

# INTRODUCTION AND TERMS

## 1. Introduction

We process personal data when operating our website [www.myticket.de/en](http://www.myticket.de/en) (hereinafter referred to as "website"). We treat this data confidentially and process it in accordance with the applicable laws - in particular the General Data Protection Regulation (GDPR) and the Federal Data Protection Act (BDSG). With our data protection regulations we want to inform you which personal data we collect from you, for which purposes and on which legal basis we use them and, if applicable, to whom we disclose them. Furthermore, we will explain to you which rights you are entitled to in order to protect and enforce your data protection.

## 2. Terms

Our data protection regulations contain technical terms that are new in the GDPR and the BDSG. For your better understanding we would like to explain these terms in simple words in advance:

### 2.1 Personal Data

"Personal data" means all information relating to an identified or identifiable person (Art. 4 No. 1 GDPR). Information relating to an identified person may, for example, be the name or the e-mail address. However, personal data also includes data for which the identity is not immediately apparent but which can be determined by combining one's own or third-party information and thus finding out who the person is. A person becomes identifiable, for example, by providing his or her address or bank details, date of birth or user name, IP address and/or location data. Relevant here is all information that in any way allows an inference to a person.

### 2.2 Processing

Art. 4 para. 2 GDPR defines "processing" as any operation involving personal data. This applies in particular to the collection, capture, administration, classification, recording, amendment, printing, making available, use, disclosure, sharing, dissemination, provision, comparison, linking, restriction, erasure or destruction of personal data.

# RESPONSIBLE COMPANY AND DATA PROTECTION OFFICER

## 3. PERSON RESPONSIBLE

Responsible for data processing:

Company: mytic myticket AG ("we")

Legal representative: Moritz Schwenkow (Board of Directors and CEO)

Address: Johannisbollwerk 20, 20459 Hamburg

Phone: 040-2372 400 30

E-Mail: [info@myticket.de](mailto:info@myticket.de)

## **4. DATA PROTECTION OFFICER**

We have appointed an external data protection officer for our company. You can reach him at:

Name: HABEWI GmbH & Co. KG

Address: HABEWI GmbH & Co. KG, Palmaille 96, 22767 Hamburg

Phone: +49 40/ 18189800

Fax: +49 40/ 181898099

E-Mail: [datenschutz@habewi.de](mailto:datenschutz@habewi.de)

## **PROCESSING FRAME**

### **5. PROCESSING FRAMEWORK: WEBSITE**

Within the framework of the website with the URL [www.myticket.de](http://www.myticket.de), we process the personal data of you listed in detail under items 6 - 25 below. We only process data of yours that you actively provide on our website (e.g. by filling out forms) or that you automatically provide when you use our offer.

Your data will be processed exclusively by us and will not be sold, lent or passed on to third parties. If we use the help of external service providers to process your personal data, this is done within the framework of so-called order processing, in which we, as the client, are authorised to issue instructions to our contractor. For the operation of our website we use external service providers for hosting, as well as for maintenance, care and further development. Should further external service providers be used for individual processing operations listed in sections 6 - 25, they will be named there.

We host our website with the external provider Providerdienste.de (Bradler & Krantz GmbH & Co. KG, Kurt-Schumacher-Platz 8, 44787 Bochum, Germany). We will provide information about exceptions to this principle in the processing operations described below.

## **THE PROCESSING OPERATIONS IN DETAIL**

### **6. PROVISION OF THE WEBSITE AND SERVER LOG FILES**

#### 6.1 Description of processing

Each time you access the website, we automatically collect information that your browser sends to our server. This information is also stored in the so-called log files of our system. These are the following data:

- Your IP address
- the browser software you use, its version and language
- the operating system you use, if actively sent by the browser
- the website from which you have accessed our website (so-called referrer)
- the sub-pages you have accessed on our website
- the date and time of your visit to our website
- Amount of data transmitted

The temporary storage of your IP address by the system is necessary in order to deliver our website to the end device of a user. For this purpose, the user's IP address must remain stored for the duration of the session. However, your IP address is not recorded in our log files.

#### 6.2 Purpose

The processing is carried out in order to enable the website to be accessed and to ensure its stability and security. Furthermore, the processing serves the statistical evaluation and improvement of our online offer.

#### 6.3 Legal basis

The processing is necessary to safeguard the overriding legitimate interests of the controller (Art. 6 para. 1 lit. f GDPR) and is based on a consent pursuant to Art. 6 para. 1 a GDPR, if the logfile was not essential and then obtained by us via a cookie banner or cookie content tool. Such consent is voluntary. Our legitimate interest lies in the purpose specified in Section 6.2.

#### 6.4 Duration of storage

The data will be erased as soon as they are no longer required for the purpose for which they were collected. In the case of the collection of data for the provision of the Website, this is the case when the respective session has ended. Log files are erased after 14 months unless longer retention periods are required by law, particularly in connection with a contractual relationship.

## **7. REGISTRATION AND PROFILE**

#### 7.1 Description of processing

Some functions and offers on our website are only available to you as a registered user. By registering, you conclude a free user agreement with us. By registering, you receive your own user account on our website. The registration is carried out by filling out the registration form on [www.myticket.de](http://www.myticket.de) and sending it to us electronically. To register, you must enter your salutation/gender, first name, surname, address (street, house number, postcode, city, country), your e-mail address, and a freely chosen password. By clicking on the button "Register" you send us the form. You will then receive an automatic welcome e-mail. This contains a link to confirm your e-mail address. Only after successful verification of your e-mail address by clicking on the confirmation link will your account be activated on our website. As a registered user you can shop on our website faster and more conveniently by entering your billing and delivery addresses in your user profile. This means that you do not have to re-enter your personal data for subsequent (further) purchases.

In addition to the information you provide during registration, we process the following personal data about you for the purpose of setting up and maintaining your user account, insofar as you provide this personal data: Company, address supplement, telephone number, birthday, VAT ID delivery address

#### 7.2 Purpose

The processing is carried out in order to provide you with the functions of our website for registered users.

#### 7.3 Legal basis

The processing is necessary for the conclusion and fulfilment of the Usage Agreement (Art. 6 Paragraph 1 lit. b GDPR). We cannot provide our contractually owed services without providing your personal data as part of the registration process.

#### 7.4 Storage period

The data will be automatically erased by us upon termination of your user contract. You can end the user contract yourself by informing us by e-mail to [help@myticket.de](mailto:help@myticket.de), by post to mytic myticket AG, Johannsbollwerk 20, 20459 Hamburg or by fax to 040-4133018-66 that you no longer wish to be a registered user of our website. We will then immediately delete your user account. Furthermore, as a logged in user you can edit and remove your own contributions, details and information at any time.

### 8. PURCHASING

#### 8.1 Description of processing

You can make purchases on our website as a guest or as a registered user, namely tickets, ticket vouchers, gift wrappers, VIP packages (e.g. Meet & Greets, Merchandise etc.), ticket insurance, hotel travel packages (ticket + hotel accommodation), Deutsche Bahn packages (maxdome voucher, Deutsche Bahn voucher + myticket voucher), occasionally also merchandise (e.g. CDs). Within the scope of your order process we process your personal data. The mandatory fields marked with an asterisk "\*" in our online shop must be filled in by you. Otherwise it is not possible for us to conclude a purchase agreement with you and send you the desired goods. All other details are voluntary. When shopping on our website, you can also choose one of the offered payment methods (instant bank transfer, credit card, Amazon pay, Giropay and prepayment) to settle the purchase price. When completing your order, the data required for payment will be passed on to the respective payment service provider. If you shop on our website as a registered user, you can enter your billing and delivery addresses as well as your preferred payment method in your user profile for a faster and more convenient ordering process.

#### 8.2 Purpose

The processing is carried out for the conclusion and processing of purchase agreements.

#### 8.3 Legal basis

The processing is necessary for the conclusion and fulfilment of the purchase agreements (Art. 6 para. 1 lit. b GDPR).

#### 8.4 Storage period

We are obliged by commercial and tax law to store your address, payment and order data for a period of ten years. However, after two years, we will restrict the processing. This means that your data will then only be stored separately to comply with the statutory retention periods and will be erased immediately after these periods have expired.

#### 8.5 Recipient

For the purpose of processing your payment, personal data will be transferred to one of the external payment service providers listed below and selected by you in the course of your purchase:

- Amazon pay: Amazon Payments Europe s.c.a., 5 Rue Plaetis, L-2338 Luxembourg  
For more information on data protection at Amazon pay, please visit:  
<https://pay.amazon.com/de/help/201751600>
- Credit Card: SIX Payment Services S.A., 10, rue Gabriel Lippmann, L-5365 Munsbach

Further information on data protection at Six Payments can be found at:

<https://www.six-payment-services.com/de>

- American Express: American Express Europe S.A., Theodor-Heuss-Allee 112, 60486 Frankfurt am Main

Further information on data protection at American Express can be found at:

<https://www.americanexpress.com/de/>

- Giropay: GiroSolution GmbH, Hauptstraße 27, 88699 Frickingen  
Further information on data protection at Giropay can be found at:  
<https://www.giropay.de/>

- Instalments, invoice, direct debit, immediate bank transfer: Klarna Bank AB (publ), Sveavägen 46, 111 34 Stockholm, Schweden

For more information about data protection at Klarna, please visit:

<https://www.klarna.com/de/>

## **9. CONTACT FORM AND CONTACT BY E-MAIL**

### 9.1 Description of processing

To contact us, we have provided a contact form on our website. In this form you are asked to enter your e-mail address, your name, the subject of your request and, if applicable, your order number and a message to us. If you click on the "Send" button, the data will be transferred to us using SSL encryption (see section 24). The contact form can only be transmitted if you accept our data protection regulations by clicking the corresponding checkbox. You can also contact us via the e-mail addresses provided on the website and write and publish recessions on artists. In this case, the user's personal data transmitted with the e-mail or recession will be processed by us.

### 9.2 Purpose

With the provision of a contact form on our website, we want to offer you a convenient way to contact us. The data transmitted with and in the contact form or your e-mail are used exclusively for the purpose of processing and answering your request.

### 9.3 Legal basis

The processing is necessary to safeguard the overriding legitimate interests of the controller (Art. 6 para. 1 lit. f GDPR). Our legitimate interest lies in the purpose specified in Section 9.2. If the e-mail contact is aimed at the conclusion or fulfilment of a contract, the data processing is carried out for the purpose of fulfilling the contract (Art. 6 para. 1 lit. b GDPR).

### 9.4 Duration of storage

The data will be erased by us as soon as they are no longer required for the purpose for which they were collected. This is usually the case when the respective communication with you has ended. The communication is ended when it is clear from the circumstances that your request has been finally clarified. If legal retention periods prevent deletion, the data will be erased immediately after expiry of the legal retention period.

## **10. COOKIES**

### 10.1 Description of processing

Our website uses cookies. Cookies are small text files that are stored on the user's end device when a website is visited. Cookies contain information that enables the recognition of a terminal device and possibly certain functions of a website. We distinguish between our own cookies, which are set, for example, when the website is visited, and external cookies, such as

those set by advertising service providers and social networks. So-called "session cookies" and "persistent cookies" are used on our website. "Session cookies" are automatically erased when you end your internet session and close the browser. Persistent cookies remain stored on your end device for a longer period of time. If cookies are technically necessary for the operation of our website, your consent is not required. However, all other cookies are only set after you have actively agreed to the use of cookies via our cookie banner or cookie consent-tool. You can find out which cookies on our website are used for which purpose and how long they are stored on your end device by checking the settings of our cookie banner or cookie consent-tool.

### 10.2 Purpose

We use cookies to make our website more user-friendly and to provide the functions described in clause 10.1. You can find the exact purpose of the individual cookies in the settings of our cookie banner or cookie content tool.

### 10.3 Legal basis

The processing is necessary with regard to technically required cookies in order to safeguard the predominant legitimate interests of the Data Controller (Art. 6 para. 1 lit. f GDPR). Our legitimate interest lies in the purpose stated in section 10.2. In the case of processing with regard to all other - i.e. non-technically necessary - cookies, the legal basis is consent (Art. 6 para. 1 lit. a GDPR). Such consent is voluntary.

### 10.4 Storage period, withdrawal of consent

Cookies are automatically erased at the end of a session or at the end of the specified storage period. As cookies are stored on your terminal device, you as the user have full control over the use of cookies. By changing the settings in your Internet browser, you can deactivate or restrict the transmission of cookies. Cookies already stored can be erased. This can also be done automatically. If cookies for our website are deactivated, erased or restricted, it is possible that individual functions of our website cannot be used or can only be used to a limited extent. You can withdraw any consent you may have given to the use of cookies at any time in the settings of the cookie banner or the cookie content tool with effect for the future.

[Edit cookie settings here](#)

### 10.5 Recipient and transfer to third countries

When using third party cookies, data may be transferred to the corresponding providers of these third party services. Under certain circumstances, data may also be transferred to third countries outside the European Union or the European Economic Area. We provide information on the recipients of data and on transfers to third countries in the settings of the cookie banner/cookie content tool or in the corresponding section on the third party service or processing in these data protection provisions.

## **11. NEWSLETTER**

### 11.1 Description of processing

We send a newsletter at irregular intervals. With the newsletter we inform you about advance sales starts for concerts, shows and events of all kinds as well as current event recommendations, raffles and marketing actions. You will only receive our newsletter if you actively subscribe to our mailing list. You can subscribe to it by filling out and sending a newsletter registration form on our website or by placing an order in our online shop. All you

need to do to subscribe to the newsletter is to enter your e-mail address. All other details (such as your first name and surname) are voluntary and are used solely to personalise the e-mails. We use the so-called double opt-in procedure to carry out and verify newsletter registrations. A registration takes place in several steps. First you register for the newsletter on our website. You will then receive an e-mail from us to the e-mail address you have entered. With this e-mail we ask you to confirm that you have actually subscribed to the newsletter and wish to receive it. You will receive a confirmation by clicking on a confirmation link in the e-mail. Only after a successful confirmation will we add you to our newsletter distribution list and send you e-mails in the future. Within the framework of the double opt-in procedure, we save the date, time and your IP address both during registration and confirmation.

If we receive your e-mail address in connection with the sale of a product or service and you have not objected to this, we reserve the right, on the basis of § 7 para. 3 UWG (German Act against Unfair Competition), to send you regular offers on products similar to those already purchased from our range of products by e-mail as part of the so-called existing customer newsletter. This serves to protect our legitimate interests in addressing our customers in advertising, which outweigh the interests of our customers. You can object to this use of your e-mail address at any time by sending a message to the contact option described below or via a link provided for this purpose in the advertising mail, without incurring any costs other than the transmission costs according to the basic rates.

#### 11.2 Purpose

The processing is carried out in order to be able to offer the newsletter function and send newsletter e-mails to subscribers and existing customers. The collection and storage of date, time and IP addresses during newsletter registration serves to document consent given and to protect against the misuse of e-mail addresses.

#### 11.3 Legal basis

For our subscriber newsletter, the processing is based on consent pursuant to Art. 6 para. 1 lit. a GDPR. You can request the declaration of consent from us at any time by e-mail. Your consent is voluntary. The collection and storage of the date, time and IP address when registering for the newsletter is necessary to protect the overwhelmingly legitimate interests of the person responsible (Art. 6 para. 1 lit. f GDPR). Our legitimate interest lies in the purpose stated in clause 11.2. Our existing customer newsletter is processed on the basis of Art. 6 Para. 1 letter f GDPR in order to safeguard the prevailing legitimate interests of the Data Controller. Our legitimate interest lies in direct advertising to existing customers. This is permissible within the framework of § 7 para. 3 UWG (German Act against Unfair Competition), which we observe.

#### 11.4 Storage period and revocation of consent

If you do not confirm your subscription to our newsletter within 31 days after receipt of the corresponding subscription e-mail, your data will be erased. We process your personal data for the duration of your newsletter subscription. You can cancel your subscription to our newsletter at any time by withdrawing your consent. A simple declaration (by e-mail to [abmelden@myticket.de](mailto:abmelden@myticket.de), by post to mytic myticket AG, Johannissbollwerk 20, 20459 Hamburg, Germany) or via the link provided for this purpose in the newsletter is sufficient for this purpose without incurring any costs other than the transmission costs according to the basic tariffs. If you withdraw your consent, no more newsletters will be sent to you and your personal data will be removed from our active mailing list. To enforce your revocation, we will add your e-mail address to our so-called black list to a limited extent. In this way we can

ensure that you will not receive any newsletters from us in the future and that your e-mail address will not be misused by third parties.

#### 11.5 Recipients and transfer to third countries

To manage our newsletter distribution list, we use the services of the newsletter provider emarsys. This takes place within the scope of order processing. emarsys is an offer from Emarsys Interactive Services GmbH, Stralauer Platz 34, 10243 Berlin, Germany

We use the services of the service provider Mailjet to send e-mails. This takes place within the framework of order processing. Mailjet is an offer from Mailjet GmbH, Rankestr. 21, 10789 Berlin, Germany

## 12. SOCIAL NETWORKS

### 12.1 Description of processing

Our website does not use so-called social media plugins. The logos of the social networks Facebook and Pinterest displayed on our website are only linked to the corresponding profiles of our company. If you click on one of the logos, you will be redirected to the external website of the respective social network.

However, our profiles within the social networks also constitute data processing. If you are logged in to the respective social network when visiting such a profile, this information is assigned to your user account there. If you interact with our profile, e.g. "share", "link" or "retweet" a post, this information is also stored in your user account. Via the so-called "Insights" on our Facebook page, we have the possibility to obtain statistical data. These statistics are provided by Facebook. The "Insights" function is not available. We cannot decide to switch this function on or off. It is available to all Facebook fan page operators, regardless of whether you use the Insights function of Facebook or not. We are provided with data for a selectable period of time and for the following groups of affected persons: Fans, subscribers, people reached and people interacting. These are the following categories of personal data: Total number of page views, "likes me" information including origin, page activity, post interactions, reach, post reach (divided into organic, viral and paid interactions), comments, shared content, responses and demographic analysis, i.e. country of origin, gender and age. Because of the Facebook Terms of Use - which every user must agree to in order to use Facebook - we are able to identify subscribers and fans of our site and view their profiles.

The social networks with which you communicate save your data using pseudonyms as user profiles and use them for advertising purposes and market research. For example, you may be shown advertisements within the social network and on other websites of third parties that correspond to your presumed interests. For this purpose, cookies are usually used, which the social network stores on your end device. Further information on cookies can be found in section 10. You have the right to object to the creation of these user profiles, and to exercise this right you must contact the social networks directly.

### 12.2 Purpose

We maintain profiles on the aforementioned social networks for the purpose of up-to-date and supportive public relations and corporate communication with customers and interested parties.



We use the "Facebook Insights" function to make our contributions on our Facebook fan page more attractive to our visitors. For example, we are able to use visitors' favourite visiting times to optimise the timing of our contributions.

### 12.3 Legal basis

The processing is based on consent in accordance with Art. 6 Para. 1 letter a GDPR. This is obtained by us via a cookie banner or cookie content tool. Such consent is voluntary. If you are asked for consent by the respective operator of a social network, the legal basis is Art. 6 para. 1 lit. a GDPR. Data processing with regard to our Facebook fan page is also based on an agreement on joint responsibility in accordance with Art. 26 GDPR between us and Facebook, which you can view here: [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum).

### 12.4 Recipients and transmission to third countries

The respective social networks are operated by the companies listed below. Further information on data protection with regard to our profile on the social networks can be found in the linked data protection provisions.

- Facebook: Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA.  
Datenschutzbestimmungen:

<http://www.facebook.com/policy.php>;

<http://www.facebook.com/help/186325668085084>,

<http://www.facebook.com/about/privacy/your-info-on-other#applications> sowie

<http://www.facebook.com/about/privacy/your-info#everyoneinfo>.

- Instagram: Instagram LLC, 1601 Willow Rd, Menlo Park, California 94025, USA; Privacy Policy: <https://help.instagram.com/155833707900388/>.

The social networks also process your personal data in the USA and have submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

### 12.5 Storage period and objection period; withdrawal of consent

We have explained the storage period and your control and setting options for cookies in section 10. You can withdraw the consent you have given at any time in the settings of the cookie banner or the cookie content tool with effect for the future.

## 13. GOOGLE WEBFONTS

### 13.1 Description of processing

Our website uses "Google Webfonts", a font replacement service provided by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter "Google"). With Google Web Fonts, the standard fonts of your end device are replaced with fonts from the Google catalogue when displaying our website. If your browser prevents the integration of Google Web Fonts, the text on our website will be displayed in the standard fonts of your terminal device. The Google fonts are loaded directly from a Google server. In order for this to happen, your browser sends a request to a Google server. As a result, your IP address may also be transmitted to Google in connection with the address of our website. However, Google Web Fonts does not store any cookies on your end device. According to Google, data that is processed as part of the Google Webfonts service is transferred to resource-specific domains

such as [fonts.googleapis.com](https://fonts.googleapis.com) or [fonts.gstatic.com](https://fonts.gstatic.com). They are not linked to data that may be associated with the use of other Google services such as the search engine of the same name or Gmail. You can find further information on data protection at Google Webfonts at <https://developers.google.com/fonts/faq?hl=de-DE&sw=1>. General information on data protection at Google is available at <http://www.google.com/intl/de-DE/policies/privacy/>.

### 13.2 Purpose

The processing is carried out to make the text on our website more readable and aesthetically pleasing to you.

### 13.3 Legal basis

The processing is necessary to safeguard the overriding legitimate interests of the Data Controller (Art. 6 para. 1 letter f GDPR). Our legitimate interest lies in the purpose specified in Section 13.2.

### 13.4 Recipients and transfer to third countries

By using Google Web Fonts, personal data may be transferred to Google. Google also processes your personal data in the USA and had submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

## 14. YOUTUBE VIDEOS

### 14.1 Description of processing

Our Website uses services of "YouTube" a video platform operated by YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA. YouTube is represented by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA We use YouTube by embedding individual videos from the platform on our website as so-called iFrames so that they can be played directly on our website. The videos are embedded in the "extended data protection mode" offered on YouTube, i.e. h. No personal data will be transferred from you to Google as long as you do not play the videos. Only when a video is played will data be transferred to Google, over which we have no influence. If you play an embedded video on a subpage of our website, Google is informed which subpage you have visited and which video you have viewed. If necessary, your IP address is also transmitted to Google. If you are logged in as YouTube or Google user, Google will assign this information to your user account. Google stores your data as user profiles and uses them for advertising purposes, for market research and/or for the design of Google websites according to your needs. You have a right of objection to the creation of these user profiles, and to exercise this right you must contact Google directly. You can find further information on data protection at Google <http://www.google.com/intl/de-DE/policies/privacy/>.

### 14.2 Purpose

The processing is carried out in order to be able to show you videos on our website.

### 14.3 Legal basis

The processing is based on consent pursuant to Art. 6 para. 1 letter a GDPR. This is obtained from us via a cookie banner or cookie consent-tool. Such consent is voluntary.

### 14.4 Recipient and transfer to third countries

By integrating YouTube, personal data may be transferred to YouTube LLC or Google.

Google also processes your personal data in the USA and had submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

#### 14.5 Storage period and objection period; withdrawal of consent

We have explained the storage period and your control and setting options for cookies in section 10. You can withdraw your consent with regard to YouTube at any time in the settings of the cookie banner or the cookie content tool with effect for the future.

## 15. VIMEO VIDEOS

### 15.1 Description of processing

Our Website uses services from "Vimeo" a video platform operated by Vimeo LCC, 555 West 18th Street, New York, New York 10011, USA. We use Vimeo by embedding individual videos from the platform on our website as so-called iFrames so that they can be played directly on our website. When you visit a subpage of our website where a video is embedded, a connection to the Vimeo servers is established and the video is displayed within our website. This tells Vimeo which website you have visited. Your IP address may also be transmitted to Vimeo. When you play an embedded video, this information is also transmitted to Vimeo. If you are logged in as a Vimeo user, Vimeo will assign this information to your user account. For more information about Vimeo's privacy policy, please visit <http://vimeo.com/privacy>.

### 15.2 Purpose

The processing is carried out to enable us to display videos to you on our website.

### 15.3 Legal basis

The processing is based on consent in accordance with Art. 6 Para. 1 letter a GDPR. This is obtained from us via a cookie banner or cookie consent-tool. Such consent is voluntary.

### 15.4 Recipient and transfer to third countries

Vimeo also processes data in the USA and had submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

### 15.5 Storage period and objection period; revocation of consent

We have explained the storage period and your control and setting options for cookies in section 10. You can withdraw your consent with regard to Vimeo at any time in the settings of the cookie banner or the cookie content tool, effective for the future.

## 16. GOOGLE MAPS

### 16.1 Description of the processing

Our website uses "Google Maps", a service for the display of maps provided by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google"). We use Google Maps by including a map with our business address on our website. The map is loaded directly from a Google server. In order for this to happen, your browser sends a request to a Google server. As a result, your IP address may also be transmitted to Google in connection with the address of our website. However, Google Maps

does not store cookies on your end device. If you are logged in at Google when you visit our website, Google Maps assigns this information to your Google user account. Google stores your data as user profiles and uses them for advertising purposes, for market research and/or for the design of Google websites according to your needs. You have a right of objection to the creation of these user profiles, and to exercise this right you must contact Google directly. Further information on data protection at Google can be found at <https://policies.google.com/privacy?hl=de-DE>.

#### 16.2 Purpose

The processing is done in order to provide you with an interactive map on our website.

#### 16.3 Legal basis

The processing is based on consent pursuant to Art. 6 para. 1 letter a GDPR. This is obtained from us via a cookie banner or cookie consent-tool. Such consent is voluntary.

#### 16.4 Recipient and transfer to third countries

Google processes your personal data also in the USA and had submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

#### 16.5 Storage period and objection period; withdrawal of consent

We have explained the storage period and your control and setting options for cookies in section 10. You can withdraw your consent with regard to Google Maps at any time in the settings of the cookie banner or the cookie content tool with effect for the future.

## 17. GOOGLE ANALYTICS

#### 17.1 Description of processing

Our website uses "Google Analytics", a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google"). Google Analytics uses cookies (see section 10), which enable an analysis of your use of our website. The information generated by the cookies is usually transferred to a Google server in the USA and stored there. However, we use Google Analytics exclusively with IP anonymisation. This means that your IP address is shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. The statistics generated by Google Analytics record, in particular, how many users visit our website, from which country or location the access takes place, which sub-pages are called up and via which links or search terms visitors reach our website. You can find the Google Analytics user conditions at <http://www.google.com/analytics/terms/de.html> . An overview of data protection at Google Analytics is available at <http://www.google.com/intl/de/analytics/learn/privacy.html> . Google's privacy policy can be viewed at <http://www.google.de/intl/de/policies/privacy> .

Our website also uses Google Optimize. This is a tool that is integrated into Google Analytics. Google Optimize analyses the use of different variants of our website and helps us to improve

the user experience according to the behaviour of visitors to our website. Using Google Optimize, we can play out new functions and content to a percentage of our users and statistically evaluate how these changes are accepted. Google Optimize also uses cookies for this purpose. We use Google Optimize exclusively with IP anonymisation activated in accordance with the above explanations on Google Analytics<sup>10</sup>

#### 17.2 Purpose

The processing is carried out in order to evaluate the use of our website. The information thus obtained is used to improve our online presence and to design it in line with requirements.

#### 17.3 Legal basis

The processing is based on consent pursuant to Art. 6 para. 1 letter a GDPR. This is obtained from us via a cookie banner or cookie consent-tool. Such consent is voluntary.

#### 17.4 Recipients and transmission to third countries

Google Analytics acts as a service provider for us in the context of order processing. Google also processes your personal data in the USA and had submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

#### 17.5 Storage period and objection period; withdrawal of consent

We have explained the storage period and your control and setting options for cookies in section 10. You can object to data processing by Google Analytics at any time by downloading and installing the browser add-on offered by Google at <https://tools.google.com/dlpage/gaoptout?hl=de>. Alternatively, you have the option of clicking on the following link. This will set an opt-out cookie on your end device which will prevent the collection of your data during future visits to this website: [Deactivate Google Analytics](#): The analysis data processed and stored with Google Analytics will be automatically erased by us after 14 months. You can withdraw your consent with regard to Google Analytics at any time in the settings of the cookie banner or the cookie content tool with effect for the future.

## 18. GOOGLE TAG MANAGER

Our website uses the "Google Tag Manager", a service of the company Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google"). The Google Tag Manager does not collect any personal data and does not set any cookies. This service only enables us to integrate and manage tags on our website. Tags are small code elements on our website that are useful for measuring traffic and visitor behaviour with other tools, recording the impact of online advertising and social channels, using remarketing and targeting, testing and optimising the website. Further information about the Google Tag Manager can be found here: <https://www.google.com>

## 19. GOOGLE ADWORD CONVERSION AND GOOGLE REMARKETING

#### 19.1 Description of processing

Our website uses the advertising service "Google Ads Conversion", which is operated by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google"). With the help of Google Adwords Conversions we can place advertisements on external websites in order to draw your attention to our offers.

Furthermore, the service enables us to determine the reach and success of individual advertising measures. Our advertisements are delivered by Google via so-called "Ad Servers". For this purpose, Google uses so-called "Ad Server" cookies, which measure certain parameters to measure success, such as the display of the ads or clicks by users.

If you access our website via a Google ad, Google Ads will store a cookie on your end device. These cookies usually expire after 30 days and are not intended to identify you personally. The unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions) and opt-out information (marking that the user no longer wishes to be contacted) are usually stored as analysis values for this cookie.

These cookies enable Google to recognise your internet browser. If a user visits certain pages of an Ads Client's website and the cookie stored on their computer has not expired, Google and the client may recognize that the user clicked on the ad and was redirected to that page. A different cookie is associated with each AdServer client. As a result, cookies cannot be tracked through the websites of ad clients. We ourselves do not collect and process any personal data in the advertising measures mentioned above. We only receive statistical evaluations from Google. On the basis of these evaluations we can recognise which of the advertising measures used are particularly effective. We do not receive any further data from the use of the advertising material, in particular we cannot identify the users on the basis of this information.

Due to the marketing tools used, your browser automatically establishes a direct connection with the Google server. We have no influence on the scope and further use of the data collected by Google through the use of this tool and therefore inform you according to our state of knowledge: Through the integration of Ads Conversion, Google receives the information that you have called up the corresponding part of our website or clicked on an advertisement from us. If you are registered with a Google service, Google can allocate the visit to your account. Even if you are not registered with Google or have not logged in, it is possible that the provider will find out and save your IP address.

We use the remarketing function within the Google Ads service. With the remarketing function we can present users of our website on other websites within the Google advertising network (in Google search or on YouTube, so-called "Google Ads" or on other websites) with ads based on their interests. For this purpose, the interaction of the users on our website is analysed, e.g. which offers the user was interested in, in order to be able to display targeted advertising to the users on other pages even after they have visited our website. For this purpose, Google stores cookies on the end devices of users who visit certain Google services or websites in the Google display network. These cookies record the visits of these users. The cookies are used to uniquely identify a web browser on a particular device and not to identify a person.

You can find further information on data protection at Google here: <http://www.google.com/> and <https://services.google.com>. Alternatively, you can visit the Network Advertising Initiative (NAI) website at <http://www.networkadvertising.org>.

## 19.2 Purpose

The processing is carried out in order to carry out targeted online advertising for our own offers and to be able to evaluate their effectiveness and reach.

### 19.3 Legal basis

The processing is based on consent pursuant to Art. 6 para. 1 letter a GDPR. This is obtained from us via a cookie banner or cookie consent-tool. Such consent is voluntary.

### 19.4 Storage period and right of objection

You can prevent participation in this tracking procedure in various ways: a) by making appropriate settings in your browser software, in particular by suppressing third-party cookies; b) by installing the plug-in provided by Google under the following link: <https://www.google.com/settings/ads/plugin>; c) by deactivating the interest-based advertisements of the providers that are part of the self-regulation campaign "About Ads" via the link <http://www.aboutads.info/choices>, whereby this setting is erased if you delete your cookies; d) by permanently deactivating them in your Firefox, Internet Explorer or Google Chrome browsers under the link <http://www.google.com/settings/ads/plugin>, e) by means of an appropriate cookie setting. We would like to point out that in this case you may not be able to use all functions of this offer to their full extent. You can withdraw the consent you have given us at any time. Lifetime of cookies: up to 180 days.

### 19.5 Recipient and transfer to third countries

By integrating Google Ads Conversion and Google Remarketing, personal data may be transferred to Google. Google also processes your personal data in the USA and had submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

## 20. BING ADS

### 20.1 Description of processing

Our website uses the "Bing Ads" remarketing service, which is operated by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA (hereinafter referred to as "Microsoft"). Through Bing Ads, we are able to display advertisements on the Bing search engine and track their effectiveness and reach. When you click on one of our ads in the Bing search engine and enter our website, Bing Ads places a cookie on your device (see section 10 above). The cookie records how many users have clicked on the ads. Microsoft uses this information to compile conversion statistics and provide them to us. These statistics include the total number of users who clicked on one of our Bing ads and were redirected to a specific page on our website. You can find further information about Bing Ads at: <https://secure.bingads.microsoft.com/>

### 20.2 Purpose

The processing is carried out in order to carry out targeted online advertising for our own offers and to be able to evaluate their effectiveness and reach.

### 20.3 Legal basis

The processing is based on consent in accordance with Art. 6 Para. 1 letter a GDPR. This is obtained from us via a cookie banner or cookie consent-tool. Such consent is voluntary.

### 20.4 Storage period and objection period; withdrawal of consent

We have explained the storage period and your control and setting options for cookies in section 10. You may object to the collection of data by Bing Ads and the use of your data for the display of Bing advertisements at any time. You can do so by clicking on the following

opt-out link: [Disable Bing](#). You may withdraw your consent to Bing Ads at any time in the cookie banner or cookie content tool settings with future effect.

#### 20.5 Recipients and transfer to third countries

By integrating Bing Ads, personal data may be transferred to Microsoft. Microsoft also processes your personal data in the USA and had submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

## 21. AMAZON CLOUDFRONT

### 21.1 Description of Processing

Our Website uses "Amazon Cloudfront", a CDN (Content Delivery Network) from Amazon Inc. ("Amazon"). Through a CDN, files are sent from a very fast server that is as close as possible to your location. This reduces the loading time of the website, as only a small amount of data needs to be loaded directly from our slower actual server. Amazon operates numerous servers in Europe (including Frankfurt am Main and Milan) to send our files to you as quickly as possible.

### 21.2 Purpose

The processing is carried out to reduce the loading time of our website.

### 21.3 Legal basis

The processing is necessary to safeguard the overriding legitimate interests of the Data Controller (Art. 6 para. 1 letter f GDPR). Our legitimate interest lies in the purpose specified in Section 21.2.

### 21.4 Recipients and transmission to third countries

It cannot be technically excluded, however, that your browser (e.g. because you access this Website from outside the EU or for any other reason) may access a server from outside the EU. In such a case, your browser will send data directly to the respective country (North and South America, Asia, Australia). In this case you agree to the transfer of your data to the USA and/or the country in which the respective server is located.

## 22. FACEBOOK PIXEL

### 22.1 Description of processing

Our website uses the "Facebook Pixel" remarketing service, operated by Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). Via the "Facebook Pixel" it is possible for us to place advertisements on the social network, which are targeted at those Facebook users who have shown interest in our offer - e.g. through an earlier visit to our website. The "Facebook Pixel" also enables us to track and evaluate the effectiveness and reach of our ads on Facebook by recording whether Facebook users interact with our ads on the social network by clicking on the ads and being redirected to our website. Therefore, when you visit our website, a connection to the Facebook servers is established and the "Facebook pixel" is embedded in our website. In addition, it is possible that Facebook may store a cookie on your end device (see clause 10 above). If you are logged in to Facebook or log in to Facebook later, your visit to our website will be assigned to your user account. The data collected about you using the "Facebook Pixel" is anonymous to us. They do not provide us with any conclusions about your person. However, on the part of Facebook a connection to



your user profile is possible. Data processing by Facebook is carried out in accordance with the company's data policy, which can be found at <https://www.facebook.com/policy.php>.

#### 22.2 Purpose

The processing is carried out in order to carry out targeted online advertising for our own offers and to evaluate their effectiveness and reach.

#### 22.3 Legal basis

The processing shall be based on consent pursuant to Art. 6 paragraph 1 letter a GDPR. This is obtained from us via a cookie banner or cookie consent-tool. Such consent is voluntary.

#### 22.4 Storage period and objection period; withdrawal of consent

We have explained the storage period and your control and setting options for cookies in section 10. You can withdraw your consent with regard to "Facebook pixels" at any time in the settings of the cookie banner or the cookie content tool with effect for the future. You can object to the collection of data by the "Facebook Pixel" and the use of your data for the display of Facebook advertisements at any time. To do so, you can click on the following opt-out link: [Deactivate Facebook](#)

#### 22.5 Recipient and transfer to third countries

By integrating the "Facebook Pixel", personal data may be transferred to Facebook. Facebook also processes your personal data in the USA and had submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

### **23. TWITTER CONVERSION TRACKING**

#### 23.1 Description of processing

We use on our website the conversion tracking system of Twitter Inc. (1355 Market Street #900San Francisco, California 94103, "Twitter"). Twitter stores a cookie on your hard drive to enable an analysis of the use of our offers on our website. Twitter's conversion tracking allows you to track your actions after viewing or interacting with ads on Twitter. Twitter's conversion tracking allows you to track conversions such as link clicks, retweets or "Like" information. If you are logged in to Twitter or log in to Twitter later, your visit to our website will be assigned to your user account. The data collected about you via the "Twitter pixel" is anonymous to us. They do not provide us with any conclusions about your person. However, it is possible for Twitter to connect to your user profile. Data processing by Facebook is carried out in accordance with the company's data policy, which can be found at <https://twitter.com/de/privacy#update>.

#### 23.2 Purpose

The processing is carried out in order to carry out targeted online advertising for our own offers and to evaluate their effectiveness and reach.

#### 23.3 Legal basis

The processing is based on consent pursuant to Art. 6 paragraph 1 letter a GDPR. This is obtained from us via a cookie banner or cookie consent-tool. Such consent is voluntary.

#### 23.4 Storage period and objection period; withdrawal of consent

We have explained the storage period and your control and setting options for cookies in

section 10. You can withdraw your consent with regard to "Twitter Conversion Tracking" at any time in the settings of the cookie banner or the cookie content tool with effect for the future. If you wish to object to tracking, you can do so via the Digital Advertising Alliance tool at [optout.aboutads.info](http://optout.aboutads.info) of the Digital Advertising Alliance.

#### 23.5 Recipient and transfer to third countries

By integrating the Twitter cookie, personal data may be transferred to Twitter. Twitter also processes your personal data in the USA and had submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

## 24. DOUBLECLICK BY GOOGLE

### 24.1 Description of Processing

DoubleClick is a service provided by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Doubleclick by Google uses cookies to show you advertisements that are relevant to you. In doing so, a pseudonymous identification number (ID) is assigned to your browser in order to check which ads have been shown in your browser and which ads have been viewed. The cookies do not contain any personal information.

### 24.2 Purpose

DoubleClick sets a cookie on your computer to record your surfing behaviour on various websites (tracking) and to display interest-related advertising.

### 24.3 Legal basis

The processing is based on consent pursuant to Art. 6 Para. 1 letter a GDPR. This is obtained from us via a cookie banner or cookie consent-tool. Such consent is voluntary.

### 24.4 Storage period and objection period; withdrawal of consent

We have explained the storage period and your control and setting options for cookies in section 10. If you wish to prevent this permanently, you can [download](#) a [plugin](#) under the following link to deactivate the DoubleClick cookie. If you do not wish to participate in tracking, you can object to this use by slightly deactivating the Google Conversion Tracking cookie via your Internet browser under User Settings or by deactivating it via the aforementioned plug-ins or settings. You can withdraw your consent with regard to "Twitter conversion tracking" at any time in the settings of the cookie banner or cookie content tool with effect for the future.

### 24.5 Recipients and transmission to third countries

Google also processes your personal data in the USA and had submitted to the EU-US Privacy Shield. The Privacy Shield was declared invalid by the ECJ in July 2020 (ECJ, 16.7.2020 - C-311/18 "Schrems II"). Since then, data processing has been based on the EU [standard data protection clauses](#).

## 25. INTEGRATION OF THE TRUSTED SHOPS BADGE

The Trusted Shops Trustbadge is integrated on this website to display our Trusted Shops seal of approval and any ratings that may have been collected, as well as the range of Trusted Shops products on offer for buyers after an order.

The trust badge and the services advertised with it are offered by Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne. The trust badge is provided by a CDN provider (Content Delivery Network) within the scope of order processing. Trusted Shops GmbH also uses service providers from the USA. An adequate level of data protection is ensured. Further information on data protection at Trusted Shops GmbH can be found here: <https://www.trustedshops.de>

When the trust badge is called up, the web server automatically saves a so-called server log file, which also contains your IP address, date and time of the call, transferred data volume and the requesting provider (access data) and documents the call. Individual access data is stored in a security database for the analysis of security problems. The log files are automatically erased at the latest 90 days after creation.

Further personal data is transferred to Trusted Shops GmbH, if you decide after completion of an order for the use of Trusted Shops products or have already registered for use. It applies the contractual agreement met between you and Trusted Shops. For this an automatic collection of personal data from the order data takes place. Whether you are already registered as a buyer for a product use is automatically checked by means of a neutral parameter, the e-mail address hashed by cryptological one-way function. The e-mail address is converted into this hash value, which cannot be decrypted by Trusted Shops, before transmission. After checking for a match, the parameter is automatically erased.

Processing is based on consent in accordance with Art. 6 para. 1 letter a GDPR. This is obtained by us via a cookie banner or cookie content tool. Such consent is voluntary. You can withdraw the consent you have given at any time in the settings of the cookie banner or the cookie content-tool with effect for the future. Further details, including details of the revocation, can be found in the Trusted Shops privacy policy linked above and in the trust badge.

## **26. TIKTOK PIXEL**

### 26.1 Description of processing

Our website uses the remarketing service "TikTok Pixel" operated by TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland and TikTok Information Technologies UK Limited, WeWork, 125 Kingsway, London, WC2B 6NH, United Kingdom (together referred to as "TikTok"). The TikTok pixel enables us to display advertisements on the social network that are targeted to those TikTok users who have shown interest in our offer - e.g. through a previous visit to our website. The TikTok pixel also allows us to track and evaluate the effectiveness and reach of our advertising on TikTok by recording whether TikTok users interact with our ads on the social network by clicking on the ads to be redirected to our website. Therefore, when you visit our website, a connection to the TikTok servers is established and the TikTok pixel is embedded in our website. In addition, TikTok may store cookies on your terminal device (see section ... above). If you are logged in to TikTok or log in to TikTok later, your visit to our website will be assigned to your user account. The data collected about you by means of the TikTok pixel is anonymous for us. They do not allow us to draw any conclusions about your person. However, a connection to your user profile is possible on the part of TikTok. Data processing by TikTok is carried out in accordance with the company's privacy policy, which can be found at <https://www.tiktok.com/legal/privacy-policy?lang=de>.

## 26.2 Purpose

The processing is carried out in order to carry out targeted online advertising for our own offers on TikTok and to be able to evaluate its effectiveness and reach.

## 26.3 Legal basis

The processing is carried out on the basis of consent pursuant to Art. 6 para. 1 lit. a GDPR. This is obtained by us via the Consent Tool (see section 10.1). Such consent is voluntary. Furthermore, the data processing is carried out on the basis of a joint responsibility pursuant to Art. 26 GDPR. You can view the corresponding agreement at <https://ads.tiktok.com/i18n/official/article?aid=300871706948451871>.

## 26.4 Storage period and right of objection, revocation of consent

We have explained the storage period and your control and setting options for cookies/tracking pixels in section 10.1. The consent you have given with regard to the data collection by the TikTok pixel and the use of your data for the display of TikTok advertisements can be revoked at any time in the settings of the Consent Tool with effect for the future.

## 26.5 Recipients and transmission to third countries

By integrating the TikTok pixel, personal data may be transmitted to TikTok. TikTok also processes your personal data in third countries.

# **27. HOTJAR**

## 27.1 Description of the processing

Our website uses "Hotjar", a web analytics service Hotjar provided by Hotjar Ltd. Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta. Hotjar uses cookies to analyse your use of our website. Tools used by Hotjar are so-called heat maps, user surveys and funnel tracking. To put it simply, Hotjar provides us with information about where and how you visit our website, what you click on, and your scrolling behaviour. With the data obtained, we can improve the functionality and user-friendliness of our website and find out which parts of the website are particularly or less interesting for users.

## 27.2 Purpose

The data is processed in order to evaluate the use of our website. The information obtained in this way serves to improve our online presence and to design it in line with requirements.

## 27.3 Legal basis

The legal basis for processing is consent, Art. 6 Para. 1 lit. a GDPR. This is obtained by us via a consent tool. Such consent is voluntary.

## 27.4 Storage period and right to object, withdraw of consent

You can object to data processing by "Hotjar" at any time by preventing data collection by Hotjar using a "Do Not Track header". In this case, no data about your visit to the respective website will be recorded. This is a setting that is supported by all common browsers in current versions. To do this, your browser sends a request to Hotjar with the information to deactivate the tracking of the respective user. If you use our website with different browsers/computers, you must set up the "Do Not Track header" separately for each of these browsers/computers. Detailed instructions with information about your browser can be found at: <https://www.hotjar.com/policies/do-not-track/>. Incidentally, the analysis data processed and stored with Hotjar will be automatically deleted by us after one year. You can revoke the consent you have given at any time in the settings of the consent tool with effect for the future.

## 27.5 Recipients, transfer to third countries

By integrating the service into our website, personal data may be transmitted to Hotjar. Hotjar acts as a service provider for us within the scope of order processing.

# SECURITY MEASURES

## 28. SECURITY MEASURES

To protect your personal data from unauthorised access, we have provided our website with an SSL or TLS certificate. SSL stands for "Secure-Sockets-Layer" and TLS for "Transport Layer Security" and encrypts the communication of data between a website and the user's end device. You can recognise the active SSL or TLS encryption by a small lock logo, which is displayed on the far left in the address line of the browser.

# YOUR RIGHTS

## 29. RIGHTS CONCERNED

With regard to the data processing by our company described above, you are entitled to the following data subject rights:

### 29.1 Right of access (Art. 15 GDPR)

You have the right to ask us to confirm whether we are processing personal data concerning you. If this is the case, you have the right, under the conditions set out in Art. 15 GDPR, to access this personal data and the other information listed in Art. 15 GDPR.

### 29.2 Rectification (Art. 16 GDPR)

You have the right to ask us to correct incorrect personal data concerning you and, if necessary, to complete incomplete personal data without delay.

### 29.3 Erasure (Art. 17 GDPR)

You have the right to demand that we erase any personal data relating to you immediately if one of the reasons listed in Art. 17 GDPR applies, e.g. if your data is no longer required for the purposes we pursue.

### 29.4 Restriction of data processing (Art. 18 GDPR)

You have the right to ask us to limit the processing if one of the conditions listed in Art. 18 GDPR is met, e.g. if you dispute the accuracy of your personal data, the data processing will be limited for the time necessary to allow us to verify the accuracy of your data.

### 29.5 Data portability (Art. 20 GDPR)

You have the right, subject to the conditions set out in Art. 20 GDPR, to demand the surrender of the data concerning you in a structured, common and machine-readable format.

### 29.6 Withdrawal of consent (Art. 7 para. 3 GDPR)

You have the right to withdraw your consent at any time in the event of processing based on consent. The withdrawal is valid from the time of its assertion. In other words, it is effective for the future. In other words, the withdrawal of consent does not make the processing unlawful with retroactive effect.

### 29.7. Complaints (Article 77 GDPR)

If you believe that the processing of personal data concerning you is in breach of the GDPR, you have the right to complain to a supervisory authority. You can exercise this right before a supervisory authority in the EU Member State in which you are resident, in your place of work or in the place where the suspected breach occurs.

### 29.8 Restraint on automated decisions/profiling (Art. 22 GDPR)

Decisions that have legal consequences for you or significantly affect you must not be based solely on automated processing of personal data, including profiling. We inform you that we do not use automated decision making, including profiling, with respect to your personal data.

### 29.9 Objection (Art. 21 GDPR)

If we process your personal data on the basis of Art. 6 Para. 1 letter f GDPR (to safeguard overriding legitimate interests), you have the right to object to this under the conditions set out in Art. 21 GDPR. However, this only applies insofar as there are reasons arising from your particular situation. Following an objection, we will no longer process your personal data unless we can demonstrate compelling reasons for processing that are worthy of protection and outweigh your interests, rights and freedoms. Nor do we have to stop processing if it serves to assert, exercise or defend legal claims. In any case - also irrespective of any special situation - you have the right to object at any time to the processing of your personal data for direct marketing purposes.

Status: February 2022