

Privacy policy

The controller responsible for data processing is

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Email: deine@email.com

Thank you for your interest in our online store. The protection of your privacy is very important to us. Below we inform you in detail about the handling of your data.

1. access data and hosting

You can visit our website without providing any personal data. Each time a website is accessed, the web server only automatically saves a so-called server log file, which contains, for example, the name of the requested file, your IP address, the date and time of access, the amount of data transferred and the requesting provider (access data) and documents the access. This access data is analyzed exclusively for the purpose of ensuring trouble-free operation of the site and improving our offer. This serves to safeguard our legitimate interests, which predominate in the context of a weighing of interests, in a correct presentation of our offer in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR. All access data will be deleted no later than seven days after the end of your visit to the site.

Hosting

The services for hosting and displaying the website are partly provided by our service providers as part of processing on our behalf. Unless otherwise stated in this privacy policy, all access data and all data collected in the forms provided on this website will be 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.

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

Our service providers are located and/or use servers in the USA and in other countries outside the EU and the EEA. There is no adequacy decision by the European Commission for these countries. Our cooperation with them is based on standard data protection clauses of the European Commission.

2 Data processing for contract processing and for making contact

2.1 Data processing for contract processing

We collect personal data if you voluntarily provide it to us as part of your order or when contacting us (e.g. via contact form or e-mail). Mandatory fields are marked as such, as in these cases we need the data to process the contract or to process your contact and you cannot complete the order or send the contact without providing it. Which data is collected can be seen from the respective input forms.

We use the data provided by you for contract processing and processing your inquiries (including inquiries about and processing of any existing warranty and service disruption claims as well as any statutory updating obligations) in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR. Further information on the processing of your data, in particular on the transfer to our service providers for the purpose of order, payment and shipping processing, can be found in the following sections of this privacy policy. Once the contract has been fully processed, your data will be restricted for further processing and deleted after the expiry of any retention periods under tax and commercial law in accordance with Art. 6 para. 1 sentence 1 lit. c GDPR, unless you have expressly consented to further use of your data in accordance with Art. 6 para. 1 sentence 1 lit. 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 declaration.

2.2 Making contact

In the context of customer communication, we collect personal data to process your inquiries in accordance with Art. 6 para. 1 sentence 1 lit. 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 absolutely need the data to process your contact. Which data is collected can be seen from the respective input forms. Once your request 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 para. 1 sentence 1 lit. 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 declaration.

3. data processing for the purpose of dispatch processing

In order to fulfill the contract in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR, we pass on your data to the shipping service provider commissioned with the delivery, insofar as this is necessary for the delivery of ordered goods.

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

Our service providers are located and/or use servers in these countries China

There is no adequacy decision by the European Commission for these countries. Our cooperation with you is based on these guarantees: Approved contractual clauses

4. data processing for payment processing

We work with the following partners to process payments in our online store: technical service providers, credit institutions, payment service providers.

4.1 Data processing for transaction processing

Depending on the selected payment method, we pass on the data necessary for processing the payment transaction to our technical service providers, who work for us as part of order processing, or to the commissioned credit institutions or to the selected payment service provider, insofar as this is necessary for processing the payment. This serves to fulfill the contract in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR. In some cases, the payment service providers collect the data required for processing the payment themselves, 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.

If you have any questions about our partners for payment processing and the basis of our cooperation with them, please use the contact option described in this privacy policy.

4.2 Data processing for the purpose of fraud prevention and optimization of our payment processes

If necessary, we provide our service providers with further data, which they use together with the data necessary for processing the payment as our processors for the purpose of fraud prevention and the optimization of our payment processes (e.g. invoicing, processing of disputed payments, accounting support). In accordance with Art. 6 para. 1 sentence 1 lit. f GDPR, this serves to safeguard our legitimate interests in our protection against fraud and efficient payment management, which predominate in the context of a balancing of interests.

4.3 Identity and credit check when selecting Klarna payment services

Klarna direct debit, purchase on account via Klarna

If you choose the payment services of Klarna Bank AB (publ), Sveavägen 46, 111 34 Stockholm, Sweden (hereinafter referred to as Klarna), we ask for your consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR that we may transmit the data necessary for the processing of the payment and an identity and credit check to Klarna. In Germany, the credit agencies named in Klarna's privacy

policy may be used for identity and credit checks. Klarna uses the information received on the statistical probability of a payment default for a balanced decision on the establishment, execution or termination of the contractual relationship. You can revoke your consent at any time by sending a message to the contact option specified in this privacy policy. This may result in us no longer being able to offer you certain payment options. You can also withdraw your consent to this use of personal data at any time by contacting Klarna.

5 Cookies and other technologies

General information

In order to make visiting our website attractive and to enable the use of certain functions, 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 again at the end of the browser session, i.e. after you close your browser (so-called session cookies). Other cookies remain on your end device and enable us to recognize your browser on your next visit (persistent cookies).

Privacy protection for end devices

When using our online offer, we use absolutely necessary technologies in order to be able to provide the expressly requested telemedia service. The storage of information in your end device or access to information that is already stored in your end device does not require consent in this respect.

For functions that are not absolutely necessary, the storage of information in your end device or access to information that is already stored in your end device requires your consent. We would like to point out that if you do not give your consent, parts of the website may not be fully usable. Any consent you have given will remain in place until you adjust or reset the respective settings on your device.

Any downstream data processing by cookies and other technologies

We use technologies that are absolutely necessary for the use of certain functions of our website (e.g. shopping cart function). These technologies collect and process the IP address, time of visit, device and browser information as well as information about your use of our website (e.g. information about the contents of the shopping cart). In the context of a balancing of interests, this serves overriding legitimate interests in an optimized presentation of our offer in accordance with Art. 6 Para. 1 S. 1 lit. f GDPR.

In addition, we use technologies to fulfill the legal obligations to which we are subject (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.

You can find the cookie settings for your browser under the following links Microsoft Edge™ / Safari™ / Chrome™ / Firefox™ / Opera™

If you have consented to the use of the technologies in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR, you can revoke your consent at any time by sending a message to the contact option described in the data protection declaration.

6 Use of cookies and other technologies

Insofar as you have given your consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR, we use the following cookies and other technologies from third-party providers on our website. The data collected in this context will be deleted once the purpose has ceased to apply and we have stopped using the respective technology. You can withdraw your consent at any time with effect for the future. Further information on your revocation options can be found in the section “Cookies and other technologies”. Further information, including the basis of our cooperation with the individual providers, can be found under the individual technologies. If you have any questions about the providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

6.1 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 transmitted to a server of Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA and stored there. There is no adequacy decision by the European Commission for the USA. Our cooperation with them is based on standard data protection clauses of the European Commission. If your IP address is collected via Google technologies, it will be shortened by activating IP anonymization before it is stored on Google's servers. Only in exceptional cases will the full IP address be transmitted to a Google server and shortened there. Unless otherwise specified for the individual technologies, data processing is carried out on the basis of 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.

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 user profiles are created using pseudonyms. Cookies may be used for this purpose. Your IP address will not be merged with other Google data. Data processing is carried out on the basis of an agreement on order processing by Google.

Google Fonts

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

6.2 Use of Facebook services

Use of Facebook Pixel

We use the Facebook Pixel as part of the technologies of Meta Platforms Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland (“Facebook (by Meta)” or “Meta Platforms Ireland”) described below. Facebook Pixel automatically collects and stores data (IP address, time of visit, device and browser information as well as information about your use of our website based on events specified by us, such as visiting a website or subscribing to a newsletter), from which usage profiles are created using pseudonyms. As part of the so-called extended data matching, information is also collected and stored in hashed form for matching purposes, which can be used to identify individuals (e.g. names, email addresses and telephone numbers). For this purpose, a cookie is automatically set by the Facebook pixel when you visit our website, which automatically enables your browser to be recognized by means of a pseudonymous cookie ID when you visit other websites. Facebook (by Meta) will merge this information with other data from your Facebook account and use it to compile reports on website activity and to provide other services related to website activity, in particular personalized and group-based advertising.

The information automatically collected by Facebook (by Meta) technologies about your use of our website is usually transferred to a server of Meta Platforms, Inc, 1 Hacker Way, Menlo Park, California 94025, USA and stored there. There is no adequacy decision by the European Commission for the USA. If we are responsible for the transfer of data to the USA, our cooperation is based on standard data protection clauses of the European Commission. Further information on data processing by Facebook can be found in Facebook's privacy policy (by Meta).

Facebook analyses

As part of the Facebook Business Tools, statistics on visitor activity on our website are created from the data collected with the Facebook Pixel about your use of our website. Data processing is carried out on the basis of an order processing agreement by Facebook (by Meta). Their analysis serves to optimize the presentation and marketing of our website.

Facebook Ads (advertising manager)

We use Facebook Ads to advertise this website on Facebook (by Meta) and on other platforms. We determine the parameters of the respective advertising campaign. Facebook (by Meta) 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 carried out on the basis of an agreement 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. Subsequent data processing by Meta Platforms Ireland is not covered by this.

Based on the statistics generated via Facebook Pixel about visitor activity on our website, we operate group-based advertising on Facebook (by Meta) via Facebook Custom Audience by determining the characteristics of the respective target group. Facebook (by Meta) acts as our processor in the context of the extended data comparison (see above) that takes place to determine the respective target group.

Based on the pseudonymous cookie ID set by Facebook Pixel and the data collected about your usage behavior on our website, we operate personalized advertising via Facebook Pixel Remarketing.

We use Facebook Pixel Conversions to measure your subsequent usage behavior for web analysis and event tracking if you have reached our website via a Facebook Ads ad. Data processing is carried out on the basis of an agreement on order processing by Facebook (by Meta).

7. social media

Our online presence on Facebook (by Meta), Instagram (by Meta)

If you have given your consent to the respective social media operator in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR, your data will be automatically collected and stored for market research and advertising purposes when you visit our online presences on the social media mentioned above, 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 generally used for this purpose. For detailed information on the processing and use of data by the respective social media operator as well as a contact option and your rights and settings options for protecting your privacy, please refer to the providers' data protection notices linked below. If you still need help in this regard, you can contact us.

Facebook (by Meta) is a service provided by Meta Platforms Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland ("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, 1 Hacker Way, Menlo Park, California 94025, USA and stored there. There is no adequacy decision by the European Commission for the USA. Our cooperation with them is based on standard data protection clauses of the European Commission. Data processing in the context of a visit to a Facebook (by Meta) fan page is based on an agreement between jointly responsible parties in accordance with Art. 26 GDPR. Further information (information on Insights data) can be found here.

Instagram (by Meta) is an offer of Meta Platforms Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland ("Meta Platforms Ireland") The information automatically collected by Meta Platforms Ireland about your use of our online presence on Instagram is usually transferred to a server of Meta Platforms, Inc, 1 Hacker Way, Menlo Park, California 94025, USA and stored there. There is no adequacy decision by the European Commission for the USA. Our cooperation with them is based on standard data protection clauses of the European Commission. Data processing in the context of visiting an

Instagram (by Meta) fan page is based on an agreement between jointly responsible parties in accordance with Art. 26 GDPR. Further information (information on Insights data) can be found [here](#).

8. contact options and your rights

8.1 Your rights

As a data subject, you have the following rights

in accordance with Art. 15 GDPR, the right to request information about your personal data processed by us to the extent specified therein

in accordance with Art. 16 GDPR, the right to demand the immediate rectification of incorrect or incomplete personal data stored by us

in accordance with Art. 17 GDPR, the right to request the erasure of your personal data stored by us, unless further processing is necessary

to exercise the right to freedom of expression and information

for compliance with a legal obligation;

for reasons of public interest or

is necessary for the establishment, exercise or defense of legal claims;

in accordance with Art. 18 GDPR, the right to demand the restriction of the processing of your personal data, insofar as

the accuracy of the data is disputed by you

the processing is unlawful, but you oppose the erasure of the data

we no longer need the data, but you need it for the establishment, exercise or defense of legal claims; or

you have objected to the processing pursuant to Art. 21 GDPR;

in accordance with 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 that it be transferred to another controller

in accordance with Art. 77 GDPR, the right to lodge a complaint with a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters.

Right to object

Insofar as we process personal data as explained above in order to safeguard our legitimate interests, which predominate in the context of a balancing of interests, you can object to this processing with effect for the future. If the processing is carried out for direct marketing purposes, you can exercise this right at any time as described above. If the processing is carried out for other purposes, you only have the right to object if there are grounds relating to your particular situation.

After exercising your right to object, we will no longer process your personal data for these purposes unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the establishment, exercise or defense of legal claims.

This does not apply if the processing is for direct marketing purposes. In this case, we will no longer process your personal data for this purpose.

8.2 Contact options

If you have any questions regarding the collection, processing or use of your personal data, information, correction, restriction or deletion of data as well as revocation of consent given or objection to a specific use of data, please contact us directly using the contact details in our legal notice.

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