improving our offer. This serves according to Art. 6 (1) (f) GDPR the protection of our legitimate interests in the proper presentation of our offer that are overriding in the process of balancing of interests. All access data are deleted no later than seven days after the end of your visit on our website.

1.1 Hosting

The services for hosting and displaying the website are partly provided by our service providers on the basis of processing on our behalf. Unless otherwise stated in this privacy policy, all access data and all data collected in forms provided for this purpose on this website are processed on their servers. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

1.2 Content Delivery Network

For the purpose of a shorter loading time, we use for some offers a so-called Content Delivery Network ("CDN") . This service provides content, e.g. large media files, via regionally distributed servers of external CDN service providers. For this

reason, access data will be processed on the servers of these service providers. We engage our service providers on the basis of processing on our behalf. Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

2. Data processing for the purposes of processing the contract, establishing contact

2.1 Data processing for the purposes of performing the contract

For the purpose of performing the contract (including enquiries about and the handling of any existing warranty claims, claims for non-performance or defective performance, the right to cancel, as well as any statutory update obligations) in accordance with Art. 6 (1) (b) GDPR, we collect personal data if you provide it to us voluntarily as part of your order. Mandatory fields are marked as such, as in these cases we necessarily need the data to process the contract and we cannot send the order without their specification. Which data is collected can be seen from the respective input forms.

Further information on the processing of your data, in particular on the forwarding of the data to our service providers for the purpose of order, payment and shipping, can be found in the following sections of this privacy policy. After complete processing of the contract, your data will be restricted for further processing and deleted after expiry of the retention periods under tax and commercial law in accordance with Art. 6 (1) (c) GDPR, unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

Merchandise management system

We use merchandise management systems of external service providers for order and contract processing. We engage our service providers on the basis of processing on our behalf. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

2.2 Customer account

Insofar as you have given your consent to this in accordance with Art. 6 (1) (a) GDPR by deciding to open a customer account, we will use and store your data for the purpose of opening the customer account as well as for further future orders on our website. Deletion of your customer account is possible at any time and can be done either by sending a message to the contact option described in this privacy policy or via a function provided for this purpose in the customer account. After deletion of your customer account, your data will be deleted unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

2.3 Establishing contact

As part of our customer communication, we collect personal data in order to process your enquiries in accordance with Art. 6 (1) (b) GDPR if you voluntarily provide us with this data when contacting us (e.g. via contact form or e-mail). Mandatory fields are marked as such, as in these cases we necessarily need the data to process your enquiry. Which data is collected can be seen from the respective input forms. After your enquiry has been fully processed, your data will be deleted unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

2.4 Data processing for booking appointments

We collect personal data if you voluntarily provide it to us when booking an appointment. Mandatory fields are marked as such because in these cases we absolutely need the data to book the appointment and you cannot send the appointment

booking without providing it. Which data is collected can be seen from the respective input forms. Information in free text fields is voluntary and does not have to be filled in for the appointment booking to be sent. We ask you to refrain from providing sensitive data (e.g. health-related information such as illnesses) in such free text fields.

We use the data you provide for booking appointments in accordance with art. 6 (1) (b) GDPR. After complete processing of the booked appointment, your data will be restricted for further processing and deleted after expiry of any retention periods under tax and commercial law pursuant to art. 6 (1) (c) GDPR, unless you have expressly consented to further use of your data pursuant to art. 6 (1) 1 a GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this policy.

3. Data processing for the purposes of shipment

We forward your data to the shipping company within the scope required for the delivery of the ordered goods according to Art. 6 (1) (b) GDPR. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

The same applies to the transfer of data to our manufacturers or wholesalers where they take over the shipment for us (drop shipping). These are considered to be shipping companies within the meaning of this privacy policy.

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: Switzerland, United Kingdom

Data transmission to a shipping provider for the purpose of shipment notification

Provided that you have given us your explicit consent, during or after your order, we will forward your e-mail address and phone number in accordance with Art. 6 (1) (a) GDPR to the selected shipping provider in order to enable them to contact you for the purpose of shipment notification or coordination prior to shipment.
This consent may be withdrawn at any time by sending a message to the contact information described in this privacy policy. After consent withdrawal, we will delete the data you have provided for this purpose, unless you have expressly consented to further use of your data or we have reserved the right to use your data for other purposes which are permitted by law and about which we inform you in this privacy policy. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

4. Data processing for the purposes of payment

As part of the payment process in our online shop, we work together with these partners: technical service provider, credit institution, payment service provider.

4.1 Data processing for the purposes of transaction processing

Depending on the selected payment method, we transfer the data necessary for processing the payment transaction to our technical service providers, to the commissioned credit institutions, or to the selected payment service provider, insofar as this is required for processing the payment. This is done for the performance of the contract pursuant to Art. 6 (1) (b) GDPR. In some cases, the payment service providers themselves collect the data required for processing the payment, e.g. on their own website or via a technical integration in the ordering process. In this respect, the privacy policy of the respective payment service provider applies

Depending on the selected payment method, data transfers may occur to third countries outside the EU/EEA for which the European Commission has determined an adequate level of data protection by decision. Insofar as data transfers take place to third countries outside the EU/EEA for which the European Commission has not issued a decision on an adequate level of data protection, the cooperation is based on the European Commission’s standard contractual clauses.

If you have any questions regarding our partners for payment processing or the basis of our cooperation with them, please contact the point of contact specified in this privacy policy.

4.2 Data processing for the purposes of fraud prevention and optimisation of our payment processes

Where applicable, we transfer additional data to the aforementioned service providers. They use this data together with the information necessary for processing the payment for the purposes of fraud prevention and optimizing our payment processes (e.g., invoicing, handling disputed payments, supporting accounting). This processing is carried out pursuant to Art. 6 (1) (f) GDPR on the basis of our overriding legitimate interests, in protecting ourselves against fraud and ensuring efficient payment management.

4.3 Credit assessment

In cases where we make deliveries before payment (e.g. in the case of a purchase on invoice) we will obtain information about your identity and creditworthiness using the services of specialised service providers (credit reference agencies). To this end, we will transfer your personal data needed for the credit assessment to:

SCHUFA Holding AG
Kormoranweg 5
65201 Wiesbaden
Germany

Creditreform Boniversum GmbH
Hammfelddamm 13
41460 Neuss
Germany

This serves to safeguard our legitimate interests in assessing the creditworthiness and willingness to pay of our potential customers prior to the conclusion of the contract and thus to avoid financial losses in accordance with Art. 6 (1) (f) GDPR, that are overriding in the process of balancing of interests. This is necessary for the conclusion of the contract in accordance with Art. 22 (2) (a) GDPR. In this process, we will apply appropriate measures to respect your rights, freedoms and legitimate interests. You can contact us via the contact option specified in this privacy policy to present your position and contest the decision.
After full implementation of the contract and after expiry of the tax and commercial legal retention periods, your data processed for this purpose will be deleted, unless you have expressly consented to further use of your data or we reserve the right to use your data for other purposes which are permitted by law and about which we inform you in this notice.

4.4 Identity and credit check when selecting purchase on account via PayPal and Ratepay

If you choose the payment method purchase on account (offered via Ratepay GmbH, FranklinstraÃŸe 28-29, 10587 Berlin, Germany (hereinafter referred to as Ratepay) and PayPal (Europe) S.Ã r.l. et Cie, S.C.A., 22-24 Boulevard Royal, 2449 Luxembourg (hereinafter referred to as PayPal)), we request your consent pursuant to Art. 6 (1) (a) GDPR that we may transmit to Ratepay the data necessary for the processing of the payment and an identity and credit check. In Germany, the credit agencies named in Ratepay's data protection declaration may be used for the identity and credit check. Ratepay uses the information received about the statistical probability of a payment default for a weighed decision about the establishment, implementation or termination of the contractual relationship. You can revoke your consent at any time by sending a message to the contact option mentioned in this privacy policy. This may result in us no longer being able to offer you certain payment options. Additional information on data protection at PayPal can be found here.

4.5 Instalment buying

If you select the "buy in instalments" option and grant the consent required for this purpose according to Art. 6 (1) (a) GDPR, your personal data (first and last name, address, email, telephone number, date of birth, IP address, sex) and the necessary transaction data (purchased item, invoice amount, due dates, total amount, invoice number, taxes, currency, order date and time) will be transferred to our partner PayPal (Europe) S.Ã r.l. et Cie, S.C.A., 22-24 Boulevard Royal, 2449 Luxemburg, Luxembourg for the purpose of effecting the payment under the aforesaid method.
For the purpose of assessing the customer's identity and/or creditworthiness, our partner requests and collects information from publicly available databases and credit reference agencies. The details of the services providers providing information, including, as the case may be, information on creditworthiness, developed based on mathematical-statistical methods, as well as other details necessary for the processing of your data after their transfer to our partner PayPal (Europe) S.Ã r.l. et Cie, S.C.A. are included in that partner's privacy policy, which you can find here:
https://www.paypal.com/de/webapps/mpp/ua/privacy-full
Our partner PayPal (Europe) S.Ã r.l. et Cie, S.C.A. uses the information it obtains about the statistical probability of default for making a well-balanced decision about the establishment, performance or termination of the contractual relationship. You can contact our partner PayPal (Europe) S.Ã r.l. et Cie, S.C.A. to present your standpoint and contest the decision.

The consent to the disclosure of data granted during the ordering process may be revoked with effect for the future by notifying us at any time, also without specifying the reasons for the revocation.

4.6 Engagement of debt collection companies

In order to fulfil the contract according to Art. 6 (1) (b) GDPR, we forward your data to an authorised debt collection agency (Creditreform, Machtlfinger StraÃŸe 13, 80340 MÃ¼nchen, Germany) if our payment claim has not been settled despite a previous reminder. In this case, the claim will be collected directly by the collection agency. In addition, the transmission of data serves to safeguard our legitimate interests in an effective assertion or enforcement of our payment claim in accordance with Art. 6 (1) (f) GDPR that are overriding in the process of balancing interests.

5. Marketing via E-mail, post, phone

5.1 E-mail newsletter with subscription and newsletter tracking

If you subscribe to our newsletter, we will regularly send you our email newsletter based on your consent according to Art. 6 (1) (a) GDPR, using the data required or disclosed by you separately for this purpose.

You can unsubscribe from the newsletter at any time. This can either be done by sending a message to the contact option described in this privacy policy or via a link provided for this purpose in the newsletter. After unsubscribing, we will delete your e-mail address from the list of recipients, unless you have expressly consented to the further use of your data according to Art. 6 (1) (a) GDPR or we have reserved the right to use your data for other purposes that are permitted by law and about which we inform you in this privacy policy.

We would like to point out that we evaluate your user behaviour when sending the newsletter. For this purpose, we also analyse your interaction with our newsletter by measuring, storing and evaluating opening rates and click-through rates for the purpose of designing future newsletter campaigns ("newsletter tracking").

For this evaluation, the emails sent contain single-pixel technologies (e.g. so-called web beacons, tracking pixels) that are stored on our website. For the evaluations, we link the following "newsletter data" in particular

- the page from which the page was requested (so-called referrer URL),
- the date and time of the request,
- the description of the type of web browser used,
- the IP address of the requesting computer,
- the e-mail address,

- the date and time of registration and confirmation

and the single-pixel technologies with your e-mail address or your IP address and, if applicable, an individual ID. Links contained in the newsletter may also contain this ID.

If you do not wish to receive newsletter tracking, it is possible to unsubscribe from the newsletter at any time - as described above.

The information will be stored as long as you have subscribed to the newsletter.

5.2 Newsletter mailing

The newsletter and the newsletter tracking shown above may also be sent by our service providers as part of processing on our behalf. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: USA

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

5.3 Sending review requests by e-mail

If you have given us your explicit consent to do so during or after placing your order in accordance with Art. 6 (1) (a) GDPR, we will use your e-mail address to request an review of your order via the review system we use. This consent can be withdrawn at any time by sending a message to the contact option described in this privacy policy or via a link provided for this purpose in the review request. After you have withdrawn your consent, we will delete your e-mail address from the recipient list unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we have reserved the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

The review requests may also be sent by our service provider Trusted Shops SE Subbelrather Str. 15C, 50823 Cologne ("Trusted Shops").

In the process, we receive information on the respective status through Trusted Shops (e.g. whether the review request was sent out or received). This is done in accordance with Art. 6 (1) (f) GDPR to fulfill our legitimate interest in receiving information about the review requests in order to make optimizations based on them, if necessary, as well as to fulfill the legitimate interest of Trusted Shops in being able to offer this service.

We and Trusted Shops act as joint controllers in regards to sending review requests and the collection and display of review or status information.

Within the framework of the joint controllership between us and Trusted Shops, please contact Trusted Shops if you have any data protection questions or wish to assert your rights. You can find their contact details here. Further information on data protection can be found in the following link here. Regardless of this, you can also always contact us using the contact option described in this privacy policy. Your inquiry will then, if necessary, be passed on to the party responsible for responding to it.

5.4 Postal advertising and your right to opt out

Furthermore, we reserve the right to use your first and last name and your postal address for our advertising purposes, e.g. for sending interesting offers and information about our products by post. This serves to safeguard our legitimate interests

in promoting and advertising our products to customers according to Art. 6 (1) (f) GDPR that are overriding in the process of balancing of interests. You can opt out of the storage and use of your data for these purposes at any time by sending a message to the contact option specified below. After you have withdrawn your consent, we will delete your address from the recipient list unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we have reserved the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

5.5 Phone advertising

If you have given your consent in accordance with Art. 6 (1) (a) GDPR, we will use the data required for this purpose or provided separately by you for our own advertising purposes, e.g. to inform you about interesting offers and our products. You can withdraw your consent at any time, either by sending a message to the contact option described in this privacy policy or by verbal notification within each call. After withdrawal, we will delete your telephone number unless you have expressly consented to the further use of your data or we have reserved the right to use your data for other purposes that are permitted by law and about which we inform you in this privacy policy.

6. Cookies and further technologies

General information

In order to make visiting our website attractive and to enable the use of certain functions, to display suitable products or for market research, we use technologies on various pages, including so-called cookies. Cookies are small text files that are automatically stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your end device and enable us to recognise your browser during your next visit (persistent cookies). You can find the storage period in the overview of your web browser's cookie settings.

Protection of privacy for terminal devices
When you use our online services, we use technologies that are absolutely necessary in order to provide the telemedia service you have expressly requested. The storage of information in your terminal device or access to information that is already stored in your terminal device does not require consent in this respect.

For functions that are not absolutely necessary, the storage of information in your terminal device or access to information that is already stored in your terminal device requires your consent. Please note that if you do not give your consent, parts of the website may not be available for unrestricted use. Any consent you may have given will remain valid until you adjust or reset the respective settings in your terminal device.

Any downstream data processing through cookies and other technologies

We use such technologies that are strictly necessary for the use of certain functions of our website (e.g. shopping cart function). These technologies are used to collect and process IP addresses, time of visit, device and browser information as well as information on your use of our website (e.g. information on your preferences). This serves to safeguard our legitimate interests in an optimised presentation of our offer that are overriding in the process of balancing of interests according to Art. 6 (1) (f) GDPR.

In addition, we use technologies to fulfil the legal obligations, which we are subject to (e.g. to be able to prove consent to the processing of your personal data) as well as for web analysis and online marketing. Further information on this, including the respective legal basis for data processing, can be found in the following sections of this privacy policy.

What types of cookies are being used?

Functional (necessary) cookies:
These cookies are necessary for the proper functioning of the website (e.g., login, shopping cart, language and preference settings, security). They are always enabled, and we inform you about their use. No consent is required for these cookies.

Other Cookies (Marketing/Tracking & Similar Technologies):
These cookies enable us to display (personalized) content and advertisements and to measure the effectiveness of campaigns. This may involve sharing data with third parties and tracking across multiple websites or apps. We ask for your consent before using these cookies and clearly inform you about what information we collect, how we use it, and for what purpose. You can withdraw your consent at any time through our cookie settings.

Analytical Cookies (Limited Analytics):
These cookies help us measure the use of our website in order to improve its performance and user experience. Where no personal data is processed, this is done without requiring your consent. If personal data is processed, we will first ask for your consent. In such cases, processing is carried out on a valid legal basis, which we explain in detail in our Privacy Policy.

Essential cookies: These cookies are necessary to enable you to use our website. This includes e.g. cookies that enable you to log into the customer area or add items to your shopping cart.

Cookie settings

You can find the cookies settings for your browser by clicking on the following links: Microsoft Edge™ / Safari™ / Chrome™ / Firefox™ / Opera™

If you have consented to the use of the technologies in accordance with Art. 6 (1) (a) GDPR, you can withdraw your consent at any time by sending a message to the contact option described in the privacy policy.

7. Use of cookies and other technologies

We use the following cookies and other third-party technologies on our website. Unless otherwise specified for the individual technologies, this is done on the basis of your consent in accordance with Art. 6 (1) (a) GDPR. The data collected in this context will be deleted after the relevant purpose has been fulfilled and we have ended the use of the respective technology. You can withdraw your consent at any time with effect for the future. Further information on your withdrawal options can be found in the section "cookies and further technologies". Further information, including the basis of our cooperation with the service providers can be found within the respective technologies. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

7.1 Use of Adobe services

We use the technologies described below from Adobe Systems, Software Ireland Limited, Ireland, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Ireland ("Adobe"). The information automatically collected by Adobe technologies about your use of our website is generally transmitted to and stored on a server operated by Adobe, Inc, 345 Park Avenue San Jose, CA 95110-2704, USA. If your IP address is collected via Adobe technologies, it is shortened or completely replaced by a generic IP address before being stored on Adobe servers by activating appropriate settings.

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: Canada, Japan, Switzerland, United Kingdom, USA.

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by

the European Commission.

Adobe Fonts

In order to provide a uniform presentation of the content on our website, the script code "Adobe Fonts" collects data (IP address, time of visit, device and browser information), transmits it to Adobe and then processes it by Adobe. We have no influence on this subsequent data processing. The data processing is carried out on the basis of an agreement between jointly responsible parties in accordance with Art. 26 GDPR.

7.2 Use of Google services

We use the following technologies of Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The information automatically collected by Google technologies about your use of our website is usually transferred to a server of Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA and stored there. Unless otherwise specified for the specific technologies, data processing is based on an agreement concluded for the respective technology between jointly responsible parties in accordance with Art. 26 GDPR. Further information about data processing by Google can be found in Google's privacy policy.

Our service providers are located and/or use servers in countries outside the EU and the EEA for which the European Commission has established by decision an adequate level of data protection.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

Google Analytics

For the purpose of website analysis, Google Analytics automatically collects and stores data (IP address, time of visit, device and browser information as well as information on your use of our website), from which usage profiles are created using pseudonyms. Cookies may be used for this purpose. If you visit our website from the EU, your IP address will be stored on a server located in the EU to derive location data and then deleted immediately before the traffic is forwarded to further Google servers for processing. The data processing is carried out on the basis of an order processing agreement by Google.

In order to optimize the marketing of our website, we have activated the **data sharing settings for "Google products and services"**. This allows Google to access the data collected and processed by Google Analytics and then use it to improve Google services. The data sharing to Google within the scope of these data sharing settings is based on an additional agreement between the data controllers. We have no influence on the subsequent data processing by Google.

For the purposes of optimized marketing of our website, we use the so-called **user ID function**. With the help of this function, we can assign a unique, permanent ID to your interaction data for one or more sessions on our websites and thus analyze your user behavior across devices and sessions.

For web analytics purposes, the extension function of Google Analytics **Google Signals** enables so-called "cross-device tracking". If your internet-enabled devices are linked to your Google Account and you have activated the "personalised advertising" setting in your Google Account, Google can generate reports on your usage behaviour (in particular cross-device user numbers), even if you change your device. We do not process personal data in this respect; we only receive statistics based on Google Signals.

For web analytics and advertising purposes, the extension function of Google Analytics enables the so-called **DoubleClick cookie** to recognize your browser when visiting other websites. Google will use this information to compile reports about your website activities and to provide other services related to the use of the website.

If you **do not give us your consent** to the use of Google Analytics in accordance with Art. 6 (1) (a) GDPR, no cookies will be stored on your device or read out. The data processing described in the previous paragraphs does not take place. In order to close gaps in web analysis through behaviour and conversion modelling, pings with data (user agent, information on your consent behaviour, screen resolution, IP address) are sent to Google.

Google AdSense

Our Website markets advertising space to third party service providers and advertising networks via Google AdSense. Those advertisements will be shown to you in different places on this website. The so-called DoubleClick cookie enables the display of interest-based advertising through the collection and processing of data (IP address, time of visit, device and browser information as well as information on your use of our website) and the automatic assignment of a pseudonymous UserID, which is used to determine interests based on visits to this and other websites.

Google Ads

For advertising purposes in the Google search results as well as on the websites of third parties, the so-called Google **Remarketing** Cookie is used when you visit our website, which automatically enables interest-based advertising through the collection and processing of data (IP address, time of visit, device and browser information as well as information on your use of our website), by means of a pseudonymous cookie ID and on the basis of the pages you visit. Any further data processing only takes place if you have activated the setting "personalised advertising" in your Google account. In this case, if you are logged into Google while visiting our website, Google will use your data together with Google Analytics data to create and define target group lists for cross-device remarketing.

For website analysis and event tracking, we use Google Ads **Conversion Tracking** to measure your subsequent usage behavior when you arrive on our website via a Google Ads ad. For this purpose, cookies may be used and data (IP address, time of visit, device and browser information as well as information on your use of our website based on events specified by us, such as a visit to a website or newsletter registration) may be collected, from which usage profiles are created using pseudonyms.

If you **do not give us your consent** to the use of Google Ads in accordance with Art. 6 (1) (a) GDPR, no cookies will be stored on your device or read out. The data processing described in the previous paragraphs does not take place. In order to close gaps in web analysis through behaviour and conversion modelling, pings with data (user agent, information on your consent behaviour, screen resolution, IP address, page URL, information on ad clicks in URL parameters) are sent to Google. Your IP address is used to derive the IP country.

Google Maps

For the visual representation of geographical information, Google Maps collects data on your use of the Maps functions, in particular the IP address and location data, and transmits this data to Google and then processes it by Google. We have no influence on this subsequent data processing.

Google reCAPTCHA

For the purpose of protection against misuse of our web forms as well as against spam by automated software (so-called bots), Google reCAPTCHA collects data (IP address, time of visit, browser information as well as information on your use of our website) and performs an analysis of your use of our website by means of a so-called JavaScript and cookies. In addition, other cookies stored in your browser by Google services are evaluated. Data processing is carried out on the basis of a data processing agreement with Google. Users of a customer accessing websites protected by reCAPTCHA are no longer subject to Google’s Privacy Policy and Terms of Use.

Google Fonts

For the purpose of a uniform presentation of the contents on our website, data (IP address, time of visit, device and browser information) are collected by the script code "Google Fonts", transmitted to Google and then processed by Google. We have no influence on this subsequent data processing.

Google Tag Manager

By means of the Google Tag Manager, we can manage various codes and services on our website. When implementing the individual tags, Google may also process personal data (e.g. IP address, online identifiers (including cookies)). The data processing is carried out on the basis of an order processing agreement by Google.

By using the Google Tag Manager, a simplified integration of various services/technologies can be achieved.

If you do not wish to use individual tracking services and have therefore deactivated them, the deactivation remains in place for all affected tracking tags that are integrated by the Google Tag Manager.

YouTube Video Plugin

In order to integrate third party content, data (IP address, time of visit, device and browser information) are collected via the YouTube Video Plugin in the expanded data protection mode used by us, transmitted to Google and then processed by Google only when you play a video.

7.3 Use of Meta services

Use of Meta Pixel

We use the Meta pixel within the framework of the technologies of Meta Platforms Ireland Ltd., Block J, Serpentine Avenue, Dublin 4, Irland (hereafter („Facebook (by Meta)“ or “Meta Platforms Ireland“) as described below. The Meta pixel is used to automatically collect and store data (IP address, time of visit, device and browser information as well as information on your use of our website based on events specified by us, such as a visit to a website or newsletter registration), from which user profiles are created using pseudonyms. As part of the so-called advanced matching, information is also collected and stored hashed for matching purposes, with which individuals can be identified (e.g. names, e-mail addresses and telephone numbers). For this purpose, a cookie is automatically set by the Meta pixel when you visit our website, which automatically enables recognition of your browser when visiting other websites by means of a pseudonymous cookie ID. Meta Platforms Ireland will combine this information with other data from your Facebook account and use it to compile reports on website activities and to provide other services associated with website use, in particular personalised and group-based advertising. We have no influence on data processing by Meta Platforms Ireland and only receive statistics based on Meta pixels.
The information automatically collected by technologies from Meta Platforms Ireland about your use of our website is usually transferred to a server of Meta Platforms, Inc., 1601 Willow Road, Menlo Park, California 94025, USA and stored there. Further information about data processing by Meta Platforms Ireland can be found in Meta Platforms Ireland's privacy policy. Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: Brazil, USA, Canada, Japan, South Korea, New Zealand, United Kingdom, Argentina. The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available. Our service providers are located and/or use servers in these countries: Australia, Hong Kong, India, Indonesia, Malaysia, Singapore, Thailand, Taiwan, Mexico. There is no adequacy decision for these countries by the European Commission. Our cooperation with them is based on these safeguards: Standard data protection clauses of the European Commission.

Meta Ads Manager

We use Meta Ads Manager to promote this website on Facebook (by Meta) and other platforms. We determine the parameters of the respective advertising campaign. Meta Platforms Ireland is responsible for the exact implementation, in

particular the decision on the placement of the ads with individual users. Unless otherwise specified for the individual technologies, data processing is based on an arrangement between joint controllers in accordance with Art. 26 GDPR. The joint controllership is limited to the collection of data and its transmission to Meta Platforms Ireland. The subsequent data processing by Meta Platforms Ireland is not covered by this arrangement.

Based on the statistics about visitor activity on our website created via Meta pixels, we operate group-based advertising on Facebook (by Meta) via **Custom Audiences** by determining the characteristics of the respective target group. As part of the advanced matching (see above) that takes place to determine the respective target group, Meta Platforms Ireland acts as our data processor.

On the basis of the pseudonym cookie ID used by the Meta pixel and the collected data about your usage behavior on our website, we operate personalized advertising via Custom Audiences.

Via **Conversions** (about Meta Pixel or Conversions API) we measure your subsequent usage behavior for web analytics and event tracking purposes if you have reached our website via a Meta Ads Manager ad. The data processing is based on a data processing agreement with Meta Platforms Ireland.

7.4 Other providers of web analytics - and online-marketing-services

Use of Vimeo video plugin for integration of third-party content

For the purpose of integrating third-party content, data (IP address, time of visit, device and browser information) is collected via the video plugin by Vimeo Inc., 330 West 34th Street, 5th Floor, New York 10011, USA (hereafter "Vimeo"), transmitted to, and then processed by Vimeo. The data processing is carried out on the basis of an agreement between jointly responsible parties in accordance with Art. 26 GDPR. Google Analytics is automatically integrated into the Vimeo video plugin. For the purpose of web analytics, Google Analytics automatically collects and stores data (IP address, time of visit, device and browser information, as well as information on your use of our website), from which usage profiles are created using pseudonyms. Cookies can be used for this purpose. Google Analytics is an offer from Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The information automatically collected by Google about your use of our website is usually transferred to a server of Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA and stored there. If you visit our website from the EU, your IP address will be stored on a server located in the EU to derive location data and then deleted immediately before the traffic is forwarded to further Google servers for processing. We have no influence and access to the data processing by Vimeo, including the settings and results of Google Analytics.

Our service providers are located and/or use servers in countries outside the EU and the EEA for which the European Commission has established by decision an adequate level of data protection.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

8. Integration of the Trusted Shops Trustbadge / other widgets

Trusted Shops widgets are integrated in this website to display Trusted Shops services (e.g. Trustmark, collected reviews) and to offer buyers Trusted Shops products after they have placed an order.

This serves to protect our legitimate interests in optimized marketing by enabling secure shopping in accordance with Art. 6 (1) (f) GDPR, which prevail in the context of a balancing of interests. The Trustbadge and the services advertised with it are an offer of Trusted Shops SE, Subbelrather Str. 15C, 50823 Cologne ("Trusted Shops"). We and Trusted Shops are joint controllers in data protection terms pursuant to Art. 26 GDPR. In the following section, we inform you about the essential contents of the joint controllership agreement according to Art. 26 (2) GDPR.

When interacting with the Trustbadge AI+, session cookies are set to save the login status and display the so-called "welcome Layer," which shows details about the respective online shop (company information, reviews, information about buyer protection) as well as the #trstd secret. A cookie is set to recognize logged-in users and is stored for a maximum of 400 days after login. In addition, session cookies are set to send push notifications when using the app, provided the user has enabled them. This is necessary so that Trusted Shops can provide the digital service you have requested. Trusted Shops is responsible for data processing when interacting with the Trustbadge AI+.

Within the framework of the joint responsibility existing between us and Trusted Shops SE, please preferably contact Trusted Shops using the contact options provided in the privacy policy, if you have any data protection questions and wish to assert your rights. Irrespective of this, however, you can always contact the person responsible of your choice. Your enquiry will then, if necessary, be passed on to the other person responsible for a response.

8.1 Data processing when integrating the Trustbadge/other widgets

The Trustbadge is provided by a US-American CDN provider (content delivery network). An adequate level of data protection is ensured by an adequacy decision of the EU Commission, which can be accessed here for the USA. Service providers from the USA are generally certified under the EU-U.S. Data Privacy Framework (DPF). Further information is available here. Where service providers are not certified under the DPF, standard contractual clauses have been concluded as a suitable guarantee.

When the Trustbadge is called up, the web server automatically saves a so-called server log file, which also contains your IP address, the date and time of the call-up, the amount of data transferred and the requesting provider (access data) and the call-up. Immediately after the data collection the IP address is anonymised so that the stored data cannot be assigned to you personally. The anonymised data are used in particular for statistical purposes and for error analysis.

8.2 Data processing after order completion

After the order has been completed, the trust badge accesses the order information (order total, order number, product purchased, if applicable) stored in your terminal equipment and your e-mail address. This is necessary in order to be able to offer you the Trusted Shops services and if applicabel, to automatically insure your order. For this purpose, your email address, which is hashed using a cryptological one-way function, is transmitted to Trusted Shops. The legal basis of this processing is Art. 6 (1) (f) GDPR.

This serves to verify whether you are already registered for services with Trusted Shops and is therefore necessary for the fulfilment of our and Trusted Shops' overriding legitimate interests in the provision of the buyer protection linked to the specific order in each case and the transactional evaluation services in accordance with Art. 6 (1) (f) GDPR. If this is the case, further processing will be carried out in accordance with the contractual agreement between you and Trusted Shops. If you have not yet registered for the services, you will subsequently be given the opportunity to do so for the first time. Further processing after registration also depends on the contractual agreement with Trusted Shops. If you do not register, all transmitted data will be automatically deleted by Trusted Shops and a personal reference is no longer possible.

Trusted Shops uses service providers in the areas of hosting, monitoring and logging. The legal basis is Art. 6 (1) (f) GDPR for the purpose of ensuring trouble-free operation. Processing may take place in third countries (USA, UK and Israel). An adequate level of data protection is ensured in each case by an adequacy decision of the EU Commission, which can be accessed here for the USA, here for the United Kingdom and here for Israel. Service providers from the USA are generally certified under the EU-U.S. Data Privacy Framework (DPF). Further information is available here. Where service providers are not certified under the DPF, standard contractual clauses have been concluded as a suitable guarantee.

9. Social Media

9.1 Social buttons by Facebook (by Meta), X (formerly Twitter), Instagram (by Meta), Pinterest, Xing

Social buttons by social networks are used on our website. These are only integrated into the page as HTML links, so that no connection to the servers of the respective provider is established when our website is accessed. If you click on one of the buttons, the website of the respective social network will open in a new window of your browser. There you can click e.g. the Like or Share button.

9.2 Our online presence on Facebook (by Meta), X (formerly Twitter), Youtube, Instagram (by Meta), Xing, LinkedIn

If you have given your consent to the respective social media provider in accordance with Art. 6 (1) (a) GDPR, when you visit our online presence on the social media mentioned above, your data will be automatically collected and stored for market research and advertising purposes, from which user profiles are created using pseudonyms. These can be used, for example, to place advertisements within and outside the platforms that presumably correspond to your interests. Cookies are usually used for this purpose. For detailed information on the processing and use of data by the respective social media provider, as well as a contact option and your rights and settings options for the protection of your privacy, please refer to the provider's privacy policies linked below. Should you still require assistance in this regard, please contact us.

Facebook (by Meta) is provided by Meta Platforms Ireland Ltd., Block J, Serpentine Avenue, Dublin 4, Ireland (hereafter "Meta Platforms Ireland ") The information automatically collected by Meta Platforms Ireland about your use of our online presence on Facebook (by Meta) is usually transferred to a server of Meta Platforms, Inc., 1601 Willow Road, Menlo Park, California 94025, USA and stored there. Data processing in the context of a visit to a Facebook (by Meta) fan page is based on an agreement between joint controllers in accordance with Art. 26 GDPR. Further information (information on Insights data) can be found here.

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: Brazil, USA, Canada, Japan, South Korea, New Zealand, United Kingdom, Argentina.

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

Our service providers are located and/or use servers in these countries: Australia, Hong Kong, India, Indonesia, Malaysia, Singapore, Thailand, Taiwan, Mexico.
There is no adequacy decision for these countries by the European Commission. Our cooperation with them is based on these safeguards: Standard data protection clauses of the European Commission.

X is provided by X Internet Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland ("X"). The information automatically collected by X about your use of our online presence on X is generally transmitted to and stored on a server at X Corp., FM 1209, Building 2, Bastrop, TX 78602, USA.

Our service providers are located and/or use servers in countries outside the EU and the EEA for which the European Commission has established by decision an adequate level of data protection.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

Instagram (by Meta) is provided by Meta Platforms Ireland Ltd., Block J, Serpentine Avenue, Dublin 4, Ireland (hereafter "Meta Platforms Ireland ") The information automatically collected by Meta Platforms Ireland about your use of our online presence on Instagram is typically transferred to and stored on a server at Meta Platforms Inc., 1601 Willow Road, Menlo Park, California 94025, USA. Data processing in the context of a visit to an Instagram (by Meta) fan page is based on an agreement between joint controlers in accordance with art. 26 GDPR. Further information (information on Insights data) can

be found here.

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: Brazil, USA, Canada, Japan, South Korea, New Zealand, United Kingdom, Argentina:

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

Our service providers are located and/or use servers in these countries: Australia, Hong Kong, India, Indonesia, Malaysia, Singapore, Thailand, Taiwan, Mexico:
There is no adequacy decision for these countries by the European Commission. Our cooperation with them is based on these safeguards: Standard data protection clauses of the European Commission.

YouTube is provided by Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland (hereafter "Google"). The information automatically collected by Google about your use of our online presence on YouTube is generally transferred to a server of Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA and stored there.

Our service providers are located and/or use servers in countries outside the EU and the EEA for which the European Commission has established by decision an adequate level of data protection.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

LinkedIn is provided by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ("LinkedIn"). The information LinkedIn automatically collects about your use of our online presence on LinkedIn is generally sent to a server at LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA and stored there.

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: USA.

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

Xing is provided by New Work SE, Am Strandkai 1, 20457 Hamburg, Germany.

Our service providers are located and/or use servers in countries outside the EU and the EEA for which the European Commission has established by decision an adequate level of data protection.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

10. Contact options and your rights

10.1 Your rights

Being the data subject, you have the following rights according to:

- art. 15 GDPR, the right to obtain information about your personal data which we process, within the scope described therein;

- art. 16 GDPR, the right to immediately demand rectification of incorrect or completion of your personal data stored by us;
- art. 17 GDPR, the right to request erasure of your personal data stored with us, unless further processing is required
    - to exercise the right of freedom of expression and information;
    - for compliance with a legal obligation;
    - for reasons of public interest or
    - for establishing, exercising or defending legal claims;
- art. 18 GDPR, the right to request restriction of processing of your personal data, insofar as
    - the accuracy of the data is contested by you;
    - the processing is unlawful, but you refuse their erasure;
    - we no longer need the data, but you need it to establish, exercise or defend legal claims, or
    - you have lodged an objection to the processing in accordance with art. 21 GDPR;
- art. 20 GDPR, the right to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or to request its transmission to another controller;
- art. 77 GDPR, the right to complain to a supervisory authority . As a rule, you can contact the supervisory authority at your habitual place of residence or workplace or at our company headquarters.

Right to object
If we process personal data as described above to protect our legitimate interests that are overriding in the process of balancing of interests, you may object to such data processing with future effect. If your data are processed for direct marketing purposes, you may exercise this right at any time as described above. If your data are processed for other purposes, you have the right to object only on grounds relating to your particular situation.

After you have exercised your right to object, we will no longer process your personal data for such purposes unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

This does not apply to the processing of personal data for direct marketing purposes. In such a case we will no longer process your personal data for such purposes.

10.2 Contact options

If you have any questions about how we collect, process or use your personal data, want to enquire about, correct, restrict or delete your data, or withdraw any consents you have given, or opt-out of any particular data use, please contact us directly using the contact data provided in our supplier identification.