

# Data protection declaration

## 1) Information on the collection of personal data and contact details of the person responsible

**1.1** We are pleased that you visit our website and thank you for your interest. In the following, we inform you about the handling of your personal data when using our website. Personal data is any data with which you can be personally identified.

**1.2** The person responsible for data processing on this website within the meaning of the General Data Protection Regulation (DSGVO) is Helm Trophy GmbH, Im Gewerbegebiet 8, 36289 Friedewald, Germany, Tel.: +49 66 74 / 22 000-0, Fax: +49 66 74 / 22 000-99, E-Mail: service@helmtrophy.com. The controller of personal data is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data.

**1.3** This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (eg orders or requests to the controller). You can recognize an encrypted connection by the string „https://“ and the lock symbol in your browser bar.

## 2) Data collection when visiting our website

When you use our website for information purposes only, i.e. if you do not register or otherwise provide us with information, we only collect the data that your browser sends to our server (so-called „server log files“). When you visit our website, we collect the following data, which is technically necessary for us to display the website to you:

- Our visited website
- The date and time at the time of access
- Amount of data sent in bytes

- Source/reference from which you came to the page

- Browser used
- Operating system used
- Used IP address (if applicable: in anonymized form)

The processing is carried out according to Art. 6 para. 1 lit. f DSGVO on the basis of our legitimate interest in improving the stability and functionality of our website. The data is not passed on or used in any other way. However, we reserve the right to check the server log files on a regular basis if there are concrete indications of illegal use.

## 3) Content Delivery Network

### 3.1 Bunny

On our website we use „Bunny“, a so-called Content Delivery Network ("CDN") of BUNNYWAY d.o.o., Cesta komandanta Staneta 4A, 1215 Medvode, Slovenia ("Bunny"). A content delivery network is an online service that is used in particular to deliver large media files (such as graphics, page content or scripts) through a network of regionally distributed servers connected via the Internet. The use of Bunny's content delivery network helps us optimize the loading speeds of our website. Bunny does not interact with visitors to our website and does not process any personal visitor data. Should processing nevertheless occur in individual cases, it will be carried out in accordance with Art. 6 Para. 1 lit. f DSGVO on the basis of our legitimate interest in the secure and efficient provision, as well as the improvement of the stability and functionality of our website. For more information, please see Bunny's privacy statement at: <https://bunny.net/privacy>

### 3.2 Cloudflare

On our website we use a so-called Content Delivery Network ("CDN") of the technology service provider Cloudflare Inc, 101 Townsend St. San Francisco, CA 94107, USA ("Cloudflare"). A content delivery network is an online service that is used in particular to deliver large media files (such as graphics, page content or scripts) through a network of regionally distributed servers connected via the Internet. The use of Cloudflare's content delivery network helps us to optimize the loading speeds of our website.

The processing is carried out pursuant to Art. 6 para. 1 lit. f DSGVO on the basis of our legitimate interest in a secure and efficient provision, as well as improvement of the stability and functionality of our website.

We have concluded an order processing agreement with Cloudflare (Data Processing Addendum, viewable at <https://www.cloudflare.com/media/pdf/cloudflare-customer-dpa.pdf>), which obliges Cloudflare to protect the data of our site visitors and not to pass it on to third parties. For the transfer of data from the EU to the USA, Cloudflare relies on so-called standard data protection clauses of the European Commission, which are intended to ensure compliance with the European level of data protection in the USA. For more

information, please see Cloudflare's privacy statement at: <https://www.cloudflare.com/privacypolicy/>

## 4) Cookies

To make visiting our website attractive and to enable the use of certain functions, we use so-called cookies on various pages. These are small text files that are stored on your terminal device. Some of the cookies we use are deleted at the end of the browser session, i.e. after you close your browser (so-called session cookies). Other cookies remain on your terminal device and make it possible to recognize your browser the next time you visit (so-called persistent cookies). If cookies are set, they collect and process certain user information such as browser and location data and IP address values to an individual extent. Persistent cookies are automatically deleted after a specified period of time, which may vary depending on the cookie. The duration of the respective cookie storage can be found in the cookie settings overview of your web browser.

In some cases, cookies are used to simplify the ordering process by storing settings (e.g. remembering the contents of a virtual shopping cart for a later visit to the website). If personal data is also processed by individual cookies used by us, the processing is carried out in accordance with Art. 6 Para. 1 lit. b DSGVO either for the performance of the contract, in accordance with Art. 6 Para. 1 lit. a DSGVO in case of a given consent or according to Art. 6 para. 1 lit. f DSGVO to protect our legitimate interests in the best possible functionality of the website and a customer-friendly and effective design of the site visit.

Please note that you can set your browser so that you are informed about the setting of cookies and can decide individually on their acceptance or the acceptance of cookies for certain cases or generally exclude. Each browser differs in the way it manages cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You can find these for the respective browsers under the following links:

Internet Explorer: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>

Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Chrome: <https://support.google.com/chrome/answer/95647?hl=de&hlrm=en>

Safari: <https://support.apple.com/de-de/guide/safari/sfri11471/mac>

Opera: <https://help.opera.com/de/latest/web-preferences/#cookies>

Please note that if you do not accept cookies, the functionality of our website may be limited

## 5) Contact us

**5.1** In the context of contacting us (e.g. by contact form or e-mail), personal data is collected. Which data is collected in the case of the use of a contact form, can be seen from the respective contact form. This data is stored and used exclusively for the purpose of responding to your request or for contacting you and the associated technical administration. The legal basis for the processing of this data is our legitimate interest in responding to your request in accordance with Art. 6 Para. 1 lit. f DSGVO. If your contact aims at the conclusion of a contract, the additional legal basis for the processing is Art. 6 para. 1 lit. b DSGVO. Your data will be deleted after the final processing of your request. This is the case if it can be inferred from the circumstances that the matter concerned has been finally clarified and provided that there are no legal obligations to retain data to the contrary.

## **5.2 WhatsApp Business**

We offer visitors to our website the opportunity to contact us via the messaging service WhatsApp of WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. For this purpose, we use the so-called „business version“ of WhatsApp.

If you contact us via WhatsApp on the occasion of a specific transaction (for example, a completed order), we store and use the mobile phone number used by you on WhatsApp as well as – if provided – your first and last name pursuant to – Art. 6 para. 1 lit. b. DSGVO to process and respond to your request. On the basis of the same legal basis, we will ask you via WhatsApp, if necessary, to provide additional data (order number, customer number, address or email address) in order to be able to assign your request to a specific process.

If you use our WhatsApp contact for general inquiries (such as about the range of services, availability or our website), we store and use the mobile phone number used by you on WhatsApp as well as – if provided – your first name and surname pursuant to Art. 6 para. 1 lit. f DSGVO on the basis of our legitimate interest in the efficient and timely provision of the desired information.

Your data will only ever be used to respond to your request via WhatsApp. It will not be passed on to third parties.

Please note that WhatsApp Business receives access to the address book of the mobile device we use for this purpose and automatically transfers phone numbers stored in the address book to a server of the parent company Meta Platforms Inc. in the USA. For the operation of our WhatsApp business account, we use a mobile device in whose address book only the WhatsApp contact data of users who have also contacted us via WhatsApp are stored.

This ensures that each person whose WhatsApp contact data is stored in our address book has already consented to the transfer of his WhatsApp phone number from the address books of his chat contacts in accordance with Art. 6 para. 1 lit. a DSGVO when using the app on his device for the first time by accepting the WhatsApp terms of use. A Übermittlung of data of such users who do not use WhatsApp and / or have not contacted us üvia WhatsApp, is excluded in this respect.

The purpose and scope of data collection and the further processing and use of data by WhatsApp, as well as your rights in this regard and settings options to protect your privacy, please refer to the privacy policy of WhatsApp: <https://www.whatsapp.com/legal/?eea=1#privacy-policy>

## 6) Data processing when opening a customer account and for contract processing

Gemäß Art. 6 para 1 lit. b DSGVO, personal data will continue to be collected and processed if you provide it to us for the execution of a contract or when opening a customer account. Which data is collected can be seen from the respective input forms. A deletion of your customer account is possible at any time and can be done by sending a message to the above address of the responsible person. We store and use the data provided by you for the purpose of processing the contract. After complete execution of the contract or deletion of your customer account, your data will be blocked with regard to tax and commercial retention periods and deleted after the expiry of these periods, unless you have expressly consented to further use of your data or a legally permitted further use of data was reserved by us.

## 7) Comment function

In the context of the comment function on this website, in addition to your comment, information on the time of creation of the comment and the commentator name chosen by you will be stored and published on this website. Furthermore, your IP address is logged and stored. This storage of the IP address is done for security reasons and in case the person concerned infringes the rights of third parties by posting a comment or posts illegal content. We need your e-mail address to contact you if a third party should object to your published content as illegal. The legal basis for the storage of your data is Art. 6 Para. 1 lit. b and f DSGVO. We reserve the right to delete comments if they are objected to as unlawful by third parties.

## 8) Use of customer data for direct marketing

### 8.1 Signing up for our email newsletter

If you sign up for our e-mail newsletter, we will send you regular information about our offers. Mandatory information for the Übersendung of the newsletter is only your e-mail address. The provision of further data is voluntary and will be used to address you personally. For sending the newsletter we use the so-called double opt-in procedure. This means that we will only send you an e-mail newsletter if you have expressly confirmed that you consent to receiving newsletters. We will then send you a confirmation email asking you to confirm that you wish to receive the newsletter in the future by clicking on an appropriate link.

By activating the confirmation link, you give us your consent for the use of your personal data in accordance with Art. 6 Para. 1 lit. a DSGVO. When you register for the newsletter, we store your IP address entered by your Internet service provider (ISP) as well as the date and time of registration in order to be able to trace any possible misuse of your e-mail address at a later date. The data we collect when you register for the newsletter will be used exclusively for the purpose of advertising in the newsletter. You can unsubscribe from the newsletter at any time by clicking on the link provided for this purpose in the newsletter or by sending a message to the above-mentioned person responsible. After unsubscribing, your e-mail address will be deleted from our newsletter distribution list without delay, unless you have expressly consented to further use of your data or we reserve the right to use your data for other purposes, which are permitted by law and about which we inform you in this statement.

## **8.2** Sending the e-mail newsletter to existing customers

If you have provided us with your e-mail address when purchasing goods or services, we reserve the right to send you regular offers on similar goods or services, such as those already purchased, from our range by e-mail. For this purpose, we do not need to obtain any separate consent from you pursuant to Section 7 (3) of the German Unfair Competition Act (UWG). In this respect, the data processing is carried out solely on the basis of our legitimate interest in personalized direct advertising pursuant to Art. 6 Para. 1 lit. f DSGVO. If you have objected to the use of your e-mail address for this purpose, we will not send any e-mails. You are entitled to object to the use of your e-mail address for the aforementioned advertising purpose at any time with effect for the future by notifying the responsible person named at the beginning. For this purpose, you will only incur transmission costs in accordance with the basic rates. After receipt of your objection, the use of your e-mail address for advertising purposes will cease immediately.

## **8.3** - Advertising by letter post

Based on our legitimate interest in personalized direct advertising, we reserve the right to store your first name and surname, your postal address and - insofar as we have received this additional information from you within the framework of the contractual relationship - your title, academic degree, year of birth and your occupational, industry or business designation in accordance with Art. 6 Para. 1 lit. f DSGVO and to use it for sending interesting offers and information about our products by letter post. You can object to the storage and use of your data for this purpose at any time by sending a message to the person responsible.

## 9) Data processing for order processing

### 9.1 - Übermittlung of image files for order processing via upload function

. On our website, we offer customers the possibility to order the personalization of products through the transmission of image files via an upload function. The submitted image motif is used as a template for the personalization of the selected product. Using the upload form on the website, the customer can send one or more image files from the memory of the terminal device used directly to us via automated, encrypted data transmission. We then collect, store and use the transmitted data exclusively for the production of the personalized product as defined in the respective service description on our website. If the image files provided are passed on to special service providers for the production and processing of the order, you will be explicitly informed of this in the following paragraphs. Any further transfer of data will not take place. If the files or digital motifs contain personal data (in particular images of identifiable persons), all of the processing operations just mentioned will be carried out exclusively for the purpose of processing your online order in accordance with Art. 6 Para. 1 lit. b DSGVO. After final processing of the order, the image files transmitted will be automatically and completely deleted. - Übermittlung von Bilddateien zur Bestellabwicklung per E-Mail

On our website, we offer customers the opportunity to order the personalization of products by sending image files by e-mail. The submitted image motif is used as a template for the personalization of the selected product. The customer can send us one or more image files from the memory of the terminal device used via the e-mail address provided on the website. We then collect, store and use the files thus transmitted exclusively for the production of the personalized product as defined in the respective service description on our website. If the transmitted image files are passed on to special service providers for the production and processing of the order, you will be explicitly informed about this in the following paragraphs. Any further transfer of data will not take place. If the files or digital motifs contain personal data (in particular images of identifiable persons), all of the aforementioned processing procedures will be carried out exclusively for the purpose of processing your online order in accordance with Art. 6 Para. 1 lit. b DSGVO. After final processing of the order, the image files transmitted will be automatically and completely deleted.

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**9.2** Insofar as necessary for the execution of the contract for delivery and payment purposes, the personal data collected by us pursuant to Art. 6 para. 1 lit. b DSGVO will be passed on to the commissioned transport company and the commissioned credit institution.

If we owe you updates for goods with digital elements or for digital products on the basis of a corresponding contract, we process the contact data (name, address, e-mail address) you provided when placing the order in order to inform you within the scope of our legal information obligations pursuant to Art. 6 para. 1 lit. c DSGVO by suitable means of communication (e.g. by post or e-mail) to inform you personally about upcoming updates within the legally stipulated period. Your contact details will be used strictly for the purpose of informing you about updates owed by us and will only be processed by us for this purpose to the extent that this is necessary for the respective information.

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For the processing of your order, we also work with the following service provider(s), which support us in whole or in part in the execution of concluded contracts. Certain personal data is transmitted to these service providers after the following information has been provided.

### 9.3 Use of payment service providers (payment services)

#### - Adyen

. If you choose a payment method of the payment service provider Adyen, the payment is processed via the payment service provider Adyen, Simon Carmiggeltstraat 6 - 50, 1011 DJ Amsterdam, Netherlands, to which we pass on your information provided during the ordering process, together with the information about your order (name, address, IBAN, BIC, invoice amount, currency and transaction number) in accordance with Art. 6 para 1 lit. b DSGVO. The transfer of your data takes place exclusively for the purpose of payment processing with the payment service provider Adyen and only insofar as it is necessary for this purpose.

#### - Amazon Pay

If you select the payment method "Amazon Pay", the payment is processed via the payment service provider Amazon Payments Europe s.c.a., 38 avenue J.F. Kennedy, L-1855 Luxembourg (hereinafter: „Amazon Payments“), to which we pass on your information provided during the ordering process, together with the information about your order in accordance with Art. 6 para. 1 lit. b DSGVO. The transfer of your data takes place exclusively for the purpose of payment processing with the payment service provider Amazon Payments and only insofar as it is necessary for this purpose. If cookies, i.e. small text files that are stored on the end device, are set when using Amazon Pay, this is done exclusively on the basis of your express consent pursuant to Art. 6 Para. 1 lit. a DSGVO. This consent can be revoked at any time via the cookie consent tool implemented on the website. At the following Internet address, you can find more information about the privacy policy of Amazon Payments: <https://pay.amazon.com/de/help/201751600>

#### - Apple Pay

If you choose the payment method „Apple Pay“ of Apple Distribution International (Apple), Hollyhill Industrial Estate, Hollyhill, Cork, Ireland, the payment processing takes place via the „Apple Pay“ function of your terminal device running iOS, watchOS or macOS by charging a payment card deposited with „Apple Pay“. Apple Pay uses security features built into the hardware and software of your device to protect your transactions. For the release of a payment is therefore the input of a code previously determined by you and the verification by means of the „Face ID“- or „Touch ID“ - function of your terminal device required.

. For the purpose of payment processing, the information you provide during the ordering process, together with information about your order, will be passed on to Apple in encrypted form. Apple then encrypts this data again with a developer-specific key before the data is transmitted to the payment service provider of the payment card stored in Apple Pay to process the payment. The encryption ensures that only the website through which the purchase was made can access the payment data. After the payment is processed, Apple sends your device account number and a transaction-specific, dynamic security code to the originating website to confirm the success of the payment. Insofar as personal data is processed during the described Übermittlungen, the processing is carried out exclusively for the purpose of payment processing pursuant to Art. 6 Para. 1 lit. b DSGVO.

Apple keeps anonymized transaction data, including the approximate purchase amount, the approximate date and time, and whether the transaction was completed successfully. The anonymization completely excludes any reference to a person. Apple uses the anonymized data to improve „Apple Pay“ and other Apple products and services.



When you use Apple Pay on iPhone or Apple Watch to complete a purchase that you've made through Safari on Mac, the Mac and the authorization device've communicate through an encrypted channel on Apple servers. Apple does not process or store any of this information in a format that can identify you personally. You can disable the ability to use Apple Pay on your Mac in your iPhone settings. Go to "Wallet & Apple Pay", and disable "Allow payments on Mac".

For more information about Apple Pay privacy, visit the following web address: <https://support.apple.com/de-de/HT203027>

- Google Pay

If you choose the payment method „Google Pay“ of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland („Google“), the payment processing takes place via the „Google Pay“ application of your with at least Android 4. 4 („KitKat“) and has an NFC function by charging a payment card deposited with Google Pay or a payment system verified there (e.g. PayPal). For the release of a payment via Google Pay in the amount of more than 25 euros, the prior unlocking of your mobile device by the respective verification measure (such as facial recognition, password, fingerprint or pattern) is required. For the purpose of payment processing, the information you provide during the ordering process, together with the information about your order, will be passed on to Google. Google then transmits your payment information stored in Google Pay in the form of a uniquely assigned transaction number to the source website, with which a payment is verified. This transaction number does not contain any information about the real payment data of your payment means stored in Google Pay, but is created and transmitted as a one-time valid numeric token. For all transactions via Google Pay, Google only acts as an intermediary for the payment process. The transaction is carried out exclusively in the relationship between the user and the source website by debiting the means of payment deposited with Google Pay. If personal data is processed in the course of the described transactions, the processing is carried out exclusively for the purpose of payment processing in accordance with Art. 6 (1) lit. b DSGVO. Google reserves the right to collect, store and evaluate certain transaction-specific information for each transaction carried out via Google Pay. This includes the date, time and amount of the transaction, merchant location and description, a description of the goods or services purchased provided by the merchant, photos you included with the transaction, the name and email address of the seller and buyer, or the sender and recipient, the sender and recipient, the payment method used, your description of the reason for the transaction, and, if applicable, the offer associated with the transaction. According to Google, this processing is carried out exclusively pursuant to Art. 6 para. 1 lit. f DSGVO on the basis of the legitimate interest in proper billing, the verification of transaction data and the optimization and functional maintenance of the Google Pay service.

. Google also reserves the right to combine the processed transaction data with other information that is collected and stored by Google when other Google services are used.

Google Pay's terms of service can be found here:

[https://payments.google.com/payments/apis-secure/u/0/get\\_legal\\_document?ldo=0&ldt=googlepaytos&ldl=en](https://payments.google.com/payments/apis-secure/u/0/get_legal_document?ldo=0&ldt=googlepaytos&ldl=en)

For more information about Google Pay privacy, please visit the following web address:

[https://payments.google.com/payments/apis-secure/get\\_legal\\_document?ldo=0&ldt=privacynotice&ldl=en](https://payments.google.com/payments/apis-secure/get_legal_document?ldo=0&ldt=privacynotice&ldl=en)

- giropay

When paying via „giropay“ the payment processing takes place via giro pay GmbH, An der Welle 4, 60322 Frankfurt/Main, to which we pass on your information provided during the ordering process together with the information about your order. Your data will be passed

on in accordance with Art. 6 Para. 1 lit. b DSGVO exclusively for the purpose of payment processing and only to the extent necessary for this purpose. You can obtain further information about the data protection provisions of giropay GmbH at the following Internet address: <https://www.giropay.de/rechtliches/datenschutzerklaerung>

- Paypal

When paying via PayPal, credit card via PayPal, direct debit via PayPal or – if offered - "purchase on account" or „installment payment“ via PayPal, we pass on your payment data to PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal"), as part of the payment processing. The transfer takes place in accordance with Art. 6 Para. 1 lit. b DSGVO and only insofar as this is necessary for the payment processing. PayPal reserves the right to conduct a credit check for the payment methods credit card via PayPal, direct debit via PayPal or - if offered - purchase on account or installment payment via PayPal. For this purpose, your payment data may be passed on to credit agencies in accordance with Art. 6 Para. 1 lit. f DSGVO on the basis of PayPal's legitimate interest in determining your ability to pay. PayPal uses the result of the credit check with regard to the statistical probability of non-payment for the purpose of deciding on the provision of the respective payment method. The credit report may contain probability values (so-called score values). Insofar as score values are included in the result of the credit report, they have their basis in a scientifically recognized mathematical-statistical procedure. The calculation of the score values includes, but is not limited to, address data. For further information on data protection, including information on the credit agencies used, please refer to PayPal's data protection statement: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

. You can object to this processing of your data at any time by sending a message to PayPal. However, PayPal may still be entitled to process your personal data, provided that this is necessary for the contractual payment processing. - SOFORT

If you select the payment method „SOFORT“, the payment will be processed üvia the payment service provider SOFORT GmbH, Theresienhöhe 12, 80339 München, Germany (hereinafter „SOFORT“), to which we will pass on your information provided during the ordering process, together with the information üabout your order pursuant to &ä Art. 6 para. 1 lit. b DSGVO. Sofort GmbH is part of the Klarna Group (Klarna Bank AB (publ), Sveavägen 46, 11134 Stockholm, Sweden). Your data will only be passed on for the purpose of payment processing with the payment service provider SOFORT and only to the extent necessary for this purpose. You can obtain further information about SOFORT's privacy policy at the following Internet address: <https://www.klarna.com/sofort/datenschutz>

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#### **9.4 Conducting credit checks**

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- creditPass

. Should we provide advance services (e.g. delivery on account), we reserve the right to carry out a credit check on the basis of mathematical-statistical methods in order to protect our legitimate interest in determining the solvency of our customers. We use the result of the credit assessment with regard to the statistical probability of non-payment for the purpose of deciding on the establishment, performance or termination of a contractual relationship. We obtain and process the personal data required for the creditworthiness check in accordance with Art. 6 Para. 1 lit. f DSGVO via creditPass GmbH, Mehlbeerstr. 2, 82024 Taufkirchen from the following providers:

- CRIF GmbH -Branch Office Hamburg-, Friesenweg 4, House 12

. 22763 Hamburg Tel.: +49 (0)40-89803-0, Fax: -419  
- Creditreform Boniversum GmbH, Hammfelddamm 13, 41460 Neuss,  
. Tel.: +49 (0)2131-109501, Fax: -557  
- Deutsche Post Direkt GmbH, Sträßchensweg 10, 53113 Bonn,  
Tel.: +49 (0)228 182-57112  
- arvato infoscore GmbH, Rheinstraße 99, 76532 Baden-Baden,  
Tel.: +49 (0)7221 – 5040 – 1000, Fax: -1001  
- SCHUFA Holding AG, Kormoranweg 5, 65201 Wiesbaden,  
. Tel.: +49 (0)611 - 9278-0, Fax: +49 (0) 611 - 9278-109

The credit report may contain probability values (so-called score values). Insofar as score values are included in the result of the credit report, these have their basis in a scientifically recognized mathematical-statistical procedure. The calculation of the score values includes, but is not limited to, address data. Further information, including information about the various providers and the possibility of self-disclosure, is available at the following Internet address: <https://creditpass.de/service/datenschutz/>

You can object to this processing of your data at any time by sending a message to the data controller or to the aforementioned credit agencies. However, we may still be entitled to process your personal data if this is necessary for contractual payment processing. -

Creditreform Boniversum

If we make advance payments (e.g. delivery on account), we reserve the right to carry out a credit check on the basis of mathematical-statistical methods in order to protect our legitimate interest in determining the solvency of our customers. The personal data required for a credit assessment is transmitted to the following service provider in accordance with Art. 6 Para. 1 lit. f DSGVO:

Creditreform Boniversum GmbH

. Hammfelddamm 13

41460 Neuss

The credit report may contain probability values (so-called score values). Insofar as score values are included in the result of the credit report, these have their basis in a scientifically recognized mathematical-statistical procedure. The calculation of the score values includes, but is not limited to, address data. We use the result of the credit check with regard to the statistical probability of non-payment for the purpose of deciding on the establishment, performance or termination of a contractual relationship. You can object to this processing of your data at any time by sending a message to the data controller or to the aforementioned credit agency. However, we may still be entitled to process your personal data if this is necessary for contractual payment processing.

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## 10) Contacting the evaluation reminder

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In order to review our service and product quality, we reserve the right to use your email address, which we have received from you in connection with the sale of a good or service, for an evaluation request, which we may send to you by email following an order you have placed in our online store. You can object to the use of your email address for the aforementioned purpose at any time, without incurring any costs other than the transmission costs according to the prime rates.

# 11) Online marketing

## 11.1 Facebook Pixel für the creation of Custom Audiences (with Cookie Consent Tool)

Within our online offer, the so-called "Facebook Pixel" of the social network Facebook is used, which is operated by Meta Platforms Ireland Limited, 4 Grand Canal Quare, Dublin 2, Ireland ("Facebook").

If a user clicks on an ad placed by us, which is played on Facebook, an addition is added to the URL of our linked page by Facebook Pixel. If our site allows the sharing of data with Facebook via pixels, this URL parameter is inscribed in the user's browser via a cookie, which our linked site sets itself. This cookie is then read by Facebook Pixel and allows the data to be forwarded to Facebook. With the help of the Facebook Pixel, it is possible for Facebook to determine the visitors of our online offer as a target group for the display of advertisements (so-called Facebook Ads). Accordingly, we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our online offer or who have certain characteristics (e.g. interests in certain topics or products determined on the basis of the websites visited), which we communicate to Facebook (so-called „Custom Audiences“). With the help of the Facebook pixel, we also want to ensure that our Facebook ads correspond to the potential interest of the users and do not have an adverse effect. Thus, we can further evaluate the effectiveness of Facebook ads for statistical and market research purposes by tracking whether users were redirected to our website after clicking on a Facebook ad (so-called „conversion“).

The data collected is anonymous for us, so it does not provide us with any information about the identity of the user. However, the data is stored and processed by Facebook, so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes, according to the Facebook data usage policy (<https://www.facebook.com/about/privacy/>). The data may enable Facebook and its partners to serve ads on and off Facebook. The data processing associated with the use of the Facebook Pixel is carried out exclusively with your express consent pursuant to Art. 6 (1) lit. a DSGVO. You may revoke your consent at any time with effect for the future. To exercise your revocation, remove the check mark next to the setting for the „Facebook Pixel“ embedded on the website „Cookie Consent Tool“.

## 11.2 Google Ads Conversion Tracking

. This website uses the online advertising program "Google Ads" and as part of Google Ads the conversion tracking of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland („Google“). We use the offer of Google Ads to draw attention to our attractive offers with the help of advertising media (so-called Google Adwords) on external websites. We can determine how successful the individual advertising measures are in relation to the data of the advertising campaigns. Our aim is to show you advertising that is of interest to you, to make our website more interesting for you and to achieve a fair calculation of the advertising costs incurred. The cookie for conversion tracking is set when a user clicks on an ad placed by Google Ads. Cookies are small text files that are stored on your end device. These cookies usually lose their validity after 30 days and are not used for personal identification. If the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognize that the user clicked on the ad and was redirected to this page. Each Google Ads customer receives a different cookie. Cookies can therefore not be tracked across the websites of Google Ads customers. The information collected using the conversion cookie is used to create conversion statistics for Google Ads customers who

have opted for conversion tracking. Customers learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that can be used to personally identify users.

. In the context of the use of Google Ads, personal data may also be transmitted to the servers of Google LLC. in the USA. Details on the processing triggered by Google Ads Conversion Tracking and on Google's handling of data from websites can be found here: <https://policies.google.com/technologies/partner-sites>

. All processing described above, in particular the setting of cookies for the reading of information on the end device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 Para. 1 lit. a DSGVO. You can revoke your consent at any time with effect for the future by deactivating this service in the cookie consent tool provided on the website. You can also permanently object to the setting of cookies by Google Ads conversion tracking by downloading and installing the Google browser plug-in available at the following link:

<https://www.google.com/settings/ads/plugin?hl=de>

Please note that certain features of this website may not be available or may be restricted if you have disabled the use of cookies.

Google's privacy policy can be viewed here: <https://www.google.de/policies/privacy/>

### **11.3 LinkedIn Insight**

This website uses the retargeting and conversion tool of LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, which can be used to display personalized advertisements on the „LinkedIn“ platform to visitors to this website.

. For this purpose, a cookie, a small text file, is set on the browser of your end device when you visit our website, which loses its validity after 120 days. If the user visits certain pages of this website and is logged into his LinkedIn account at the same time, a connection is established to the servers of LinkedIn, through which interest-based advertising can be displayed on the platform. At the same time, the cookie makes it possible to create anonymous reports on the performance of the advertisements on LinkedIn as well as information on website interaction, which is provided to us and LinkedIn.

. The display of advertisements and the creation of statistical reports will not take place if the user is not logged into his LinkedIn account at the same time when visiting this website. The information obtained with the help of the cookie never allows for a personal identification of the respective user.

The information is transmitted in accordance with Art. 6 (1) f DSGVO on the basis of our legitimate interest in targeted advertising and the statistical evaluation of the success of product ads on LinkedIn and thus serves to optimize our online offering.

. You can deactivate the LinkedIn Insight Tool and the display of interest-based advertising on LinkedIn by setting an opt-out cookie at the following link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

. This opt-out cookie only works in this browser and only for this domain. If you delete your cookies in this browser, you will need to click the link above again.

You can find more information üabout LinkedIn's privacy policy at the following web address: <https://www.linkedin.com/legal/privacy-policy#choices-oblig>

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As far as legally required, we have obtained your consent for the processing of your data as described above according to Art. 6 para. 1 lit. a DSGVO. You can revoke your consent at any time with effect for the future. In order to exercise your revocation, please follow the aforementioned option for making an objection.

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## 12) Web analytics services

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### 12.1 Google Analytics 4

. This website uses Google Analytics 4, a service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), which can be used to analyze the use of websites.

When using Google Analytics 4, so-called cookies are used as standard. Cookies are text files that are stored on your terminal device and enable an analysis of your use of a website. The information collected by cookies about your use of the website (including the IP address transmitted by your end device, shortened by the last digits, see below) is usually transmitted to a Google server and stored and processed there. This may also result in the transfer of information to the servers of Google LLC, based in the USA, where the information is further processed. When using Google Analytics 4, the IP address transmitted by your terminal device when you use the website is always collected and processed anonymously by default and automatically, so that a direct personal reference of the collected information is excluded. This automatic anonymization is done by Google shortening the IP address transmitted by your terminal device by the last digits within member states of the European Union (EU) or other contracting states of the Agreement on the European Economic Area (EEA). On our behalf, Google uses this and other information to evaluate your use of the website, to compile reports about your website activities and usage behavior, and to provide us with other services related to your website and internet usage. The IP address transmitted and coded by your terminal device within the scope of Google Analytics 4 is not combined with other Google data. The data collected in the context of the use of Google Analytics 4 will be retained for 2 months and then deleted. Google Analytics 4 allows üvia a special function, the so-called „demographic characteristics“, in addition, the creation of statistics with statements üabout age, gender and interests of website users on the basis of an evaluation of interest-based advertising and using third-party information. This makes it possible to determine and distinguish between groups of website users for the purpose of optimizing the targeting of marketing measures. However, data collected via the demographic characteristics cannot be assigned to a specific person and thus cannot be assigned to you personally. This data collected through the function „demographic characteristics“ will be kept for two months and then deleted.

. All processing described above, in particular the setting of Google Analytics cookies for the storage and reading of information on the end device used by you for the use of the website, will only take place if you have given us your express consent for this in accordance with Art. 6 Para. 1 lit. a DSGVO. Without your consent, Google Analytics 4 will not be used during your use of the website. You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service üvia the „Cookie-Consent-Tool“ provided on the website.

. In connection with this website, the Google Signals service is also used as an extension of Google Analytics 4. With Google Signals, we can have Google create cross-device reports (so-

called „Cross Device Tracking“). If you have activated the „personalized ads“ in your Google account settings and have linked your Internet-enabled end devices to your Google account, Google may analyze your usage behavior on a cross-device basis if you have consented to the use of Google Analytics 4 pursuant to Art. 6 (1) a DSGVO and create database models based on this. This takes into account the logins and device types of all website users who were logged into a Google account and made a conversion. The data shows, among other things, on which device you clicked on an ad for the first time and on which device the relevant conversion took place. We do not receive any personal data from Google, but only statistics generated on the basis of Google Signals. You have the option of deactivating the personalized ads function in the settings of your Google account and thus turning off the cross-general analysis in connection with Google Signals. To do so, follow the instructions on this page: <https://support.google.com/ads/answer/2662922?hl=de>

. You can find more information about Google Signals at the following link: <https://support.google.com/analytics/answer/7532985?hl=de>

We have concluded a so-called order processing agreement with Google for our use of Google Analytics 4, by which Google is obliged to protect the data of our website users and not to pass it on to third parties.

To ensure compliance with the European level of data protection, including in the event of any transfer of data from the EU or EEA to the USA and possible further processing there, Google refers to the so-called standard contractual clauses of the European Commission, which we have contractually agreed with Google. Further legal information on Google Analytics 4, including a copy of the aforementioned standard contractual clauses, can be found at the following link: <https://policies.google.com/privacy?hl=de&gl=en>

. Details about the processing triggered by Google Analytics 4 and Google's handling of data from websites can be found here: <https://policies.google.com/technologies/partner-sites>

## **12.2 - Matomo (formerly Piwik)**

On this website, using the web analytics service software Matomo ([www.matomo.org](http://www.matomo.org)), a service of the provider InnoCraft Ltd, 150 Willis St, 6011 Wellington, New Zealand, („Matomo“) based on our legitimate interest in the statistical analysis of user behavior for optimization and marketing purposes in accordance with Art. 6 para 1 lit. f DSGVO data is collected and stored. Pseudonymized user profiles can be created and evaluated from this data for the same purpose. Cookies can be used for this purpose. Cookies are small text files that are stored locally in the cache of the site visitor's Internet browser. The cookies enable, among other things, the recognition of the Internet browser. The data collected using Matomo technology (including your pseudonymized IP address) is processed on our servers. . The information generated by the cookie in the pseudonymous user profile will not be used to personally identify the visitor to this website and will not be merged with personal data about the bearer of the pseudonym. If you do not agree with the storage and analysis of this data from your visit, then you can object to the storage and use for the future at any time by mouse click. In this case, a so-called opt-out cookie will be placed in your browser, with the result that Matomo will not collect any session data. Please note that the complete deletion of your cookies means that the opt-out cookie will also be deleted and may have to be reactivated by you. As far as legally required, we have obtained your consent for the processing of your data as described above in accordance with Art. 6 Para. 1 lit. a DSGVO. You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the „Cookie-Consent-Tool“ provided on the website.

### 12.3 Microsoft Clarity

On this website, various user information is collected and stored via the service „Microsoft Clarity“ of Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399 USA (hereinafter „Microsoft“) for statistical analysis of user behavior and for optimization and marketing purposes. This information, which can never be traced back to a specific person, includes time zone settings, operating system and platform, the geographical origin of the page request, the forwarding origin in the case of forwarding to our site, the duration of visits to certain pages and information about website interaction (e.g. scrolling, clicks and mouse-overs). Pseudonymized usage profiles can be created and evaluated from this data for the same purpose. Cookies are used for collection and analysis. Cookies are small text files that are stored locally in the cache of the site visitor's Internet browser. The cookies enable, among other things, the recognition of the Internet browser. The data collected using Microsoft technologies will not be used to personally identify the visitor to this website without the separately granted consent of the person concerned and they will not be merged with personal data über the bearer of the pseudonym.

Collected information may be transmitted to Microsoft servers in the USA and stored there. We have concluded an order processing agreement with Microsoft, with which we oblige Microsoft to protect our customers' data and not to pass it on to third parties.

All of the processing described above is carried out by Microsoft.

All processing described above, in particular the setting of cookies for the reading of information on the end device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 Para. 1 lit. a DSGVO. Without this consent, Microsoft Clarity will not be used during your visit to the site. You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the „cookie consent tool“ provided on the website.

For more information about Microsoft Clarity's privacy policy, please visit <https://clarity.microsoft.com/terms>

## 13) Retargeting/ Remarketing/ Referral Advertising

Microsoft Advertising Universal Event Tracking

This website uses the Universal Event Tracking of the conversion tracking technology „Microsoft Advertising“ from Microsoft (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA).

For the use of universal event tracking, a tag is stored on each page of our website, which interacts with the conversion cookie set by Microsoft. This interaction makes user behavior on our website traceable and sends the information thus collected to Microsoft. The purpose of this is that certain predefined goals, such as purchases or leads, can be statistically



recorded and evaluated in order to make the orientation and content of our offers more interest-oriented. The tags do not serve to personally identify users at any time.

. All processing described above, in particular the setting of cookies for the reading of information on the end device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 Para. 1 lit. a DSGVO. Without this consent, the use of Microsoft Advertising will not take place during your visit to the site. You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the „Cookie-Consent-Tool“ provided on the website. You can find more information about Microsoft Advertising's privacy policy at the following website address: <https://privacy.microsoft.com/de-de/privacystatement>

#### Google Ads Remarketing

. Our website uses the functions of Google Ads Remarketing, hereby we advertise for this website in Google search results, as well as on third-party websites. The provider is Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland (“Google”). For this purpose, Google sets a cookie in the browser of your end device, which automatically enables interest-based advertising by means of a pseudonymous cookie ID and on the basis of the pages you visit. The processing is based on our legitimate interest in the optimal marketing of our website pursuant to Art. 6 (1) f DSGVO. Further data processing will only take place if you have consented to Google linking your internet and app browsing history to your Google account and using information from your Google account to personalize ads that you view on the web. In this case, if you are logged in to Google while visiting our website, Google uses your data together with Google Analytics data to create and define target group lists for cross-general remarketing. For this purpose, Google will temporarily link your personal data with Google Analytics data in order to create target groups. In the context of the use of Google Ads Remarketing, personal data may also be transmitted to the servers of Google LLC. in the USA. Details on the processing initiated by Google Ads Remarketing and on Google's handling of data from websites can be found here: <https://policies.google.com/technologies/partner-sites>

. You can permanently object to the setting of cookies by Google Ads Remarketing by downloading and installing the Google browser plug-in available at the following link: <https://www.google.com/settings/ads/onweb/>

Further information and the privacy policy regarding advertising and Google can be found here:

<https://www.google.com/policies/technologies/ads/>

As far as legally required, we have obtained your consent for the processing of your data as described above in accordance with Art. 6 para. 1 lit. a DSGVO. You can revoke your consent at any time with effect for the future. To exercise your revocation, deactivate this service in the cookie consent tool provided on the website or alternatively follow the aforementioned option for making an objection.

#### Pinterest retargeting pixel

. A pixel (Pinterest tag) of Pinterest Europe Ltd (Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland („Pinterest“)) is integrated on this website. With the help of the pixel, information about the surfing behavior of website visitors can be collected, stored and analyzed in pseudonymized form. If personal data is also processed, this is done on the basis of our legitimate interest in displaying personalized advertising in accordance with Art. 6 Para. 1 lit. f DSGVO. The information can be assigned to the person of the user with the help of further information that Pinterest has stored about the user, e.g. due to the

ownership of an account on the social network „Pinterest“ ü. Pinterest uses an algorithm to analyze the surfing behavior and can then display targeted product recommendations as personalized advertising banners on the user's Pinterest account. Pinterest may also combine the information collected via the pixel with other information that Pinterest has collected via other websites and / or in connection with the use of the social network „Pinterest“, and thus create pseudonymized usage profiles. In no case, however, can the collected information be used to personally identify visitors to this website.

. As far as legally required, we have obtained your consent for the processing of your data as described above in accordance with Art. 6 Para. 1 lit. a DSGVO. You can revoke your consent at any time with effect for the future by deactivating the pixel tracking in the „Cookie Consent Tool“ integrated on this website.

. If necessary, data collected via the pixel can be transmitted to servers of Pinterest Inc. in the USA. For more information on data protection at Pinterest Europe Limited, please click here: <https://policy.pinterest.com/de/privacy-policy>

## 14) Use of a live chat system

Own live chat system

. On this website, for the purpose of operating a live chat system that serves to answer live inquiries, your communicated chat name and your communicated chat content are collected as data and stored for the course of the chat. The chat and your chat name are stored exclusively in the so-called RAM (random access memory) and deleted immediately as soon as we or you have ended the chat conversation, but no later than 2 hours after the last message in the chat history. Cookies are used to operate the chat function. Cookies are small text files that are stored locally in the cache of the site visitor's Internet browser. The cookies make it possible to recognize the Internet browser of the site visitor in order to distinguish between the individual users of the chat function of our website. Insofar as the information collected in this way has a personal reference, the processing is carried out in accordance with Art. 6 Para. 1 lit. f DSGVO on the basis of our legitimate interest in effective customer service and the statistical analysis of user behavior for optimization purposes. To avoid the storage of cookies, you can set your Internet browser so that in the future no more cookies can be stored on your computer or already stored cookies are deleted. However, switching off all cookies may mean that the chat function on our website can no longer be executed.

## 15) Tools and miscellaneous

### 15.1 Applications to job postings via email

. On our website, we advertise currently vacant positions in a separate section, for which interested parties can apply by email to the contact address provided.

A prerequisite for inclusion in the application process is that applicants provide us with all the personal data required for a sound and informed assessment and selection together

with the application by e-mail.

The required information includes general personal information (name, address, telephone or electronic means of contact) as well as performance-specific evidence of the qualifications required for a position. If necessary, health-related information may also be required, which in the interest of social protection in the person of the applicant must be given special consideration under labor and social law.

Which components an application must contain in individual cases for its consideration and in which form these components are to be sent by mail can be found in the respective job posting.

On receipt of the application sent using the specified mail contact address, the applicant data will be stored by us and evaluated exclusively for the purpose of application processing. For questions arising in the course of processing, we use either the e-mail address provided by the applicant with his application or a specified telephone number, at our discretion.

The legal basis for this processing, including the contacting of applicants for questions, is in principle Art. 6 Para. 1 lit. b DSGVO (for processing in Germany in conjunction with 26 Para. 1 BDSG), in the sense of which the application process is considered to be the initiation of an employment contract.

If special categories of personal data within the meaning of Art. 9 para. 1 DSGVO (e.g. health data such as information § about the severely disabled status) are requested from applicants in the course of the application process, the processing is carried out in accordance with § Art. 9 para. 2 lit. b. DSGVO so that we can exercise the rights arising from labor law and social security and social protection law and fulfill our obligations in this regard.

Cumulatively or alternatively, the processing of the special categories of data may also be based on Article 9(1)(h) of the GDPR if it is carried out for the purposes of preventive health care or occupational medicine, for the assessment of the applicant's ability to work, for medical diagnosis, health or social care or treatment, or for the management of health or social care systems and services.

If the applicant is not selected in the course of the evaluation described above, or if an applicant withdraws his or her application prematurely, his or her data transmitted by e-mail and all electronic correspondence, including the original application e-mail, will be deleted at the latest after 6 months following notification. This period is measured on the basis of our legitimate interest in answering any follow-up questions about the application and, if necessary, to be able to meet our obligations to provide evidence under the regulations on equal treatment of applicants.

In the event of a successful application, the data provided will be further processed on the basis of Art. 6 Para. 1 lit. b DSGVO (for processing in Germany in conjunction with § 26 Para. 1 BDSG) for the purposes of implementing the employment relationship.

**15.2** Online applications üvia a form

.  
On our website, we offer job seekers the possibility to apply online via a corresponding form. In order to be included in the application process, applicants must provide us with all personal data required for an informed assessment and selection via the form.

The personal data required for an informed assessment and selection is provided in the form.

The required information includes general personal information (the name, address, a telephone or electronic means of contact) and performance-specific evidence of the qualifications required for a position. If necessary, health-related information is also required, which in the interest of social protection in the person of the applicant must be given special consideration under labor and social law.

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In the course of submitting the form, the applicant data is encrypted in accordance with the state of the art, transmitted to us, stored by us and evaluated exclusively for the purpose of processing the application.

. The legal basis for this processing is in principle Art. 6 para. 1 lit. b DSGVO (for processing in Germany in conjunction with 26 para. 1 BDSG), in the sense of which the application process is considered to be the initiation of an employment contract.

.  
To the extent that special categories of personal data within the meaning of Art. 9 para. 1 DSGVO (e.g. health data such as information § about the severely disabled status) are requested from applicants in the course of the application procedure, the processing is carried out pursuant to § Art. Art. 9 para. 2 lit. b. DSGVO so that we can exercise the rights arising from labor law and social security and social protection law and fulfill our obligations in this regard.

.  
Cumulatively or alternatively, the processing of the special categories of data may also be based on Article 9(1)(h) of the GDPR if it is carried out for the purposes of preventive health care or occupational medicine, for the assessment of the applicant's ability to work, for medical diagnosis, health or social care or treatment, or for the management of health or social care systems and services.

.  
If, in the course of the evaluation described above, the applicant is not selected or if an applicant withdraws his or her application prematurely, his or her data submitted in accordance with the form will be deleted after a corresponding notification at the latest after 6 months. This period is measured on the basis of our legitimate interest in answering any follow-up questions about the application and, if necessary, to be able to meet our obligations to provide evidence under the regulations on equal treatment of applicants.

.  
In the event of a successful application, the data provided will be further processed on the basis of Art. 6 Para. 1 lit. b DSGVO (for processing in Germany in conjunction with § 26 Para. 1 BDSG) for the purposes of implementing the employment relationship.

### **15.3 - Google Maps**

. On our website, we use Google Maps (API) from Google Ireland Limited, Gordon House, 4

Barrow St, Dublin, D04 E5W5, Ireland ("Google"). Google Maps is a web service for displaying interactive (land) maps to visually display geographical information. Über the use of this service, our location is displayed and a possible approach is facilitated.

. When you call up those sub-pages in which the Google Maps map is integrated, information about your use of our website (such as your IP address) is transmitted to Google servers and stored there; this may also involve transmission to the servers of Google LLC. in the USA. This occurs regardless of whether Google provides a user account through which you are logged in or whether a user account exists. If you are logged in to Google, your data will be directly assigned to your account. If you do not want the assignment with your profile at Google, you must log out before activating the button. Google stores your data (even for users who are not logged in) as usage profiles and evaluates them. The collection, storage and analysis are carried out in accordance with Art. 6 Para. 1 lit. f DSGVO on the basis of Google's legitimate interest in the display of personalized advertising, market research and / or the design of Google websites. You have the right to object to the creation of these user profiles, whereby you must contact Google to exercise this right. If you do not agree to the future transfer of your data to Google in the context of the use of Google Maps, you also have the option to completely disable the Google Maps web service by turning off the JavaScript application in your browser. Google Maps and thus also the map display on this website can then not be used.

. You can view Google's terms of use at <https://www.google.de/intl/de/policies/terms/regional.html>, and the additional terms of use for Google Maps can be found at [https://www.google.com/intl/de\\_US/help/terms\\_maps.html](https://www.google.com/intl/de_US/help/terms_maps.html)

. Detailed information on data protection in connection with the use of Google Maps can be found on the Google website („Google Privacy Policy“): <https://www.google.de/intl/de/policies/privacy/>

As far as legally required, we have obtained your consent for the processing of your data as described above pursuant to Art. 6 Para. 1 lit. a DSGVO. You can revoke your consent at any time with effect for the future. In order to exercise your revocation, please follow the above-described option for making an objection.

#### **15.4 - Doofinder**

. In order to make the visit to our website attractive and to present you with better search results more quickly, we use the search function of doofinder. This serves to protect our legitimate interest in an optimized presentation of our offer according to Art. 6 para. 1 lit. f DSGVO. The operator of the pages is Doofinder S.L., Madrid 28037, Rufino González 23 bis, 1º 1, Spain. In order to use doofinder's search function, the browser you use must connect to doofinder's servers. This gives doofinder knowledge that your IP address has been used to access our website. For more information on doofinder search, please see <https://www.doofinder.com/de/> and doofinder's privacy statement: <https://www.doofinder.com/de/privacy-policy>

## 16) Rights of the data subject

**16.1** The applicable data protection law grants you the following data subject rights (rights of access and intervention) vis-à-vis the controller with regard to the processing of your

personal data, whereby reference is made to the indicated legal basis for the respective prerequisites for the exercise of such rights:

- Right of access pursuant to Art. 15 DSGVO;
- Right to rectification gemäß Art. 16 DSGVO;
- Right to inspection gemäß Art. 17 DSGVO;
- Right to restriction of processing gemäß Art. 18 DSGVO;
- Right to information gemäß Art. 19 DSGVO;
- Right to dataübertragbarkeit gemäß Art. 20 DSGVO;
- Right to withdraw consent granted gemäß Art. 7 para 3 DSGVO;
- Right to complain gemäß Art. 77 DSGVO.

## 16.2 RIGHT OF RESPONSE

IF WE PROCESS YOUR PERSONAL DATA IN THE CONTEXT OF AN INTEREST PROCESSING, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THE PROCESSING ON THE BASIS OF OUR AUTHORIZED INTEREST; NOBES ARISING OUT OF YOUR PARTICULAR SITUATION, TO OBJECT TO SUCH PROCESSING WITH EFFECTIVE EFFECT FOR THE FUTURE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED. FURTHER PROCESSING WILL STILL BE PROVIDED, however, IF WE CAN PROVIDE COMPULSORY PROTECTIVE REASONS FOR THE PROCESSING; NNNEN, THAT THEIR INTERESTS, FUNDAMENTAL RIGHTS, AND FUNDAMENTAL FREEDOMS & COULD BE AFFECTED, OR WHETHER THE PROCESSING IS FOR THE PURPOSE OF ENFORCING, EXTENDING, OR DEFENDING LEGAL CLAIMS.

IF YOUR PERSONAL DATA IS PROCESSED BY US FOR THE PURPOSE OF DIRECT ADVERTISING, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR PERSONAL DATA FOR THE PURPOSE OF SUCH ADVERTISING. YOU CAN CANCEL THE OPPOSITION AS DESCRIBED ABOVE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL TERMINATE THE PROCESSING OF THE DATA CONCERNED FOR DIRECT ADVERTISING PURPOSES.

# 17) Duration of storage of personal data

The duration of the storage of personal data is measured on the basis of the respective legal basis, the purpose of processing and – if included – additionally on the basis of the respective legal retention period (e.g. commercial and tax law retention periods).

When personal data is processed on the basis of explicit consent pursuant to Art. 6 Para. 1 lit. a DSGVO, this data is stored until the person concerned revokes his consent.

If there are legal retention periods for data processed in the context of legal business or legal business obligations on the basis of Art. 6 para. 1 lit. b DSGVO, this data is routinely deleted after expiry of the retention periods, provided that it is no longer required for the performance of the contract or the initiation of the contract and/or we have no further legitimate interest in its continued storage.

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When personal data is processed on the basis of Art. 6 para. 1 lit. f DSGVO, this data is stored until the data subject exercises his right to object pursuant to Art. 21 para. 1 DSGVO, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or the processing serves the purpose of asserting, exercising or defending legal claims.

When processing personal data on the basis of Article 6 (1) (f) DSGVO, the data will be stored until the data subject exercises his or her right to object pursuant to Article 21 (1) DSGVO.

When personal data is processed for the purpose of direct marketing on the basis of Art. 6 (1) f DSGVO, this data is stored until the data subject exercises his or her right to object in accordance with Art. 21 (2) DSGVO.

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Unless otherwise stated in the other information in this statement about specific processing situations, stored personal data will be deleted when it is no longer necessary for the purposes for which it was collected or otherwise processed.