

Imprint & Data Protection

Imprint

Duty to inform according to §5 E-Commerce Act, §14 Company Code, §63 Trade Regulation Act and duty to disclose according to §25 Media Act.

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Member of: WKO

Professional law: Trade regulations: www.ris.bka.gv.at

Supervisory authority/business authority: District Administration Amstetten

Awarding State: Austria

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EU DISPUTE RESOLUTION

In accordance with the Regulation on Online Dispute Resolution in Consumer Matters (ODR Regulation), we would like to inform you about the online dispute resolution platform (ODR platform).

Consumers have the possibility to submit complaints to the online dispute resolution platform of the European Commission at <http://ec.europa.eu/odr?tid=121729864>. You will find the necessary contact details above in our imprint.

However, we would like to point out that we are not willing or obliged to participate in dispute resolution proceedings before a consumer arbitration board.

LIABILITY FOR THE CONTENT OF THIS WEBSITE

We are constantly developing the content of this website and strive to provide accurate and up-to-date information. Unfortunately, we cannot accept liability for the accuracy of all content on this website, especially that provided by third parties. As a service provider, we are not obliged to monitor the information transmitted or stored by them or to investigate circumstances that indicate illegal activity.

Our obligations to remove information or to block the use of information in accordance with general laws due to court or official orders remain unaffected by this, even in the case of our non-responsibility.

If you notice problematic or illegal content, please contact us immediately so that we can remove the illegal content. You will find the contact details in the imprint.

LIABILITY FOR LINKS ON THIS WEBSITE

Our website contains links to other websites for whose content we are not responsible. We are not liable for linked websites, as we were and are not aware of any illegal activities, have not noticed any such illegalities to date and would remove links immediately if we became aware of any illegalities.

If you notice illegal links on our website, please contact us. You will find the contact details in the imprint.

COPYRIGHT NOTICE

All contents of this website (pictures, photos, texts, videos) are subject to copyright. Please consult us before you distribute, reproduce or exploit the content of this website, such as republishing it on other websites. If necessary, we will legally pursue the unauthorised use of parts of the contents of our site.

If you find any content on this website that infringes copyright, please contact us.

PICTURE CREDITS

The images, photos and graphics on this website are protected by copyright.

The image rights are held by the following photographers and companies:

- AVIMIVA GmbH
- Photographer: Ines Thomsen

Privacy policy

DATA PROTECTION

We have written this privacy statement (version 01.01.1970-121729864) to explain to you, in accordance with the requirements of the [General Data Protection Regulation \(EU\) 2016/679](#) and applicable national laws, what personal data we process, will process in the future and what lawful decision-making options you have as a visitor to this website.

Data protection statements usually sound very technical. This version, on the other hand, is intended to describe the most important things to you as simply and clearly as possible. As far as possible, technical terms are explained in a reader-friendly way. We also want to convey that we only collect and use information with this website if there is a corresponding legal basis. This is certainly not possible by providing the most concise, technical explanations possible, as is often standard practice on the Internet when it comes to data protection. I hope you find the following explanations interesting and informative, and perhaps there is one or two pieces of information you did not know.

If you still have questions, we would like to ask you to follow the existing links and look at further information on third party sites, or simply write us an e-mail. You can find our contact details in the imprint.

AUTOMATIC DATA STORAGE

When you visit websites these days, certain information is automatically created and stored, including on this website. This collected data should be collected as sparingly as possible and only with justification. By website, by the way, we mean the entirety of all web pages on your domain, i.e. everything

from the home page (homepage) to the very last subpage (like this one). By domain, we mean, for example, example.de or example.com.

Even while you are visiting our website right now, our web server - that is the computer on which this website is stored - usually automatically saves data such as the following for reasons of operational security, to compile access statistics, etc.

- the complete Internet address (URL) of the website accessed (e.g. <https://www.beispielwebsite.de/beispielunterseite.html/>)
- Browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited page (referrer URL) (e.g. <https://www.beispielquellsite.de/vondabinichgekommen.html/>)
- The host name and IP address of the device being accessed (e.g. COMPUTERNAME and 194.23.43.121).
- Date and time
- in files called web server log files.

To illustrate:

As a rule, these files are stored for a fortnight and then automatically deleted. We do not pass on this data, but we cannot rule out the possibility that this data may be viewed by the authorities in the event of unlawful conduct.

In short, your visit is logged by our provider (company that runs our website on special computers (servers)), but we do not share your data!

COOKIES

Our website uses HTTP cookies to store user-specific data. Below we explain what cookies are and why they are used so that you can better understand the following privacy policy.

What exactly are cookies?

Whenever you browse the internet, you use a browser. Well-known browsers include Chrome, Safari, Firefox, Internet Explorer and Microsoft Edge. Most websites store small text files in your browser. These files are called cookies.

One thing cannot be denied: Cookies are really useful little helpers. Almost all websites use cookies. More precisely, they are HTTP cookies, as there are also other cookies for other applications. HTTP cookies are small files that are stored on your computer by our website. These cookie files are automatically placed in the cookie folder, effectively the "brain" of your browser. A cookie consists of a name and a value. When defining a cookie, one or more attributes must also be specified.

Cookies store certain user data about you, such as language or personal page settings. When you return to our site, your browser transmits the "user-related" information back to our site. Thanks to the cookies, our website knows who you are and offers you the setting you are used to. In some browsers, each cookie has its own file, in others, such as Firefox, all cookies are stored in a single file.

The following graphic shows a possible interaction between a web browser such as Chrome and the web server. Here, the web browser requests a website and receives a cookie back from the server, which the browser uses again as soon as another page is requested.

There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, third-party cookies are created by partner websites (e.g. Google Analytics). Each cookie is to be evaluated individually, as each cookie stores different data. The expiry time of a cookie also varies from a few minutes to a few years. Cookies are not software programmes and do not contain viruses, Trojans or other "pests". Cookies also cannot access information on your PC.

Cookie data, for example, can look like this:

Name: _ga

Wert: GA1.2.1326744211.152121729864-9

Intended use: Differentiation of website visitors

Expirydate: after 2 years

A browser should be able to support these minimum sizes:

- At least 4096 bytes per cookie
- At least 50 cookies per domain
- At least 3000 cookies in total

What are the different types of cookies?

The question of which cookies we use in particular depends on the services used and is clarified in the following sections of the privacy policy. At this point, we would like to briefly discuss the different types of HTTP cookies.

One can distinguish between 4 types of cookies:

Essential cookies

These cookies are necessary to ensure the basic functions of the website. For example, these cookies are needed when a user places a product in the shopping basket, then continues surfing on other pages and later goes to the checkout. These cookies do not delete the shopping cart even if the user closes his browser window.

Purposeful cookies

These cookies collect information about user behaviour and whether the user receives any error messages. In addition, these cookies are also used to measure the loading time and the behaviour of the website with different browsers.

Target-oriented cookies

These cookies provide a better user experience. For example, entered locations, font sizes or form data are saved.

Advertising cookies

These cookies are also called targeting cookies. They are used to deliver individually adapted advertising to the user. This can be very practical, but also very annoying.

Usually, when you visit a website for the first time, you are asked which of these cookie types you would like to allow. And of course, this decision is also stored in a cookie.

How can I delete cookies?

You decide how and whether you want to use cookies. Regardless of which service or website the cookies come from, you always have the option to delete, disable or only partially allow cookies. For example, you can block third-party cookies but allow all other cookies.

If you want to find out which cookies have been stored in your browser, if you want to change or delete cookie settings, you can find this in your browser settings:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer.](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether you allow the cookie or not. The procedure varies depending on the browser. It is best to search for the instructions in Google with the search term "Delete Cookies Chrome" or "Deactivate Cookies Chrome" in the case of a Chrome browser.

What about my data protection?

The so-called "Cookie Guidelines" have been in place since 2009. These state that the storage of cookies requires your consent. Within the EU countries, however, there are still very different reactions to these directives. In Austria, however, this directive was implemented in § 96 para. 3 of the Telecommunications Act (TKG). In Germany, the Cookie Directive has not been implemented as national law. Instead, this directive was largely implemented in § 15 para.3 of the Telemedia Act (TMG).

If you want to know more about cookies and are not afraid of technical documentation, we recommend <https://tools.ietf.org/html/rfc6265>, the Request for Comments of the Internet Engineering Task Force (IETF) called "HTTP State Management Mechanism".

STORAGE OF PERSONAL DATA

Personal information that you submit to us electronically on this website, such as your name, email address, address or other personal details when submitting a form or commenting on the blog, together with the time and IP address, will only be used by us for the purpose stated, kept secure and not passed on to third parties.

We therefore only use your personal data for communicating with those visitors who expressly wish to be contacted and for processing the services and products offered on this website. We do not disclose your personal data without your consent, but we cannot exclude the possibility that this data may be accessed in the event of unlawful conduct.

If you send us personal data by e-mail - thus away from this website - we cannot guarantee secure transmission and protection of your data. We recommend that you never send confidential data by e-mail without encryption.

RIGHTS UNDER THE BASIC DATA PROTECTION REGULATION

According to the provisions of the GDPR, you are generally entitled to the following rights:

- Right of rectification (Article 16 GDPR)
- Right to erasure ("right to be forgotten") (Article 17 GDPR)
- Right to restriction of processing (Article 18 GDPR)
- Right to notification - obligation to notify in connection with the rectification or erasure of personal data or the restriction of processing (Article 19 GDPR)
- Right to data portability (Article 20 GDPR)
- Right to object (Article 21 GDPR)
- Right not to be subject to a decision based solely on automated processing, including profiling (Article 22 GDPR)

If you believe that the processing of your data violates data protection law or that your data protection rights have been violated in any other way, you can complain to the supervisory authority. For Austria, this is the data protection authority, whose website can be found at <https://www.dsb.gv.at/>, and for Germany you can contact the [Federal Commissioner for Data Protection and Freedom of Information \(BfDI\)](#).

EVALUATION OF VISITOR BEHAVIOUR

In the following data protection declaration, we inform you whether and how we evaluate data from your visit to this website. The evaluation of the collected data is generally anonymous and we cannot draw any conclusions about your person from your behaviour on this website.

You can find out more about how to object to this analysis of visit data in the following data protection declaration.

TLS ENCRYPTION WITH HTTPS

TLS, encryption and https sound very technical and they are. We use HTTPS (the Hypertext Transfer Protocol Secure stands for "secure hypertext transfer protocol") to transfer data tap-proof on the internet.

This means that the complete transmission of all data from your browser to our web server is secured - no one can "listen in".

In this way, we have introduced an additional layer of security and fulfil data protection by design of technology [Article 25\(1\) DSGVO](#)). By using TLS (Transport Layer Security), an encryption protocol for secure data transmission on the Internet, we can ensure the protection of confidential data. You can recognise the use of this data transmission protection by the small lock symbol top left of the browser to the left of the internet address (e.g.

beispielseite.de) and the use of the https scheme (instead of http) as part of our internet address.

If you want to know more about encryption, we recommend a Google search for "Hypertext Transfer Protocol Secure wiki" to get good links to further information.

GOOGLE MAPS PRIVACY POLICY

We use Google Maps from Google Inc. on our website. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. Google Maps enables us to better show you locations and thus adapt our service to your needs. By using Google Maps, data is transmitted to Google and stored on Google servers. Here we would like to go into more detail about what Google Maps is, why we use this Google service, what data is stored and how you can prevent this.

What is Google Maps?

Google Maps is an internet mapping service provided by Google. With Google Maps you can search for exact locations of cities, sights, accommodation or businesses online via a PC, tablet or app. If companies are represented on Google My Business, further information about the company is displayed in addition to the location. To show how to get there, map sections of a location can be integrated into a website using HTML code. Google Maps shows the earth's surface as a street map or as an aerial or satellite image. Thanks to the Street View images and the high-quality satellite images, very accurate representations are possible.

Why do we use Google Maps on our website?

All our efforts on this site are aimed at providing you with a useful and meaningful time on our website. By integrating Google Maps, we can provide you with the most important information about various locations. You can see at a glance where we are located. The directions always show you the best or fastest way to reach us. You can call up the directions for routes by car, public transport, on foot or by bicycle. For us, providing Google Maps is part of our customer service.

What data is stored by Google Maps?

In order for Google Maps to be able to offer its service in full, the company must collect and store data from you. This includes the search terms entered, your IP address and also the latitude and longitude coordinates. If you use the route planner function, the start address entered is also stored. However, this data storage happens on the Google Maps websites. We can only inform you about this, but cannot influence it. Since we have integrated Google Maps into our website, Google sets at least one cookie (name: NID) in your browser. This cookie stores data about your user behaviour. Google uses this data primarily to optimise its own services and to provide you with individual, personalised advertising.

The following cookie is set in your browser due to the integration of Google Maps:

Name: NID

Wert: 188=h26c1Ktha7fCQTx8rXgLyATyITJ121729864-5

Purpose: NID is used by Google to customise advertisements to your Google search. With the help of the cookie, Google "remembers" your most frequently entered search queries or your previous interaction with ads. This way you will always get tailored ads. The cookie contains a unique ID that Google uses to collect your personal preferences for advertising purposes.

Expiry date: after 6 months

Note: We cannot guarantee the completeness of the stored data. Especially when using cookies, changes can never be ruled out. In order to identify the NID cookie, a separate test page was created where only Google Maps was integrated.

How long and where is the data stored?

Google servers are located in data centres around the world. However, most servers are located in America. For this reason, your data is also increasingly stored in the USA. Here you can read exactly where the Google data centres are

located: <https://www.google.com/about/datacenters/inside/locations/?hl=de>

Google distributes the data on different data carriers. This means that the data can be retrieved more quickly and is better protected against any attempts at manipulation. Each data centre also has special emergency programmes. If, for example, there are problems with Google's hardware or a natural disaster brings the servers to a standstill, the data will pretty much remain protected anyway.

Google stores some data for a set period of time. For other data, Google only offers the option to delete it manually. Furthermore, the company also anonymises information (such as advertising data) in server logs by deleting part of the IP address and cookie information after 9 and 18 months respectively.

How can I delete my data or prevent data storage?

With the automatic deletion of location and activity data introduced in 2019, location and web/app activity information will be stored for either 3 or 18 months - depending on your decision - and then deleted. In addition, you can also manually delete this data from your history at any time via your Google Account. If you want to completely prevent your location tracking, you must pause the "Web and App Activity" section in the Google Account. Click "Data and personalisation" and then on the "Activity setting" option. Here you can switch the activities on or off.

You can also deactivate, delete or manage individual cookies in your browser. Depending on which browser you use, this always works slightly differently. The following instructions show how to manage cookies in your browser:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer.](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether you allow it or not.

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there unless there are appropriate safeguards (such as EU standard contractual clauses) between us and the non-European service provider.

If you would like to learn more about Google's data processing, we recommend that you read the company's in-house privacy policy at <https://policies.google.com/privacy?hl=de>.

GOOGLE FONTS PRIVACY POLICY

On our website we use Google Fonts. These are the "Google Fonts" of the company Google Inc. For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

You do not have to log in or enter a password to use Google Fonts. Furthermore, no cookies are stored in your browser. The files (CSS, fonts) are requested via the Google domains fonts.googleapis.com and fonts.gstatic.com. According to Google, the requests for CSS and fonts are completely separate from all other Google services. If you have a Google account, you do not need to worry about your Google account information being transmitted to Google while using Google Fonts. Google records the use of CSS (Cascading Style Sheets) and the fonts used and stores this data securely. We will look at exactly how the data storage looks in more detail.

What are Google Fonts?

Google Fonts (formerly Google Web Fonts) is a directory of over 800 fonts that [Google](https://www.google.com/fonts) makes available to your users free of charge.

Many of these fonts are published under the SIL Open Font License, while others are published under the Apache License. Both are free software licences.

Why do we use Google Fonts on our website?

With Google Fonts, we can use fonts on our own website and do not have to upload them to our own server. Google Fonts is an important component to keep the quality of our website high. All Google Fonts are automatically optimised for the web and this saves data volume and is a great advantage especially for use on mobile devices. When you visit our site, the low file size ensures a fast loading time. Furthermore, Google Fonts are secure web fonts. Different image synthesis systems (rendering) in different browsers, operating

systems and mobile devices can lead to errors. Such errors can sometimes distort the appearance of texts or entire web pages. Thanks to the fast Content Delivery Network (CDN), there are no cross-platform problems with Google Fonts. Google Fonts supports all major browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) and works reliably on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod). So we use Google Fonts so that we can present our entire online service as beautifully and consistently as possible.

What data is stored by Google?

When you visit our website, the fonts are reloaded via a Google server. This external call-up transmits data to the Google servers. In this way, Google also recognises that you or your IP address is visiting our website. The Google Fonts API was developed to reduce the use, storage and collection of end user data to what is necessary for the proper provision of fonts. By the way, API stands for "Application Programming Interface" and serves, among other things, as a data transmitter in the software sector.

Google Fonts stores CSS and font requests securely at Google and is thus protected. Through the collected usage figures, Google can determine how well the individual fonts are received. Google publishes the results on internal analysis pages, such as Google Analytics. In addition, Google also uses data from its own web crawler to determine which websites use Google Fonts. This data is published in the Google Fonts BigQuery database. Entrepreneurs and developers use the Google web service BigQuery to be able to examine and move large amounts of data.

It should be noted, however, that each Google Font request also automatically transmits information such as language settings, IP address, browser version, browser screen resolution and browser name to the Google servers. Whether this data is also stored cannot be clearly determined or is not clearly communicated by Google.

How long and where is the data stored?

Google stores requests for CSS assets for one day on its servers, which are mainly located outside the EU. This allows us to use fonts with the help of a Google stylesheet. A stylesheet is a format template that can be used to easily and quickly change the design or font of a website, for example.

The font files are stored by Google for one year. Google thus pursues the goal of fundamentally improving the loading time of websites. If millions of web pages refer to the same fonts, they are cached after the first visit and immediately reappear on all other web pages visited later. Sometimes Google updates font files to reduce file size, increase language coverage and improve design.

How can I delete my data or prevent data storage?

The data that Google stores for one day or one year cannot simply be deleted. The data is automatically transmitted to Google when the page is accessed. In order to delete this data prematurely, you must contact Google support at <https://support.google.com/?hl=de&tid=121729864>. In this case, you can only prevent data storage if you do not visit our site.

Unlike other web fonts, Google allows us unlimited access to all fonts. We can therefore have unlimited access to a sea of fonts and thus get the most out of our website. You can find out more about Google Fonts and other issues at <https://developers.google.com/fonts/faq?tid=121729864>. There, Google does go into privacy-related matters, but really detailed information about data storage is not included. It is relatively difficult to get really precise information about stored data from Google.

You can also find out what data is generally collected by Google and what this data is used for at <https://www.google.com/intl/de/policies/privacy/>.

GOOGLE ANALYTICS PRIVACY POLICY

We use the analysis tracking tool Google Analytics (GA) of the American company Google Inc. on our website. For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. Google Analytics collects data about your actions on our website. For example, when you click on a link, this action is stored in a cookie and sent to Google Analytics. The reports we receive from Google Analytics help us to better tailor our website and service to your preferences. In the following, we will go into more detail about the tracking tool and inform you in particular about what data is stored and how you can prevent this.

What is Google Analytics?

Google Analytics is a tracking tool used to analyse traffic on our website. In order for Google Analytics to work, a tracking code is built into the code of our website. When you visit our website, this code records various actions you take on our website. As soon as you leave our website, this data is sent to the Google Analytics servers and stored there.

Google processes the data and we receive reports about your user behaviour. These reports may include, but are not limited to, the following:

- Target group reports: Through target group reports we get to know our users better and know more precisely who is interested in our service.
- Ad reports: Ad reports make it easier for us to analyse and improve our online advertising.
- Acquisition reports: Acquisition reports give us helpful information on how to get more people interested in our service.
- Behavioural reports: This tells us how you interact with our website. We can track the path you take on our site and which links you click on.
- Conversion reports: Conversion is the name given to a process in which you take a desired action as a result of a marketing message. For example, when you go from being just a website visitor to a buyer or newsletter subscriber. These reports help us learn more about how our marketing efforts are working for you. This is how we want to increase our conversion rate.
- Real-time reports: Here we always know immediately what is happening on our website. For example, we can see how many users are reading this text.

Why do we use Google Analytics on our website?

Our goal with this website is clear: we want to offer you the best possible service. The statistics and data from Google Analytics help us to achieve this goal.

The statistically evaluated data show us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimise our site so that it is found more easily by interested people on Google. On the other hand, the data helps us to better understand you as a visitor. We thus know exactly what we need to improve on our website in order to offer you the best possible service. The data also helps us to carry out our advertising and marketing measures in a more individual and cost-effective way. After all, it only makes sense to show our products and services to people who are interested in them.

What data is stored by Google Analytics?

Google Analytics uses a tracking code to create a random, unique ID that is linked to your browser cookie. This is how Google Analytics recognises you as a new user. The next time you visit our site, you will be recognised as a "returning" user. All collected data is stored together with this user ID. This is what makes it possible to evaluate pseudonymous user profiles in the first place.

In order to be able to analyse our website with Google Analytics, a property ID must be inserted into the tracking code. The data is then stored in the corresponding property. For each newly created property, the Google Analytics 4 property is standard. Alternatively, you can also create the Universal Analytics property. Depending on the property used, data is stored for different periods of time.

Identifiers such as cookies and app instance IDs measure your interactions on our website. Interactions are all types of actions you take on our website. If you also use other Google systems (such as a Google Account), data generated through Google Analytics may be linked to third-party cookies. Google does not share Google Analytics data unless we, as the website operator, authorise it. Exceptions may occur if required by law.

The following cookies are used by Google Analytics:

Name: `_ga`

Wert: 2.1326744211.152121729864-5

Purpose: By default, analytics.js uses the cookie `_ga` to store the user ID. Basically, it is used to distinguish website visitors.

Expiry date: after 2 years

Name: `_gid`

Wert: 2.1687193234.152121729864-1

Purpose: The cookie is also used to distinguish website visitors

Expiry date: after 24 hours

Name: `_gat_gtag_UA_`

Value: 1

Purpose: Used to lower the request rate. If Google Analytics is provided via Google Tag Manager, this cookie is named `_dc_gtm_`.

Expiry date: after 1 minute

Name: `AMP_TOKEN`

Value: not specified

Purpose: The cookie has a token that can be used to retrieve a user ID from

the AMP client ID service. Other possible values indicate a logout, a request or an error.

Expiry date: after 30 seconds up to one year

Name: __utma

Wert: 1564498958.1564498958.1564498958.1

Purpose: This cookie is used to track your behaviour on the website and measure performance. The cookie is updated every time information is sent to Google Analytics.

Expiry date: after 2 years

Name: __utmt

Value: 1

Purpose: The cookie is used like `_gat_gtag_UA_` to throttle the request rate.

Expiry date: after 10 minutes

Name: __utmb

Value: 3.10.1564498958

Purpose: This cookie is used to determine new sessions. It is updated every time new data or info is sent to Google Analytics.

Expiry date: after 30 minutes

Name: __utmc

Value: 167421564

Purpose: This cookie is used to set new sessions for returning visitors. This is a session cookie and is only stored until you close the browser again.

Expiry date: After closing the browser.

Name: __utmz

Value: m|utmccn=(referral)|utmcmd=referral|utmcct=/

Purpose: The cookie is used to identify the source of traffic to our website. This means that the cookie stores from where you came to our website. This may have been another page or an advertisement.

Expiry date: after 6 months

Name: __utmv

Value: not specified

Purpose: The cookie is used to store custom user data. It is always updated when information is sent to Google Analytics.

Expiry date: after 2 years

Note: This list cannot claim to be exhaustive, as Google also changes the choice of its cookies time and again.

Here we show you an overview of the most important data collected with Google Analytics:

Heatmaps: Google creates so-called heat maps. Heatmaps allow you to see exactly those areas that you click on. This gives us information about where you are "travelling" on our site.

Session duration: Google defines session duration as the time you spend on our site without leaving. If you have been inactive for 20 minutes, the session ends automatically.

Bounce rate: A bounce is when you view only one page on our website and then leave our website again.

Account creation: When you create an account or place an order on our website, Google Analytics collects this data.

IP address: The IP address is only shown in abbreviated form so that no clear assignment is possible.

Location: The IP address can be used to determine the country and your approximate location. This process is also called IP location determination.

Technical information: Technical information includes, but is not limited to, your browser type, internet service provider or screen resolution.

Source of origin: Google Analytics or, of course, we are also interested in which website or which advertisements you came to our site from.

Other data include contact details, any ratings, the playing of media (e.g. when you play a video via our site), the sharing of content via social media or the addition to your favourites. The list does not claim to be complete and only serves as a general orientation of the data storage by Google Analytics.

How long and where is the data stored?

Google has its servers spread all over the world. Most servers are located in America and consequently your data is mostly stored on American servers. You can find out exactly where Google's data centres are located here: <https://www.google.com/about/datacenters/inside/locations/?hl=de>

Your data is distributed on different physical data carriers. This has the advantage that the data can be retrieved more quickly and is better protected against manipulation. In every Google data centre, there are corresponding emergency programmes for your data. If, for example, the hardware at Google fails or natural disasters paralyse servers, the risk of a service interruption at Google still remains low.

The retention period of the data depends on the properties used. When using the newer Google Analytics 4 properties, the retention period of your user data is set to 14 months. For other so-called event data, we have the option to choose a retention period of 2 months or 14 months.

For Universal Analytics properties, Google Analytics has a default retention period of 26 months for your user data. Then your user data is deleted. However, we have the option to choose the retention period of user data ourselves. Five variants are available to us for this purpose:

- Deletion after 14 months
- Deletion after 26 months
- Deletion after 38 months
- Deletion after 50 months
- No automatic deletion

In addition, there is also the option that data is only deleted when you no longer visit our website within the period we have chosen. In this case, the retention period is reset each time you visit our website again within the specified period.

Once the specified period has expired, the data is deleted once a month. This retention period applies to your data linked to cookies, user recognition and advertising IDs (e.g. DoubleClick domain cookies). Reporting results are based on aggregated data and are stored separately from user data. Aggregated data is a merging of individual data into a larger unit.

How can I delete my data or prevent data storage?

Under European Union data protection law, you have the right to access, update, delete or restrict your data. You can use the browser add-on to disable Google Analytics JavaScript (ga.js, analytics.js, dc.js) to prevent Google Analytics from using your data. You can download and install the browser add-on at <https://tools.google.com/dlpage/gaoptout?hl=de>. Please note that this add-on only disables the collection of data by Google Analytics.

If you generally want to deactivate, delete or manage cookies (independently of Google Analytics), there are separate instructions for each browser:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer.](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there unless there are appropriate safeguards (such as EU standard contractual clauses) between us and the non-European service provider.

We hope we have been able to provide you with the most important information about the data processing of Google Analytics. If you want to learn more about the tracking service, we recommend these two links: <http://www.google.com/analytics/terms/de.html> and <https://support.google.com/analytics/answer/6004245?hl=de>.

GOOGLE ANALYTICS IP ANONYMISATION

We have implemented Google Analytics IP address anonymisation on this website. This feature was developed by Google to enable this website to comply with applicable data protection regulations and recommendations of local data protection authorities when they prohibit storage of the full IP address. The anonymisation or masking of the IP takes place as soon as the IP addresses arrive in the Google Analytics data collection network and before any storage or processing of the data takes place.

You can find more information on IP anonymisation at <https://support.google.com/analytics/answer/2763052?hl=de>.

GOOGLE ANALYTICS REPORTS ON DEMOGRAPHIC CHARACTERISTICS AND INTERESTS

We have turned on the advertising reporting features in Google Analytics. The demographic and interest reports contain information on age, gender and interests. This allows us to get a better picture of our users - without being able to assign this data to individual persons. You can find out more about the advertising functions [at https://support.google.com/analytics/answer/3450482?hl=de_AT&utm_id=ad](https://support.google.com/analytics/answer/3450482?hl=de_AT&utm_id=ad).

You can stop the use of the activities and information of your Google account under "Advertising settings" at <https://adssettings.google.com/authenticated> by checking the box.

GOOGLE ANALYTICS DEACTIVATION LINK

If you click on the following **deactivation link**, you can prevent Google from collecting further visits to this website. Attention: Deleting cookies, using the incognito/private mode of your browser, or using a different browser will result in data being collected again.

Deactivate Google Analytics

GOOGLE ANALYTICS DATA PROCESSING ADDENDUM

We have concluded a direct customer agreement with Google for the use of Google Analytics by accepting the "Data Processing Addendum" in Google Analytics.

You can find out more about the data processing addendum for Google Analytics here: https://support.google.com/analytics/answer/3379636?hl=de&utm_id=ad

GOOGLE ANALYTICS GOOGLE SIGNALS PRIVACY POLICY

We have enabled Google signals in Google Analytics. This updates existing Google Analytics features (advertising reports, remarketing, cross-device reports and interest and demographic reports) to obtain aggregated and anonymised data from you, provided you have allowed personalised ads in your Google account.

The special thing about this is that it is cross-device tracking. This means that your data can be analysed across devices. By activating Google signals, data is collected and linked to the Google account. Google can thus recognise, for example, if you view a product on our website via a smartphone and only buy the product later via a laptop. Thanks to the activation of Google signals, we can launch cross-device remarketing campaigns that would otherwise not be possible in this form. Remarketing means that we can also show you our offer on other websites.

Google Analytics also collects other visitor data through Google Signals, such as location, search history, YouTube history and data about your actions on our website. This gives us better advertising reports from Google and more useful information about your interests and demographics. This includes your age, what language you speak, where you live or what gender you are. Social criteria such as your profession, marital status or income are also added. All these characteristics help Google Analytics to define groups of people or target groups.

The reports also help us to better assess your behaviour, wishes and interests. This allows us to optimise and adapt our services and products for you. This data expires by default after 26 months. Please note that this data collection only takes place if you have allowed personalised advertising in your Google Account. This is always aggregated and anonymous data and never data of individual persons. You can manage or delete this data in your Google Account.

FACEBOOK PIXEL PRIVACY POLICY

We use the Facebook pixel from Facebook on our website. We have implemented code on our website to do this. The Facebook pixel is a snippet of JavaScript code that loads a collection of functions that allow Facebook to track your user actions if you have come to our website via Facebook ads. For example, when you purchase a product on our website, the Facebook pixel is triggered and stores your actions on our website in one or more cookies. These cookies allow Facebook to match your user data (customer data such as IP address, user ID) with your Facebook account data. Facebook then deletes this data again. The collected data is anonymous and not visible to us and can only be used in the context of ad placements. If you are a Facebook user and are logged in, your visit to our website is automatically assigned to your Facebook user account.

We only want to show our services and products to people who are really interested in them. With the help of Facebook pixels, our advertising measures can be better tailored to your wishes and interests. In this way, Facebook users (provided they have allowed personalised advertising) see suitable advertising.

Furthermore, Facebook uses the collected data for analysis purposes and its own advertisements.

Below we show you those cookies that were set by embedding Facebook Pixel on a test page. Please note that these are only sample cookies. Different cookies are set depending on the interaction on our website.

Name: _fbp

Wert: fb.1.1568287647279.257405483-6121729864-7

Purpose: This cookie is used by Facebook to display promotional products.

Expiry date: after 3 months

Name: fr

Value: 0aPf312HOS5Pboo2r..Bdeiuf...1.0.Bdeiuf.

Purpose: This cookie is used to make Facebook Pixel work properly.

Expiry date: after 3 months

Name: comment_author_50ae8267e2bdf1253ec1a5769f48e062121729864-3

Value: Name of the author

Purpose: This cookie stores the text and name of a user who leaves a comment, for example.

Expiry date: after 12 months

Name: comment_author_url_50ae8267e2bdf1253ec1a5769f48e062

Value: https%3A%2F%2Fwww.testseite...%2F (URL of the author)

Purpose: This cookie stores the URL of the website that the user enters in a text field on our website.

Expiry date: after 12 months

Name: comment_author_email_50ae8267e2bdf1253ec1a5769f48e062

Value: Author's email address

Purpose: This cookie stores the user's email address if they have provided it on the website.

Expiry date: after 12 months

Note: The cookies mentioned above refer to individual user behaviour. Especially with the use of cookies, changes at Facebook can never be ruled out.

If you are logged in to Facebook, you can change your settings for advertisements yourself at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. If you are not a Facebook user, you can basically manage your usage-based online advertising

at <http://www.youronlinechoices.com/de/praferenzmanagement/>. There you have the option to deactivate or activate providers.

If you want to learn more about Facebook's privacy policy, we recommend you read the company's own data policy at <https://www.facebook.com/policy.php>.

FACEBOOK AUTOMATIC ENHANCED MATCHING PRIVACY STATEMENT

We have also enabled Automatic Advanced Matching as part of the Facebook Pixel feature. This feature of the pixel allows us to send hashed emails, name, gender, city, state, postcode and date of birth or phone number as additional information to Facebook if you have provided us with this data. This activation allows us to tailor advertising campaigns on Facebook even more precisely to people who are interested in our services or products.

GOOGLE TAG MANAGER PRIVACY POLICY

For our website, we use the Google Tag Manager of the company Google Inc. For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. This Tag Manager is one of many helpful marketing products from Google. Via the Google Tag Manager, we can centrally integrate and manage code sections of various tracking tools that we use on our website.

In this privacy policy, we would like to explain to you in more detail what the Google Tag Manager does, why we use it and in what form data is processed.

What is the Google Tag Manager?

The Google Tag Manager is an organisational tool with which we can integrate and manage website tags centrally and via a user interface. Tags are small sections of code that, for example, record (track) your activities on our website. For this purpose, JavaScript code sections are inserted into the source code of our page. The tags often come from Google-internal products such as Google Ads or Google Analytics, but tags from other companies can also be integrated and managed via the manager. Such tags perform different tasks. They can

collect browser data, feed marketing tools with data, embed buttons, set cookies and also track users across multiple websites.

Why do we use Google Tag Manager for our website?

As the saying goes: organisation is half the battle! And that of course also applies to the maintenance of our website. In order to make our website as good as possible for you and all the people who are interested in our products and services, we need various tracking tools such as Google Analytics. The data collected by these tools shows us what you are most interested in, where we can improve our services and which people we should still show our offers to. And for this tracking to work, we need to embed appropriate JavaScript codes into our website. In principle, we could include each code section of the individual tracking tools separately in our source code. However, this takes a lot of time and it is easy to lose track. That's why we use the Google Tag Manager. We can easily integrate the necessary scripts and manage them from one place. In addition, the Google Tag Manager offers an easy-to-use user interface and you don't need any programming knowledge. This is how we manage to keep order in our tag jungle.

What data is stored by the Google Tag Manager?

The tag manager itself is a domain that does not set any cookies and does not store any data. It acts as a mere "administrator" of the implemented tags. The data is collected by the individual tags of the different web analysis tools. The data is virtually passed through to the individual tracking tools in the Google Tag Manager and is not stored.

However, the situation is quite different with the embedded tags of the various web analysis tools, such as Google Analytics. Depending on the analysis tool, various data about your web behaviour is usually collected, stored and processed with the help of cookies. For this, please read our data protection texts on the individual analysis and tracking tools that we use on our website.

In the Tag Manager account settings, we have allowed Google to receive anonymised data from us. However, this is only the use and usage of our Tag Manager and not your data stored via the code sections. We allow Google and others to receive selected data in anonymised form. We thus consent to the anonymous sharing of our website data. Which summarised and anonymous data is forwarded exactly, we could not find out - despite long research. In any case, Google deletes all information that could identify our website. Google combines the data with hundreds of other anonymous website data and

creates user trends within the framework of benchmarking measures. Benchmarking compares our own results with those of our competitors. Processes can be optimised on the basis of the information collected.

How long and where is the data stored?

When Google stores data, this data is stored on Google's own servers. The servers are distributed all over the world. Most of them are located in America. You can find out exactly where Google servers are located at <https://www.google.com/about/datacenters/inside/locations/?hl=de>.

You can find out how long the individual tracking tools store data from you in our individual data protection texts for the individual tools.

How can I delete my data or prevent data storage?

The Google Tag Manager itself does not set cookies, but manages tags from various tracking websites. In our data protection texts on the individual tracking tools, you will find detailed information on how you can delete or manage your data.

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there unless there are appropriate safeguards (such as EU standard contractual clauses) between us and the non-European service provider.

If you want to learn more about the Google Tag Manager, we recommend the FAQs at <https://www.google.com/intl/de/tagmanager/faq.html>.

E-MAIL MARKETING

Of course, we want to stay in touch with you and always present you with the most important news about our company. To do this, we use, among other things, email marketing, an essential part of our online marketing. Provided you agree to it or it is permitted by law, we will send you newsletters, e-mails or other notifications. When we use the term "newsletter" in the following text, we mainly mean e-mails sent on a regular basis.

How do you sign up for our email marketing?

If you want to take part in our email marketing (mostly via newsletter), you usually just have to register with your email address. To do this, you fill out an online form and send it off. However, it may also happen that we ask you for your title and name so that we can write to you personally.

In principle, the registration for newsletters works with the help of the so-called "double opt-in procedure". After you have registered for our newsletter on our website, you will receive an email to confirm your newsletter registration. This ensures that the e-mail address belongs to you and that no one has registered with a third-party e-mail address. We or a notification tool we use logs each individual subscription. This is necessary so that we can prove that the registration process is legally correct. As a rule, the time of registration, the time of the registration confirmation and your IP address are saved. In addition, it is also logged when you make changes to your stored data.

How long may we store your e-mail address?

If you unsubscribe your email address from our email/newsletter distribution list, we may store your address for up to three years based on our legitimate interests so that we can still prove your consent at the time. We may only process this data if we need to defend ourselves against any claims.

However, if you confirm that you have given us your consent to subscribe to the newsletter, you can submit an individual deletion request at any time. If you permanently object to the consent, we reserve the right to store your email address in a blacklist. As long as you have voluntarily subscribed to our newsletter, we will of course also keep your email address.

On what legal basis do we conduct email marketing?

The sending of our newsletter is based on your consent. This means that we may only send you a newsletter if you have actively registered for it beforehand. If consent is not necessary, then the newsletter is sent on the basis of the legitimate interest in direct marketing, insofar as this is legally permitted. Even if we commission a service provider, this happens on the basis of our legitimate interest. We record your registration process so that we can always prove that it complies with our laws.

What is in our newsletters?

Of course, we do not want to annoy you in any way with our newsletter. That's why we really always try to offer only relevant and interesting content. For example, you can learn more about our company, our services or products. Since we are always improving our offers, you will also always find out through our newsletter when there is news or we are currently offering special, lucrative promotions.

If we use a service provider that offers a professional mailing tool for our email marketing, we do so in order to be able to offer you fast and secure newsletters.

What data is stored?

When you become a subscriber to our newsletter via our website, you confirm membership of an email list by email. In addition to your IP address and e-mail address, your name, address and telephone number may also be stored. However, only if you agree to this data storage. In addition, information about your device or your preferred content on our website may also be stored. You can find out more about the storage of data when you visit a website in the section "Automatic data storage".

Information on special email marketing services, if available, can be found in the following sections.

How can I cancel my subscription?

You have the option to cancel your newsletter subscription at any time. All you have to do is revoke your consent to the newsletter subscription. This usually only takes a few minutes or a few clicks. In most cases, you will find a link directly in our newsletter to cancel your subscription. If you really can't find the link in the newsletter, please contact us by email and we will cancel your newsletter subscription.

MAILCHIMP PRIVACY POLICY

Like many other websites, we also use the services of the newsletter company MailChimp on our website. The operator of MailChimp is the company The

Rocket Science Group, LLC, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308 USA. Thanks to MailChimp, we can send you interesting news very easily via newsletter. With MailChimp we don't have to install anything and can still draw from a pool of really useful features. In the following, we will go into more detail about this email marketing service and inform you about the most important data protection-relevant aspects.

What is MailChimp?

MailChimp is a cloud-based newsletter management service. "Cloud-based" means that we do not have to install MailChimp on our own computer or server. Instead, we use the service via an IT infrastructure - which is available via the internet - on an external server. This way of using a software is also called SaaS (Software as a Service). The following graphic shows schematically how mailchimp distributes emails to newsletter recipients.

With MailChimp we can choose from a wide range of different email types. Depending on what we want to achieve with our newsletter, we can run single campaigns, regular campaigns, autoresponders (automatic emails), A/B tests, RSS campaigns (sending out at predefined time and frequency) and follow-up campaigns.

Why do we use MailChimp on our website?

Basically, we use a newsletter service to keep in touch with you. We want to tell you what's new with us or what attractive offers we currently have in our programme. For our marketing measures, we always look for the simplest and best solutions. And for this reason we have also chosen the newsletter management service from Mailchimp. Although the software is very easy to use, it offers a large number of helpful features. This allows us to design interesting and beautiful newsletters in just a short time. Through the design templates offered, we design each newsletter individually and thanks to the "Responsive Design", our content is also displayed legibly and beautifully on your smartphone (or other mobile device).

Through tools such as the A/B test or the extensive analysis options, we see very quickly how our newsletters are received by you. This allows us to react if necessary and improve our offer or our services.

Another advantage is the "cloud system" of Mailchimp. The data is not stored and processed directly on our server. We can retrieve the data from external servers and save our storage space in this way. In addition, the maintenance effort is significantly lower.

What data is stored by MailChimp?

Rocket Science Group LLC (MailChimp) maintains online platforms that allow us to contact you (if you have subscribed to our newsletter). When you become a subscriber to our newsletter via our website, you confirm by email that you are a member of a MailChimp email list. So that MailChimp can also prove that you have subscribed to the "list provider", the date of subscription and your IP address are stored. Furthermore, MailChimp stores your email address, name, physical address and demographic information such as language or location.

This information is used to send you emails and to enable certain other MailChimp functions (such as newsletter evaluation).

MailChimp also shares information with third parties to provide better services. MailChimp also shares some data with third-party advertising partners to better understand the interests and concerns of its customers in order to provide more relevant content and targeted advertising.

Through so-called "web beacons" (these are small graphics in HTML emails), MailChimp can determine whether the email has arrived, whether it has been opened and whether links have been clicked. All this information is stored on the MailChimp servers. This gives us statistical evaluations and allows us to see exactly how well our newsletter was received. In this way, we can adapt our offer much better to your wishes and improve our service.

MailChimp may also use this data to improve its own service. In this way, for example, the dispatch can be technically optimised or the location (country) of the recipients can be determined.

The following cookies can be set by Mailchimp. This is not a complete cookie list, but rather an exemplary selection:

Name: AVESTA_ENVIRONMENT

Value: Prod

Purpose: This cookie is necessary to provide the Mailchimp services. It is always set when a user signs up for a newsletter mailing list.

Expiry date: after end of session

Name: ak_bmsc

Wert: F1766FA98C9BB9DE4A39F70A9E5EEAB55F6517348A7000001121729864-3

Purpose: The cookie is used to distinguish a human from a bot. This allows secure reports to be generated about the use of a website.

Expiry date: after 2 hours

Name: bm_sv

Wert: A5A322305B4401C2451FC22FFF547486~FEsKGvX8eovCwTeFTzb8//I3ak2Au...

Purpose: The cookie is from MasterPass Digital Wallet (a MasterCard service) and is used to provide a visitor with a secure and easy virtual payment experience. For this purpose, the user is anonymously identified on the website.

Expiry date: after 2 hours

Name: _abck

Wert: 8D545C8CCA4C3A50579014C449B045121729864-9

Purpose: We have not been able to find out more information about the purpose of this cookie.

Expiry date: after one year

Sometimes it may happen that you open our newsletter via a specified link for better display. This is the case, for example, if your email programme does not work or the newsletter is not displayed properly. The newsletter is then displayed via a MailChimp website. MailChimp also uses cookies (small text files that store data on your browser) on its own websites. Personal data may be processed by MailChimp and its partners (e.g. Google Analytics). This data collection is the responsibility of MailChimp and we have no influence on it. In MailChimp's "Cookie Statement" (at: <https://mailchimp.com/legal/cookies/>) you can find out exactly how and why the company uses cookies.

How long and where is the data stored?

As MailChimp is an American company, all collected data is also stored on American servers.

In principle, the data remains permanently stored on Mailchimp's servers and is only deleted when a request is made by you. You can have us delete your contact. This permanently removes all your personal data for us and anonymises you in the Mailchimp reports. However, you can also request MailChimp to delete your data directly. Then all your data will be removed there and we will receive a notification from MailChimp. After we receive the email, we have 30 days to delete your contact from all connected integrations.

How can I delete my data or prevent data storage?

You can withdraw your consent to receive our newsletter at any time within the email received by clicking on the link at the bottom. Once you have unsubscribed by clicking on the unsubscribe link, your data will be deleted from MailChimp.

If you access a MailChimp website via a link in our newsletter and cookies are set in your browser, you can delete or deactivate these cookies at any time.

Depending on the browser, deactivating or deleting cookies works slightly differently. The following instructions show how to manage cookies in your browser:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer.](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether you allow it or not.

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there unless there are appropriate safeguards (such as EU standard contractual clauses) between us and the non-European service provider.

You can find out more about MailChimp's use of cookies at <https://mailchimp.com/legal/cookies/>, and information on data protection at MailChimp (Privacy) can be found at <https://mailchimp.com/legal/privacy/>.

MAILCHIMP ORDER DATA PROCESSING CONTRACT

We have concluded a Data Processing Addendum contract with MailChimp. This contract serves to safeguard your personal data and ensures that MailChimp complies with the applicable data protection regulations and does not pass on your personal data to third parties.

You can find more information on this contract at <https://mailchimp.com/legal/data-processing-addendum/>.

ONLINE MARKETING

What is online marketing?

Online marketing refers to all measures that are carried out online to achieve marketing goals such as increasing brand awareness or closing a deal.

Furthermore, our online marketing measures aim to draw people's attention to our website. In order to be able to show our offer to many interested people, we therefore engage in online marketing. This usually involves online advertising, content marketing or search engine optimisation. In order for us to be able to use online marketing efficiently and in a targeted manner, personal data is also stored and processed. On the one hand, the data helps us to show our content only to those people who are really interested in it, and on the other hand, we can measure the advertising success of our online marketing measures.

Why do we use online marketing tools?

We want to show our website to everyone who is interested in what we have to offer. We are aware that this is not possible without conscious measures. That's why we do online marketing. There are various tools that make it easier for us to work on our online marketing measures and additionally always provide suggestions for improvement via data. This way, we can target our campaigns more precisely to our target group.

What data is processed?

In order for our online marketing to work and the success of the measures to be measured, user profiles are created and data is stored, for example, in cookies (these are small text files). With the help of this data, we can not only place advertisements in the classic sense, but also display our content directly on our website in the way you prefer. For this purpose, there are various third-party tools that offer these functions and accordingly also collect and store data from you. The named cookies store, for example, which web pages you have visited on our website, how long you have looked at these pages, which links or buttons you click or from which website you have come to us. In addition, technical information may also be stored. For example, your IP address, which browser you use, from which end device you visit our website or the time when you accessed our website and when you left it again. If you have consented to us also determining your location, we can also store and process this.

Your IP address is stored in pseudonymised form (i.e. shortened). Unique data that directly identifies you as a person, such as your name, address or email address, is also only stored in pseudonymised form as part of the advertising and online marketing procedures. We are therefore unable to identify you as a person, but only have the pseudonymised information stored in the user profiles.

The cookies may also be deployed, analysed and used for advertising purposes on other websites that work with the same advertising tools. The data may then also be stored on the servers of the advertising tools providers.

In exceptional cases, unique data (name, email address, etc.) may also be stored in the user profiles. This data is stored, for example, if you are a member of a social media channel that we use for our online marketing measures and the network links previously received data with the user profile.

With all the advertising tools we use that store data from you on their servers, we only ever receive aggregated information and never data that makes you identifiable as an individual. The data only shows how well the advertising measures worked. For example, we see which measures have persuaded you or other users to come to our website and purchase a service or product there. Based on the analyses, we can improve our advertising offer in the future and adapt it even more precisely to the needs and wishes of interested persons.

Duration of data processing

We will inform you about the duration of data processing below, provided we have further information on this. In general, we only process personal data for as long as is strictly necessary for the provision of our services and products. Data stored in cookies are stored for different lengths of time. Some cookies are deleted as soon as you leave the website, others may be stored in your browser for several years. In the respective data protection declarations of the individual providers, you will usually receive precise information about the individual cookies used by the provider.

Legal basis

If you have consented to third-party providers being used, the legal basis for the corresponding data processing is this consent. According to **Art. 6 para. 1 lit. a DSGVO (consent)**, this **consent** constitutes the legal basis for the processing of personal data as it may occur when collected by online marketing tools.

We also have a legitimate interest in measuring online marketing measures in order to optimise our offer and our measures with the help of the data obtained. The corresponding legal basis for this is **Art. 6 para. 1 lit. f DSGVO (legitimate interests)**.

You also have the right and the possibility to revoke your consent to the use of cookies or third-party providers at any time. This works either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection through cookies by managing, deactivating or deleting cookies in your browser.

Since cookies may be used with online marketing tools, we also recommend that you read our general privacy policy on cookies. To find out exactly which of your data is stored and processed, you should read the privacy statements of the respective tools.

Information on specific online marketing tools - if available - can be found in the following sections.

FACEBOOK CONVERSIONS API PRIVACY POLICY

We use Facebook Conversions API on our website, a server-side event tracking tool. The service provider is the American company Facebook Inc. For the European region, the company Facebook Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) is responsible for the European region. You can find out more about the data processed through the use of Facebook Conversions API in the Privacy Policy at <https://www.facebook.com/about/privacy>.

FACEBOOK CUSTOM AUDIENCES PRIVACY POLICY

We use Facebook Custom Audiences, a server-side event tracking tool, on our website. The service provider is the American company Facebook Inc. For the European region, the company Facebook Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) is responsible for the European region. You can find out more about the data processed through the use of Facebook Custom Audiences in the Privacy Policy at <https://www.facebook.com/about/privacy> .

GOOGLE ADS (GOOGLE ADWORDS) CONVERSION TRACKING PRIVACY POLICY

We use Google Ads (formerly Google AdWords) as an online marketing measure to promote our products and services. In this way, we want to draw more people's attention to the high quality of our offers on the internet. As part of our advertising measures through Google Ads, we use the conversion tracking of the company Google Inc. on our website. In Europe, however, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. With the help of this free tracking tool, we can better adapt our advertising offer to your interests and needs. In the following article, we will go into more detail about why we use conversion tracking, what data is stored in the process and how you can prevent this data storage.

What is Google Ads Conversion Tracking?

Google Ads (formerly Google AdWords) is the in-house online advertising system of Google Inc. We are convinced of the quality of our offer and want as many people as possible to get to know our website. In the online sector, Google Ads offers the best platform for this. Of course, we also want to get an accurate overview of the cost-benefit factor of our advertising campaigns. That's why we use the Google Ads conversion tracking tool.

But what is a conversion actually? A conversion occurs when you go from being a purely interested website visitor to an active visitor. This happens whenever you click on our ad and then perform another action, such as visiting our website. With Google's conversion tracking tool, we record what happens after a user clicks on our Google Ads ad. For example, we can see whether products are purchased, services are used or whether users have signed up for our newsletter.

Why do we use Google Ads conversion tracking on our website?

We use Google Ads to draw attention to our offer on other websites as well. The aim is to ensure that our advertising campaigns really only reach those people who are interested in our offers. With the conversion tracking tool, we see which keywords, ads, ad groups and campaigns lead to the desired customer actions. We see how many customers interact with our ads on a device and then make a conversion. This data allows us to calculate our cost-benefit factor, measure the success of individual advertising measures and consequently optimise our online marketing measures. We can also use the data obtained to make our website more interesting for you and adapt our advertising offer even more individually to your needs.

What data is stored with Google Ads conversion tracking?

We have included a conversion tracking tag or code snippet on our website to better analyse certain user actions. If you now click on one of our Google Ads ads, the "conversion" cookie from a Google domain is stored on your computer (usually in the browser) or mobile device. Cookies are small text files that store information on your computer.

Here are the dates of the most important cookies for Google's conversion tracking:

Name: Conversion

Value: EhMI_aySuoyv4gIVled3Ch0llweVGAEgt-mr6aXd7dYISAGQ121729864-3

Purpose: This cookie stores every conversion you make on our site after coming to us via a Google Ad.

Expiry date: after 3 months

Name: _gac

Value: 1.1558695989.EAlalQobChMliOmEgYO04gIVj5AYCh2CBAPrEAAYASAAEglYQfD_BwE

Purpose: This is a classic Google Analytics cookie and is used to record various actions on our website.

Expiry date: after 3 months

Note: The cookie _gac only appears in connection with Google Analytics. The above list is not exhaustive, as Google also uses other cookies for analytical purposes.

As soon as you complete an action on our website, Google recognises the cookie and saves your action as a so-called conversion. As long as you surf our website and the cookie has not yet expired, we and Google recognise that you have found us via our Google Ads ad. The cookie is read and sent back to Google Ads with the conversion data. It is also possible that other cookies are used to measure conversions. The conversion tracking of Google Ads can be further refined and improved with the help of Google Analytics. For ads that Google displays in various locations on the web, cookies called "__gads" or "_gac" may be set under our domain. Since September 2017, various campaign information has been stored by analytics.js with the _gac cookie. The cookie stores this data as soon as you call up one of our pages for which the automatic tagging of Google Ads has been set up. Unlike cookies set for Google domains, Google can only read these conversion cookies when you are on our website. We do not collect or receive any personal data. We receive a report from Google with statistical evaluations. For example, we learn the total number of users who clicked on our ad and we see which advertising measures were well received.

How long and where is the data stored?

At this point, we would like to point out that we have no influence on how Google uses the collected data. According to Google, the data is encrypted and stored on secure servers. In most cases, conversion cookies expire after 30 days and do not transmit any personal data. The cookies named "Conversion" and "_gac" (which is used in connection with Google Analytics) have an expiry date of 3 months.

How can I delete my data or prevent data storage?

You have the option of not participating in Google Ads conversion tracking. If you deactivate the Google conversion tracking cookie via your browser, you block conversion tracking. In this case, you will not be included in the statistics of the tracking tool. You can change the cookie settings in your browser at any time. This works slightly differently for each browser. Here you will find the instructions on how to manage cookies in your browser:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer.](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether you allow the cookie or not. Downloading and installing this browser plug-in at <https://support.google.com/ads/answer/7395996> will also deactivate all "advertising cookies". Keep in mind that by deactivating these cookies, you do not prevent the advertisements, but only the personalised advertising.

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there unless there are appropriate safeguards (such as EU standard contractual clauses) between us and the non-European service provider.

If you would like to learn more about Google's privacy policy, we recommend that you read Google's general privacy policy: <https://policies.google.com/privacy?hl=de>.

COOKIE CONSENT MANAGEMENT PLATFORM

We use Consent Management Platform (CMP) software on our website to help us and you deal correctly and safely with scripts and cookies in use. The software automatically creates a cookie pop-up, scans and checks all scripts and cookies, provides cookie consent for you as required by data protection law and helps us and you to keep track of all cookies. With most cookie consent management tools, all existing cookies are identified and categorised. You as a website visitor then decide yourself whether and which scripts and cookies you allow or do not allow. The following graphic illustrates the relationship between browser, web server and CMP.

Why do we use a cookie management tool?

Our goal is to offer you the best possible transparency in the area of data protection. In addition, we are also legally obliged to do so. We want to inform you as well as possible about all tools and all cookies that can store and process data from you. It is also your right to decide for yourself which cookies you accept and which you do not. In order to grant you this right, we first need to know exactly which cookies have ended up on our website in the first place. Thanks to a cookie management tool that regularly scans the website for all existing cookies, we know about all cookies and can provide you with DSGVO-compliant information about them. You can then accept or reject cookies via the consent system.

On what legal basis do we use cookies?

If you consent to cookies, your personal data will be processed and stored via these cookies. If we are allowed to use cookies through your consent, this consent is also the legal basis for the use of cookies or the processing of your data.

You also have the right and the possibility to revoke your consent to the use of cookies at any time. This works either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection through cookies by managing, deactivating or deleting cookies in your browser.

What data is stored?

Within the framework of our cookie management tool, you can manage each individual cookie yourself and have complete control over the storage and processing of your data. The declaration of your consent is stored so that we do not have to query you each time you visit our website again and so that we can also prove your consent if required by law. This is stored either in an opt-in cookie or on a server. Depending on the provider of the cookie management tool, the storage period of your cookie consent varies. In most cases, this data (e.g. pseudonymous user ID, time of consent, details of cookie categories or tools, browser, device information) is stored for up to two years.

Information on special cookie management tools, if available, can be found in the following sections.

BORLABSCOOKE PRIVACY POLICY

We use BorlabsCookie on our website, among others a tool to store your cookie consent. The service provider is the German company Borlabs - Benjamin A. Bornschein, Rübenkamp 32, 22305 Hamburg, Germany. You can find out more about the data processed through the use of BorlabsCookie in the Privacy Policy at <https://de.borlabs.io/datenschutz/>.

PAYMENT PROVIDER

We use online payment systems on our website that allow us and you a secure and smooth payment process. In the process, personal data may also be sent to the respective payment provider, stored and processed there, among other things.

We therefore offer other payment service providers in addition to bank/credit institutions within the scope of contractual or legal relationships, because of legal obligations and on the basis of legitimate interest. The data protection statements of the individual payment providers (such as Amazon Payments, Apple Pay or Discover) provide you with a detailed overview of data processing and data storage. In addition, you can always contact the responsible parties if you have any questions about data protection-related topics.

What is a payment provider?

Payment providers are online payment systems that allow you to place an order via online banking. In this case, the payment processing is carried out by the payment provider you have chosen. We then receive information about the payment made. This method can be used by any user who has an active online banking account with PIN and TAN. There are hardly any banks left that do not offer or accept such payment methods.

Why do we use payment providers on our website?

Of course, we want to offer the best possible service with our website and our integrated online shop so that you feel comfortable on our site and use our offers. We know that your time is valuable and that payment processes in particular must function quickly and smoothly. For these reasons, we offer you

various payment providers. You can choose your preferred payment provider and pay in the usual way.

What data is stored?

Exactly what data is processed depends, of course, on the respective payment provider. But basically, data such as name, address, bank data (account number, credit card number, passwords, TANs, etc.) are stored. These are necessary data to be able to carry out a transaction at all. In addition, any contractual data and user data, such as when you visit our website, what content you are interested in or which sub-pages you click on, may also be stored. Your IP address and information about the computer you are using are also stored by most payment providers.

The data is usually stored and processed on the servers of the payment providers. We as the website operator do not receive this data. We are only informed whether the payment has worked or not. For identity and creditworthiness checks, payment providers may forward data to the appropriate office. The business and data protection principles of the respective provider always apply to all payment transactions. Therefore, please always check the General Terms and Conditions and the privacy policy of the payment provider. You also have the right to have data deleted or corrected at any time. Please contact the respective service provider regarding your rights (right of revocation, right to information and right to be affected).

Information on the specific payment providers - if available - can be found in the following sections.

VISA PRIVACY POLICY

We use Visa, a global payment provider, on our website. The service provider is the American company Visa Inc. The company responsible for the European region is Visa Europe Services Inc. (1 Sheldon Square, London W2 6TT, United Kingdom) is responsible for Europe. You can find out more about the data processed through the use of Visa in the Privacy Policy at <https://www.visa.de/nutzungsbedingungen/visa-privacy-center.html>.

SKRILL PRIVACY POLICY

We use Skrill, an online payment solution service, on our website. The service provider is the British company Skrill Limited, 25 Canada Square, London E14 5LQ, United Kingdom. You can find out more about the data processed through the use of Skrill in the Privacy Policy at <https://www.skrill.com/de/fusszeile/datenschutzrichtlinie/>.

SHOP PAY PRIVACY POLICY

We use Shop Pay, a service for online payment solutions, on our website. The service provider is the American company Shopify Inc. The company Shopify International Limited (Victoria Buildings, 2nd Floor, 1-2 Haddington Road, Dublin 4, D04 XN32, Ireland) is responsible for the European region. You can find out more about the data processed through the use of Shop Pay in the Privacy Policy at <https://www.shopify.de/legal/datenschutz>.

PAYPAL PRIVACY POLICY

We use the online payment service PayPal on our website. The service provider is the American company PayPal Inc. The company PayPal Europe (S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg) is responsible for the European area. You can find out more about the data processed through the use of PayPal in the Privacy Policy at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

MASTERCARD PRIVACY POLICY

We use the payment service provider Mastercard on our website. The service provider is the American company Mastercard Inc. The company Mastercard Europe SA (Chaussée de Tervuren 198A, B-1410 Waterloo, Belgium) is responsible for the European area. You can find out more about the data processed through the use of Mastercard in the Privacy Policy at <https://www.mastercard.de/de-de/datenschutz.html>.

IDEAL PRIVACY POLICY

We use iDEAL, a payment system service, on our website. The service provider is the Dutch company Currence B.V., Gustav Mahlerplein 33-35, Amsterdam, Noord-Holland 1082 MS, The Netherlands. You can read more about the data processed through the use of iDEAL in the Privacy Policy at <https://www.ideal.nl/en/disclaimer-privacy-statement/>.

GIROPAY PRIVACY POLICY

We use the online payment provider giropay on our website. The service provider is the German company paydirekt GmbH, Stephanstraße 14-16, 60313 Frankfurt am Main, Germany. You can find out more about the data processed through the use of giropay in the Privacy Policy at <https://www.giropay.de/rechtliches/datenschutzerklaerung/>.

EPS TRANSFER PRIVACY POLICY

We use eps-Überweisung, an online payment service, on our website. The service provider is the Austrian company Stuzza GmbH, Frankgasse 10/8, 1090 Vienna, Austria. You can find out more about the data processed through the use of eps-Überweisung in the Privacy Policy at <https://eservice.stuzza.at/de/datenschutzerklaerung.html>.

APPLE PAY PRIVACY POLICY

We use Apple Pay, a service for online payment processes, on our website. The service provider is the American company Apple Inc., Infinite Loop, Cupertino, CA 95014, USA. You can find out more about the data processed through the use of Apple Pay in the Privacy Policy at <https://www.apple.com/legal/privacy/de-ww/>.

AMERICAN EXPRESS PRIVACY POLICY

We use American Express, a global financial services provider, on our website. The service provider is the American Express Company. The company American Express Europe S.A. is responsible for the European region. (Avenida Partenón 12-14, 28042, Madrid, Spain) is responsible for the European region.

You can find out more about the data processed through the use of American Express in the Privacy Policy at <https://www.americanexpress.com/de/legal/online-datenschutzerklärung.html>.

AMAZON PAYMENTS PRIVACY POLICY

We use Amazon Payments on our website, a service for online payment procedures. The service provider is the American company Amazon.com Inc. The company Amazon Payments Europe S.C.A. (38 Avenue J.F. Kennedy, L-1855 Luxembourg) is responsible for the European region. You can find out more about the data processed through the use of Amazon Payments in the Privacy Policy at <https://pay.amazon.de/help/201212490>.

DIRECTEBANKING DATA PRIVACE POLICY

We offer the payment method "Sofortüberweisung" of the company Sofort GmbH for cashless payment on our website. Sofort GmbH has belonged to the Swedish company Klarna since 2014, but has its headquarters in Germany, Theresienhöhe 12, 80339 Munich.

If you decide to use this payment method, personal data will also be transmitted to Sofort GmbH or Klarna, stored and processed there. This data protection text gives you an overview of the data processing by Sofort GmbH.

What is an "instant bank transfer"?

Sofortüberweisung is an online payment system that allows you to place an order via online banking. The payment processing is carried out by Sofort GmbH and we immediately receive information about the payment made. Every user who has an active online banking account with PIN and TAN can use this method. Only a few banks do not yet support this payment method.

Why do we use "Sofortüberweisung" on our website?

Our goal with our website and our integrated online shop is to provide you with the best possible service. In addition to the overall experience on the website

and alongside our offers, this also includes smooth, fast and secure payment processing of your orders. To ensure this, we use "Sofortüberweisung" as our payment system.

What data is stored by "Sofortüberweisung"?

When you make an instant transfer via the Sofort/Klarna service, data such as name, account number, bank code, subject, amount and date are stored on the company's servers. We also receive this information via the payment confirmation.

As part of the account coverage check, Sofort GmbH checks whether your account balance and overdraft facility cover the payment amount. In some cases, it also checks whether Sofort transfers have been successfully carried out in the last 30 days. In addition, your user identification (such as your user number or contract number) in shortened ("hashed") form and your IP address are collected and stored. For SEPA transfers, the BIC and IBAN are also stored.

According to the company, no other personal data (such as account balances, turnover data, disposition limits, account lists, mobile phone number, authentication certificates, security codes or PIN/TAN) are collected, stored or passed on to third parties.

Sofortüberweisung also uses cookies to make its own service more user-friendly. When you order a product, you will be redirected to the Sofort or Klarna website. After successful payment, you will be redirected to our thank you page. The following three cookies are set here:

Name: SOFUEB

Wert: e8cipp378mdscn9e17kajlfhv7121729864-5

Purpose: This cookie stores your session ID.

Expiry date: after the browser session ends.

Name: User[user_cookie_rules] **Value:** 1

Purpose: This cookie stores your consent to the use of cookies.

Expiry date: after 10 years

Name: _ga

Wert: GA1.2.69759879.1589470706

Purpose: By default, analytics.js uses the cookie _ga to store the user ID.

Basically, it is used to distinguish between website visitors. This is a cookie from Google Analytics.

Expiry date: after 2 years

Note: The cookies listed here do not claim to be complete. It is always possible that Sofortüberweisung also uses other cookies.

How long and where is the data stored?

All collected data is stored within the legal obligation to retain it. This obligation can last between three and ten years.

Klarna/Sofort GmbH tries to store data only within the EU or the European Economic Area (EEA). If data is transferred outside the EU/EEA, the data protection must comply with the GDPR and the country must be in an EU adequacy decision.

How can I delete my data or prevent data storage?

You can revoke your consent for Klarna to process personal data at any time. You also always have the right to information, correction and deletion of your personal data. To do so, you can simply contact the company's data protection team by emailing datenschutz@sofort.com.

You can manage, delete or deactivate possible cookies that Sofortüberweisung uses in your browser. Depending on your preferred browser, this works in different ways. The following instructions show how to manage cookies in the most common browsers:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer.](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you would like to find out more about the data processing by the "Sofortüberweisung" company Sofort GmbH, we recommend that you read the data protection declaration at <https://www.sofort.de/datenschutz.html>.

KLARNA CHECKOUT PRIVACY POLICY

We use the online payment system Klarna Checkout of the Swedish company Klarna Bank AB on our website. Klarna Bank has its head office at Sveavägen 46, 111 34 Stockholm, Sweden. If you choose to use this service, personal data, among other things, will be sent to Klarna, stored and processed. In this privacy policy we would like to give you an overview of the data processing by Klarna.

What is Klarna Checkout?

Klarna Checkout is a payment system for orders in an online shop. The user selects the payment method and Klarna Checkout takes care of the entire payment process. Once a user has made a payment via the Checkout system and entered the relevant data, future online purchases can be made even faster and easier. The Klarna system then already recognises the existing customer after entering the email address and postcode.

Why do we use Klarna Checkout for our website?

Our goal with our website and our integrated online shop is to provide you with the best possible service. In addition to the overall experience on the website and alongside our offers, this also includes smooth, fast and secure payment processing of your orders. To ensure this, we use the Klarna Checkout payment system.

What data is stored by Klarna Checkout?

As soon as you decide to use the Klarna payment service and pay via the Klarna Checkout payment method, you also transmit personal data to the company. On the Klarna Checkout page, technical data such as browser type, operating system, our internet address, date and time, language settings, time zone settings and IP address are collected from you and transmitted to Klarna's servers and stored there. This data is stored even if you have not yet completed an order.

When you order a product or service through our shop, you must enter personal data in the fields provided. This data is processed by Klarna for payment processing. The following personal data (as well as general product

information) may be stored and processed by Klarna for the purpose of creditworthiness and identity checks:

- Contact information: Name, date of birth, national ID number, title, billing and shipping address, email address, telephone number, nationality or salary.
- Payment information such as credit card details or your account number
- Product information such as consignment number, type of item and price of the product

In addition, there are also data that can be collected optionally, provided you consciously decide to do so. These are, for example, political, religious or ideological convictions or various health data.

Klarna may also collect data itself or through third parties (such as through us or through public databases) about the goods or services you purchase or order, in addition to the data mentioned above. This can be, for example, the shipment number or the type of item ordered, but also information about your creditworthiness, about your income or credit grants. Klarna may also share your personal data with service providers such as software providers, data storage providers or us as a merchant.

When data is automatically entered into a form, cookies are always involved. If you do not want to use this function, you can deactivate these cookies at any time. Further down in the text you will find instructions on how to basically delete, deactivate or manage cookies in your browser. Our tests have shown that no cookies are set by Klarna directly. If you select the payment method "Klarna Sofort" and click on "Order", you will be redirected to the Sofort website. After the successful payment, you will be taken to our thank you page. The following cookie is set there by sofort.com:

Name: SOFUEB

Wert: e8cipp378mdscn9e17kajlfhv7121729864-4

Purpose: This cookie stores your session ID.

Expiry date: after the browser session ends.

How long and where is the data stored?

Klarna endeavours to store your data only within the EU or the European Economic Area (EEA). However, it may also happen that data is transferred outside the EU/EEA. If this happens, Klarna ensures that the data protection is in line with the GDPR and that the third country is in an adequacy decision of the European Union. The data is always stored for as long as Klarna needs it for the processing purpose.

How can I delete my data or prevent data storage?

You can withdraw your consent for Klarna to process personal data at any time. You also always have the right to access, correct and delete your personal data. To do this, all you need to do is contact the company or the company's data protection team by emailing datenschutz@klarna.de. You can also contact Klarna directly via the Klarna website "[My data protection request](#)".

You can delete, deactivate or manage cookies that Klarna may use for its functions in your browser. Depending on which browser you use, this works in different ways. The following instructions show how to manage cookies in your browser:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer.](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

We hope we have provided you with a good overview of Klarna's data processing. If you would like to learn more about the handling of your data, we recommend that you read the Klarna data protection declaration at https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_at/privacy.

FACEBOOK PRIVACY POLICY

We use selected tools from Facebook on our website. Facebook is a social media network owned by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. These tools enable us to provide you and people interested in our products and services with the best possible experience. Below we provide an overview of the different Facebook tools, what data is sent to Facebook and how you can delete this data.

What are Facebook tools?

Among many other products, Facebook also offers the so-called "Facebook Business Tools". This is the official name of Facebook. However, since the term is hardly known, we have decided to call them simply Facebook Tools. Among them are:

- Facebook Pixel
- Social plug-ins (such as the "Like" or "Share" button)
- Facebook Login
- Account Kit
- APIs (programming interface)
- SDKs (collection of programming tools)
- Platform integrations
- Plugins
- Codes
- Specifications
- Documentations
- Technologies and services

Through these tools, Facebook expands services and has the ability to obtain information about user activity outside of Facebook.

Why do we use Facebook tools on our website?

We only want to show our services and products to people who are really interested in them. With the help of advertisements (Facebook ads), we can reach exactly these people. However, Facebook needs information about people's wishes and needs in order to show them suitable ads. Thus, information about user behaviour (and contact data) on our website is made available to the company. As a result, Facebook collects better user data and can show interested people the appropriate advertisements about our products or services. The tools thus enable customised advertising campaigns on Facebook.

Facebook calls data about your behaviour on our website "event data". This is also used for measurement and analysis services. This allows Facebook to create "campaign reports" on our behalf about the impact of our advertising campaigns. Furthermore, analytics give us a better insight into how you use our services, website or products. As a result, we use some of these tools to optimise your user experience on our website. For example, social plug-ins allow you to share content on our site directly on Facebook.

What data is stored by Facebook tools?

By using individual Facebook tools, personal data (customer data) can be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address may be sent.

Facebook uses this information to match the data with the data it itself has from you (if you are a Facebook member). Before customer data is transmitted to Facebook, a so-called "hashing" takes place. This means that a data record of any size is transformed into a string of characters. This also serves to encrypt data.

In addition to contact details, "event data" is also transmitted. Event data" refers to the information that we receive about you on our website. For example, which sub-pages you visit or which products you buy from us. Facebook does not share the information it receives with third parties (such as advertisers) unless it has explicit permission or is legally required to do so. "Event data" can also be linked to contact details. This allows Facebook to offer better personalised advertising. After the matching process already mentioned, Facebook deletes the contact data again.

In order to deliver ads in an optimised way, Facebook only uses Event Data when it has been aggregated with other data (collected by Facebook in other ways). Facebook also uses this event data for security, protection, development and research purposes. Much of this data is transferred to Facebook via cookies. Cookies are small text files used to store data or information in browsers. Depending on the tools you use and whether you are a Facebook member, different numbers of cookies will be placed in your browser. We go into more detail about individual Facebook cookies in the descriptions of each Facebook tool. General information about the use of Facebook cookies can also be found at <https://www.facebook.com/policies/cookies>.

How long and where is the data stored?

Basically, Facebook stores data until it is no longer needed for its own services and Facebook products. Facebook has servers all over the world where its data is stored. However, customer data is deleted within 48 hours after it has been compared with its own user data.

How can I delete my data or prevent data storage?

In accordance with the Basic Data Protection Regulation, you have the right to information, correction, transferability and deletion of your data.

A complete deletion of the data only takes place if you delete your Facebook account completely. And this is how deleting your Facebook account works:

- 1) Click on Settings on the right side of Facebook.
- 2) Then click on "Your Facebook information" in the left column.
- 3) Now click "Deactivation and deletion".
- 4) Now select "Delete account" and then click on "Continue and delete account".
- 5) Now enter your password, click on "Next" and then on "Delete account".

The storage of data that Facebook receives via our site takes place, among other things, via cookies (e.g. for social plugins). In your browser, you can deactivate, delete or manage individual or all cookies. Depending on which browser you use, this works in different ways. The following instructions show how to manage cookies in your browser:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer.](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether you allow it or not.

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there unless there are appropriate safeguards (such as EU standard contractual clauses) between us and the non-European service provider.

We hope we have provided you with the most important information about the use and data processing by Facebook tools. If you want to learn more about how Facebook uses your data, we recommend that you read the data policy at <https://www.facebook.com/about/privacy/update>.

FACEBOOK SOCIAL PLUG-INS PRIVACY POLICY

So-called social plug-ins of the company Facebook Inc. are installed on our website. You can recognise these buttons by the classic Facebook logo, such as the "Like" button (the hand with raised thumb) or by a clear "Facebook Plug-in" marking. A social plug-in is a small part of Facebook that is integrated into our site. Each plug-in has its own function. The most commonly used functions are the well-known "Like" and "Share" buttons.

The following social plug-ins are offered by Facebook:

- "Save" button
- "Like" button, share, send and quote
- Page plug-in
- Comments
- Messenger plug-in
- Embedded posts and video player
- Group plug-in

At <https://developers.facebook.com/docs/plugins> you will find more detailed information on how the individual plug-ins are used. We use the social plug-ins on the one hand to offer you a better user experience on our site and on the other hand because Facebook can optimise our advertisements.

If you have a Facebook account or have visited [facebook.com](https://www.facebook.com) before, Facebook has already set at least one cookie in your browser. In this case, your browser sends information to Facebook via this cookie as soon as you visit our site or interact with social plug-ins (e.g. the "Like" button).

The information obtained is deleted or anonymised again within 90 days. According to Facebook, this data includes your IP address, which website you visited, the date, the time and other information concerning your browser.

To prevent Facebook from collecting a lot of data during your visit to our website and connecting it with Facebook data, you must log out of Facebook while visiting the website.

If you are not logged in to Facebook or do not have a Facebook account, your browser sends less information to Facebook because you have fewer

Facebook cookies. Nevertheless, data such as your IP address or which website you are visiting may be transmitted to Facebook. We would like to point out that we do not know the exact content of the data. However, we try to inform you as best as possible about the data processing according to our current state of knowledge. You can also read about how Facebook uses the data in the company's data policy at <https://www.facebook.com/about/privacy/update>.

The following cookies are set in your browser as a minimum when you visit a website with social plug-ins from Facebook:

Name: dpr

Value: not specified

Purpose: This cookie is used to enable the social plug-ins on our website to work.

Expiry date: after end of session

Name: fr

Wert: 0jiejh4121729864c2GnlufEJ9..Bde09j...1.0.Bde09j

Purpose: The cookie is also necessary for the plug-ins to function properly.

Expiry date:: after 3 months

Note: These cookies were set after a test, even if you are not a Facebook member.

If you are logged in to Facebook, you can change your settings for advertisements yourself

at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. If you are not a Facebook user, you can manage your usage-based online advertising

at <http://www.youonlinechoices.com/de/praferenzmanagement/grundsatzlich>. There you have the option to deactivate or activate providers.

If you want to learn more about Facebook's privacy policy, we recommend you read the company's own data policy at <https://www.facebook.com/policy.php>.

FACEBOOK LOGIN PRIVACY POLICY

We have integrated the practical Facebook login on our site. This allows you to easily log in to our site with your Facebook account without having to create another user account. If you decide to register via the Facebook login, you will be redirected to the social media network Facebook. There, the registration

takes place via your Facebook user data. Through this login procedure, data about you or your user behaviour is stored and transmitted to Facebook.

To store the data, Facebook uses various cookies. In the following, we show you the most important cookies that are set in your browser or already exist when you log in to our site via the Facebook login:

Name: fr

Value: 0jiejh4c2GnlufEJ9..Bde09j...1.0.Bde09j

Purpose: This cookie is used to ensure that the social plugin on our website works as well as possible.

Expiry date: after 3 months

Name: datr

Wert: 4Jh7XUA2121729864SEmPsSfzCOO4JFFI

Purpose: Facebook sets the "datr" cookie when a web browser accesses facebook.com, and the cookie helps identify login activity and protect users.
Expirydate: after 2 years

Name: _js_datr

Value: deleted

Purpose: This session cookie is set by Facebook for tracking purposes, even if you do not have a Facebook account or are logged out.

Expiry date: after end of session

Note: The cookies listed are only a small selection of the cookies available to Facebook. Other cookies are, for example, _fbp, sb or wd. A complete list is not possible, as Facebook has a large number of cookies and uses them variably.

On the one hand, the Facebook login offers you a quick and easy registration process, on the other hand it gives us the opportunity to share data with Facebook. This allows us to better tailor our offer and promotions to your interests and needs. Data that we receive from Facebook in this way is public data such as

- Your Facebook name
- Your profile picture
- a deposited e-mail address
- Friends lists
- Button information (e.g. "Like" button)
- Birthday date
- Language
- Residence

In return, we provide Facebook with information about your activities on our website. This includes information about the device you are using, which of our sub-pages you visit or which products you have purchased from us.

By using Facebook Login, you consent to the data processing. You can revoke this agreement at any time. If you would like to find out more information about data processing by Facebook, we recommend that you read the Facebook privacy policy at <https://de-de.facebook.com/policy.php>.

Provided you are logged in to Facebook, you can change your settings for advertisements yourself at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen.

INSTAGRAM PRIVACY POLICY

We have integrated Instagram functions on our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Instagram has been a subsidiary of Facebook Inc. since 2012 and is one of Facebook's products. Embedding Instagram content on our website is called embedding. This allows us to show you content such as buttons, photos or videos from Instagram directly on our website. When you call up web pages on our website that have an Instagram function integrated, data is transmitted to Instagram, stored and processed. Instagram uses the same systems and technologies as Facebook. Your data is thus processed across all Facebook companies.

In the following, we would like to give you a more detailed insight into why Instagram collects data, what data it is and how you can largely control the data processing. As Instagram belongs to Facebook Inc., we obtain our information from the Instagram guidelines on the one hand, but also from the Facebook data guidelines themselves on the other.

What is Instagram?

Instagram is one of the most popular social media networks worldwide. Instagram combines the advantages of a blog with the advantages of audiovisual platforms like YouTube or Vimeo. You can upload photos and short videos on "Insta" (as many of the users casually call the platform), edit them with various filters and also distribute them on other social networks. And if you

don't want to be active yourself, you can also just follow other interesting users.

Why do we use Instagram on our website?

Instagram is the social media platform that has really gone through the roof in recent years. And of course we have also reacted to this boom. We want you to feel as comfortable as possible on our website. That's why a varied presentation of our content is a matter of course for us. Through the embedded Instagram features, we can enrich our content with helpful, funny or exciting content from the Instagram world. Since Instagram is a subsidiary of Facebook, the data collected can also be useful to us for personalised advertising on Facebook. This way, only people who are really interested in our products or services receive our ads.

Instagram also uses the collected data for measurement and analysis purposes. We get aggregate statistics and thus more insight about your likes and interests. It is important to note that these reports do not identify you personally.

What data is stored by Instagram?

If you come across one of our pages that have Instagram features (such as Instagram images or plug-ins) built in, your browser automatically connects to Instagram's servers. In the process, data is sent to Instagram, stored and processed. And this is regardless of whether you have an Instagram account or not. This includes information about our website, about your computer, about purchases you have made, about advertisements you see and how you use our offer. Furthermore, the date and time of your interaction with Instagram is also stored. If you have an Instagram account or are logged in, Instagram stores significantly more data about you.

Facebook distinguishes between customer data and event data. We assume that this is exactly the case with Instagram. Customer data are, for example, name, address, telephone number and IP address. This customer data is only transmitted to Instagram if it has been "hashed" beforehand. Hashing means that a data record is transformed into a character string. This makes it possible to encrypt the contact data. In addition, the above-mentioned "event data" is also transmitted. By "event data" Facebook - and consequently also Instagram - understands data about your user behaviour. It may also happen that contact data is combined with event data. The contact data collected is compared with the data that Instagram already has about you.

The collected data is transmitted to Facebook via small text files (cookies), which are usually set in your browser. Depending on the Instagram functions used and whether you have an Instagram account yourself, different amounts of data are stored.

We assume that Instagram's data processing works the same way as Facebook's. This means that if you have an Instagram account or have visited www.instagram.com, Instagram has at least set a cookie. If this is the case, your browser sends information to Instagram via the cookie as soon as you come into contact with an Instagram function. After 90 days at the latest (after matching), this data is deleted again or anonymised. Although we have intensively studied Instagram's data processing, we cannot say exactly what data Instagram collects and stores.

In the following, we show you cookies that are set in your browser at least when you click on an Instagram function (such as a button or an Insta picture). In our test, we assume that you do not have an Instagram account. If you are logged in to Instagram, significantly more cookies are set in your browser, of course.

These cookies were used in our test:

Name: csrftoken

Value: ""

Purpose: This cookie is most likely set for security reasons to prevent falsification of requests. However, we were not able to find out more about this.

Expiry date: after one year

Name: mid

Value: ""

Purpose: Instagram sets this cookie to optimise its own services and offers on and off Instagram. The cookie sets a unique user ID.

Expiry date: after the end of the session

Name: fbsr_121729864124024

Value: not specified

Purpose: This cookie stores the log-in request for users of the Instagram app.

Expiry date: after the end of the session

Name: rur

Value: ATN

Purpose: This is an Instagram cookie that ensures functionality on Instagram.

Expiry date: after the end of the session

Name: urlgen

Wert: "{194.96.75.33": 1901}:1iEtYv:Y833k2_UjKvXgYe121729864"

Verwendungszweck: Dieses Cookie dient den Marketingzwecken von Instagram.

Ablaufdatum: nach Ende der Sitzung

Note: We cannot claim completeness here. Which cookies are set in individual cases depends on the embedded functions and your use of Instagram.

How long and where is the data stored?

Instagram shares the information it receives between Facebook companies with external partners and with people you connect with around the world. The data processing is carried out in compliance with its own data policy. Your data is distributed on Facebook servers around the world, partly for security reasons. Most of these servers are located in the USA.

How can I delete my data or prevent data storage?

Thanks to the Basic Data Protection Regulation, you have the right of access, portability, rectification and deletion of your data. You can manage your data in the Instagram settings. If you want to delete your data on Instagram completely, you must permanently delete your Instagram account.

And this is how deleting the Instagram account works:

First open the Instagram app. On your profile page, go down and click on "Help section". Now you will come to the company's website. On the website, click on "Manage your account" and then on "Delete your account".

If you delete your account entirely, Instagram will delete posts such as your photos and status updates. Information that other people have shared about you does not belong to your account and consequently will not be deleted.

As mentioned above, Instagram primarily stores your data via cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, the management always works a little differently. Here we show you the instructions for the most important browsers.

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer.](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

You can also basically set up your browser so that you are always informed when a cookie is to be set. Then you can always decide individually whether you want to allow the cookie or not.

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there unless there are appropriate safeguards (such as EU standard contractual clauses) between us and the non-European service provider.

We have tried to bring you closer to the most important information about Instagram's data processing. Auf <https://help.instagram.com/519522125107875> you can take a closer look at Instagram's data policies.

VIMEO PRIVACY POLICY

We also use videos from the company Vimeo on our website. The video portal is operated by Vimeo LLC, 555 West 18th Street, New York, New York 10011, USA. With the help of a plug-in, we can show you interesting video material directly on our website. In the process, certain data may be transferred from you to Vimeo. In this privacy policy, we will show you what data is involved, why we use Vimeo and how you can manage or prevent your data or the data transfer.

What is Vimeo?

Vimeo is a video platform that was founded in 2004 and has made it possible to stream videos in HD quality since 2007. Since 2015, it has also been possible to stream in 4k Ultra HD. The use of the portal is free of charge, but paid content can also be published. Compared to the market leader YouTube, Vimeo places priority on high-quality content. On the one hand, the portal

offers a lot of artistic content such as music videos and short films, but on the other hand, it also offers documentaries on a wide range of topics that are worth knowing.

Why do we use Vimeo on our website?

The aim of our website is to provide you with the best possible content. And to do so as easily accessible as possible. Only when we have achieved this are we satisfied with our service. The video service Vimeo helps us to achieve this goal. Vimeo gives us the opportunity to present you with high-quality content directly on our website. Instead of just giving you a link to an interesting video, you can watch the video directly on our website. This expands our service and makes it easier for you to access interesting content. Thus, in addition to our texts and images, we also offer video content.

What data is stored on Vimeo?

When you visit a page on our website that has a Vimeo video embedded, your browser connects to the Vimeo servers. This results in a data transmission. This data is collected, stored and processed on the Vimeo servers. Regardless of whether you have a Vimeo account or not, Vimeo collects data about you. This includes your IP address, technical information about your browser type, operating system or very basic device information. Furthermore, Vimeo stores information about which website you use the Vimeo service and what actions (web activities) you perform on our website. These web activities include, for example, session duration, bounce rate or which button you clicked on our website with a built-in Vimeo function. Vimeo can track and store these actions using cookies and similar technologies.

If you are logged in to Vimeo as a registered member, more data can usually be collected as more cookies may already have been set in your browser. In addition, your actions on our website are directly linked to your Vimeo account. To prevent this, you must log out of Vimeo while "surfing" on our website.

Below we show you cookies that are set by Vimeo when you are on a website with an integrated Vimeo function. This list is not exhaustive and assumes that you do not have a Vimeo account.

Name: player

Value: ""

Purpose: This cookie saves your settings before you play an embedded Vimeo video. This way, the next time you watch a Vimeo video, you will get your

preferred settings again.

Expiry date: after one year

Name: vuid

Value: pl1046149876.614422590121729864-4

Purpose: This cookie collects information about your actions on websites that have embedded a Vimeo video.

Expiration date: after 2 years

Note: These two cookies are always set as soon as you are on a website with an embedded Vimeo video. When you watch the video and click the button to "share" or "like" the video, for example, other cookies are set. These are also third-party cookies such as `_ga` or `_gat_UA-76641-8` from Google Analytics or `_fbp` from Facebook. Exactly which cookies are set here depends on your interaction with the video.

The following list shows a sample of possible cookies that are set when you interact with the Vimeo video:

Name: `_abexps`

Value: `%5B%5D`

Purpose: This Vimeo cookie helps Vimeo to remember the settings you have made. This can be, for example, a preset language, a region or a user name. In general, the cookie stores data about how you use Vimeo.

Expiry date: after one year

Name: `continuous_play_v3`

Value: `1`

Purpose: This cookie is a first-party cookie from Vimeo. The cookie collects information about how you use the Vimeo service. For example, the cookie records when you pause or replay a video.

Expiry date: after one year

Name: `_ga`

Wert: `GA1.2.1522249635.1578401280121729864-7`

Purpose: This cookie is a third-party cookie from Google. By default, `analytics.js` uses the cookie `_ga` to store the user ID. Basically, it is used to distinguish website visitors.

Expiry date: after 2 years

Name: `_gcl_au`

Wert: `1.1.770887836.1578401279121729864-3`

Purpose: This third-party cookie from Google AdSense is used to improve the efficiency of advertisements on websites.

Expiry date: after 3 months

Name: _fbp

Wert: fb.1.1578401280585.310434968

Purpose: This is a Facebook cookie. This cookie is used to display advertisements or advertising products from Facebook or other advertisers.

Expiry date: after 3 months

Vimeo uses this data, among other things, to improve its own service, to communicate with you and to set its own targeted advertising measures. Vimeo emphasises on its website that only first-party cookies (i.e. cookies from Vimeo itself) are used for embedded videos as long as you do not interact with the video.

How long and where is the data stored?

Vimeo has its headquarters in White Plains in the state of New York (USA). However, the services are offered worldwide. The company uses computer systems, databases and servers in the USA and also in other countries. Your data can therefore also be stored and processed on servers in America. The data remains stored by Vimeo until the company no longer has an economic reason for storing it. Then the data is deleted or anonymised.

How can I delete my data or prevent data storage?

You always have the option to manage cookies in your browser according to your wishes. For example, if you do not want Vimeo to set cookies and thus collect information about you, you can delete or deactivate cookies in your browser settings at any time. Depending on the browser, this works a little differently. Please note that after deactivating/deleting cookies, various functions may no longer be available to the full extent. The following instructions show how to manage or delete cookies in your browser.

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer.](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you are a registered Vimeo member, you can also manage the cookies used in the settings on Vimeo.

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there unless there are appropriate safeguards (such as EU standard contractual clauses) between us and the non-European service provider.

You can find out more about Vimeo's use of cookies at https://vimeo.com/cookie_policy, and information on data protection at Vimeo can be found at <https://vimeo.com/privacy>.

All texts are protected by copyright.