

Privacy Policy

1) Introduction and Contact Details of the Controller

1.1 We are pleased that you are visiting our website and thank you for your interest. Below, we inform you about the handling of your personal data when using our website. Personal data refers to all data with which you can be personally identified.

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

2) Data Collection When Visiting Our Website

2.1 When you use our website for informational purposes only, that is, if you do not register or otherwise provide us with information, we only collect the data that your browser transmits to the server of our website (so-called "server log files"). When you access our website, we collect the following data, which is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the moment of access
- Amount of data sent in bytes
- Source/reference from which you reached the page
- Browser used
- Operating system used
- IP address used (if applicable: in anonymized form)

The processing is carried out in accordance with Art. 6(1)(f) GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data will not be disclosed or used in any other way. However, we reserve the right to subsequently check the server log files if there are concrete indications of unlawful use.

2.2 For security reasons and to protect the transmission of personal data and other confidential content (e.g., orders or inquiries to us), this website uses SSL or TLS encryption. You can recognize an encrypted connection by the character string "https://" and the lock symbol in your browser's address bar.

3) Hosting & Content Delivery Network

3.1 For hosting our website and displaying the site content, we use a provider who renders its services itself or through selected subcontractors exclusively on servers located within the European Union.

All data collected on our website is processed on these servers.

We have concluded a data processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorized disclosure to third parties.

3.2 Bunny

We use a content delivery network from the following provider: BUNNYWAY d.o.o., Cesta komandanta Staneta 4A, 1215 Medvode, Slovenia

This service enables us to deliver large media files such as graphics, site content, or scripts more quickly via a network of regionally distributed servers. Processing is carried out to safeguard our legitimate interest in improving the stability and functionality of our website in accordance with Art. 6(1)(f) GDPR.

We have concluded a data processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorized disclosure to third parties.

3.3 Cloudflare

We use a content delivery network provided by the following provider: Cloudflare Inc., 101 Townsend St. San Francisco, CA 94107, USA

This service enables us to deliver large media files such as graphics, page content, or scripts more quickly via a network of regionally distributed servers. Processing is carried out to safeguard our legitimate interest in improving the stability and functionality of our website pursuant to Art. 6(1)(f) GDPR. We have concluded a data processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorized disclosure to third parties.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

4) Cookies

In order to make your visit to our website attractive and to enable the use of certain functions, we use cookies, i.e., small text files that are stored on your end device. Some of these cookies are automatically deleted after you close your browser (so-called "session cookies"), while others remain on your end device for a longer period and enable the storage of site settings (so-called "persistent cookies"). In the latter case, you can find the storage duration in the overview of your web browser's cookie settings.

If personal data is also processed by individual cookies we use, such processing is carried out either pursuant to Art. 6(1)(b) GDPR for the performance of a contract, pursuant to Art. 6(1)(a) GDPR in the event that consent has been given, or pursuant to Art. 6(1)(f) GDPR to safeguard our legitimate interests in the best possible functionality of the website as well as a customer-friendly and effective design of the site visit.

You can configure your browser so that you are informed about the setting of cookies and can decide individually whether to accept them, or you can exclude the acceptance of cookies for certain cases or in general.

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

5) Contact

5.1 Own Live Chat System

This website uses a live chat system for the purpose of responding to live inquiries.

The processing of personal data transmitted via the chat is carried out either pursuant to Art. 6(1)(b) GDPR, because it is necessary for the initiation or performance of a contract, or pursuant to Art. 6(1)(f) GDPR on the basis of our legitimate interest in the effective support of our website visitors. The data you transmit in this way will be deleted, subject to any statutory retention obligations to the contrary, once the matter in question has been conclusively resolved.

Additionally, for the purpose of creating pseudonymized usage profiles, further information may be collected and evaluated using cookies, which, however, does not serve to personally identify you and is not merged with other data sets. If this information is personal data, processing is carried out pursuant to Art. 6(1)(f) GDPR on the basis of our legitimate interest in the statistical analysis of user behavior for optimization purposes.

The setting of cookies can be prevented by appropriate browser settings. However, the functionality of our website may be restricted in this case. You may object to the collection and storage of data for the purpose of creating a pseudonymized usage profile at any time with effect for the future.

5.2 Contact for Review Reminders

In order to verify 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, to send you a request for a review, which we may send to you by email following an order you have placed in our online shop. You may 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 basic rates.

5.3 WhatsApp Business

We offer you the opportunity to contact us via the messaging service WhatsApp, provided by 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 in connection with a specific business transaction (for example, an order you have placed), we will store and use the mobile phone number you use on WhatsApp as well as—if provided—your first and last name in accordance with Art. 6 para. 1 lit. b GDPR for the purpose of processing and responding to your inquiry. On the same legal basis, we may ask you via WhatsApp to provide further data (order number, customer number, address, or email address) in order to assign your inquiry to a specific transaction.

If you use our WhatsApp contact for general inquiries (for example, regarding our range of services, availability, or our website), we will store and use the mobile phone number you use on WhatsApp as well as—if provided—your first and last name in accordance with Art. 6 para. 1 lit. f GDPR, based on our legitimate interest in providing the requested information efficiently and promptly.

Your data will only be used to respond to your inquiry via WhatsApp. There will be no disclosure to third parties.

Please note that WhatsApp Business obtains access to the address book of the mobile device we use for this purpose and automatically transfers the 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 whose address book contains exclusively the WhatsApp contact details of users who have also contacted us via WhatsApp.

This ensures that every person whose WhatsApp contact details are stored in our address book has already, upon first use of the app on their device, consented to the transmission of their WhatsApp phone number from the address books of their chat contacts in accordance with Art. 6 para. 1 lit. a GDPR by accepting the WhatsApp terms of use. The transmission of data of users who do not use WhatsApp and/or have not contacted us via WhatsApp is therefore excluded.

For information on 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 for protecting your privacy, please refer to WhatsApp's privacy policy: <https://www.whatsapp.com/legal/?eea=1#privacy-policy>

In the context of the above-mentioned processing, data may be transferred to servers of Meta Platforms Inc. in the USA.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

5.4 When you contact us (e.g., via contact form or email), personal data will be processed—exclusively for the purpose of handling and responding to your inquiry and only to the extent necessary for this purpose.

The legal basis for processing this data is our legitimate interest in responding to your inquiry pursuant to Art. 6(1) (f) GDPR. If your contact is aimed at concluding a contract, the additional legal basis for processing is Art. 6(1)(b) GDPR. Your data will be deleted when it can be inferred from the circumstances that the relevant matter has been conclusively clarified and provided that there are no statutory retention obligations to the contrary.

6) Comment Function

As part of the comment function on this website, in addition to your comment, information regarding the time the comment was created and the commentator name you have chosen will be stored and published on this website. Furthermore, your IP address will be logged and stored. This storage of the IP address is for security reasons and in the event that the person concerned violates the rights of third parties or posts unlawful content through a comment. We require your email address in order to contact you if a third party objects to your published content as unlawful.

The legal bases for storing your data are Art. 6(1)(b) and (f) GDPR. We reserve the right to delete comments if they are objected to as unlawful by third parties.

7) Data Processing When Opening a Customer Account

Pursuant to Art. 6(1)(b) GDPR, personal data will continue to be collected and processed to the extent necessary if you provide it to us when opening a customer account. The data required for opening the account can be found in the input mask of the relevant form on our website.

You may delete your customer account at any time by sending a message to the above-mentioned address of the controller. After deletion of your customer account, your data will be deleted, provided that all contracts concluded through it have been fully processed, there are no statutory retention periods to the contrary, and there is no legitimate interest on our part in further storage.

8) Use of Customer Data for Direct Advertising

8.1 Subscription to Our Email Newsletter

If you subscribe to our email newsletter, we will regularly send you information about our offers. The only mandatory information required for sending the newsletter is your email 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 to ensure that you only receive newsletters after you have expressly confirmed your consent to receive the newsletter by clicking on a verification link sent to the specified email address.

By activating the confirmation link, you give us your consent to use your personal data in accordance with Art. 6(1)(a) GDPR. In this context, we store the 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 email address at a later date. The data collected by us during the newsletter registration process will be used strictly for the intended purpose.

You can unsubscribe from the newsletter at any time via the link provided in the newsletter or by sending a corresponding message to the controller named at the beginning. After successful unsubscription, your email address will be promptly deleted from our newsletter distribution list, unless you have expressly consented to further use of your data or we reserve the right to use your data beyond this, which is permitted by law and about which we inform you in this declaration.

8.2 Sending of Email Newsletters to Existing Customers

If you have provided us with your email address when purchasing goods or services, we reserve the right to regularly send you offers for similar goods or services from our range, by email, to those you have already purchased. In accordance with Section 7 (3) of the German Unfair Competition Act (UWG), we are not required to obtain separate consent from you for this purpose. The data processing is carried out solely on the basis of our legitimate interest in personalized direct advertising pursuant to Art. 6 (1) lit. f GDPR. If you initially objected to the use of your email address for this purpose, we will not send you any emails.

You are entitled to object to the use of your email address for the aforementioned advertising purpose at any time with effect for the future by notifying the controller named at the beginning. For this, you will only incur transmission costs according to the basic rates. Upon receipt of your objection, the use of your email address for advertising purposes will be immediately discontinued.

8.3 Advertising by Postal Mail

On the basis of our legitimate interest in personalized direct advertising, we reserve the right to store your first and last name, your postal address, and—if you have provided us with this additional information in the context of the contractual relationship—your title, academic degree, year of birth, and your professional, industry, or business designation pursuant to Art. 6 (1) lit. f GDPR, and to use them for sending interesting offers and information about our products by postal mail.

You may object to the storage and use of your data for this purpose at any time by notifying us.

9) Data Processing for Order Fulfillment

9.1 Transmission of Image Files for Order Fulfillment by Email

On our website, we offer you the opportunity to commission the personalization of products by transmitting image files via email. The submitted image motif will be used as a template for the personalization of the selected product.

Via the email address provided on the website, you can transmit one or more image files from the storage of the device you are using to us. We collect, store, and use the files transmitted in this way exclusively for the production of the personalized product as described in the respective service description on our website. If the transmitted image files are forwarded to specific service providers for the production and processing of the order, you will be explicitly informed of this in the following paragraphs. No further disclosure will take place. If the transmitted files or digital motifs contain personal data (in particular images of identifiable persons), all of the aforementioned processing operations are carried out exclusively for the purpose of processing your online order in accordance with Art. 6 (1) lit. b GDPR.

After the order has been fully processed, the transmitted image files will be automatically and completely deleted.

9.2 Transmission of Image Files for Order Fulfillment via Messaging Function

If you have the option to commission the personalization of products by transmitting image files via the messaging function, the submitted image motif will be used as a template for the personalization of the selected product.

Via the available messaging function, you can transmit one or more image files from the storage of the device you are using to us. We collect, store, and use the files transmitted in this way exclusively for the production of the personalized product as described in the respective description of our services.

If the transmitted image files are forwarded to specialized service providers for the production and processing of the order, you will be explicitly informed of this in the following paragraphs. No further disclosure will take place. If the transmitted files or digital images contain personal data (in particular, images of identifiable persons), all of the aforementioned processing operations are carried out exclusively for the purpose of processing your online order in accordance with Art. 6(1)(b) GDPR.

After the order has been fully processed, the transmitted image files will be automatically and completely deleted.

9.3 Transmission of image files for order processing via upload function

On our website, we offer you the opportunity to commission the personalization of products by transmitting image files via an upload function. The submitted image will be used as a template for the personalization of the selected product.

Through the upload form on the website, you can transmit one or more image files directly from the storage of your device to us via automated, encrypted data transfer. We collect, store, and use the transmitted files exclusively for the production of the personalized product in accordance with the respective service description on our website. If the transmitted image files are forwarded to specialized service providers for the production and processing of the order, you will be explicitly informed of this in the following paragraphs. No further disclosure will take place. If the transmitted files or digital images contain personal data (in particular, images of identifiable persons), all of the aforementioned processing operations are carried out exclusively for the purpose of processing your online order in accordance with Art. 6(1)(b) GDPR.

After the order has been fully processed, the transmitted image files will be automatically and completely deleted.

9.4 Insofar as is necessary for the execution of the contract for delivery and payment purposes, the personal data collected by us will be transmitted to the commissioned transport company and the commissioned credit institution in accordance with Art. 6(1)(b) GDPR.

If, on the basis of a corresponding contract, we owe you updates for goods with digital elements or for digital products, we will process the contact data you provided when placing the order (name, address, email address) in order to personally inform you, within the scope of our statutory information obligations pursuant to Art. 6(1)(c) GDPR, via an appropriate communication channel (e.g., by post or email) about upcoming updates within the legally prescribed period. Your contact data will be used strictly for the purpose of notifications about updates owed by us and will only be processed by us to the extent necessary for the respective information.

For the processing of your order, we also cooperate with the following service provider(s), who support us in whole or in part in the execution of concluded contracts. Certain personal data will be transmitted to these service providers in accordance with the following information.

9.5 Use of payment service providers (payment services)

- Mollie

One or more online payment methods from the following provider are available on this website: Mollie B.V., Keizersgracht 313, 1016 EE Amsterdam, Netherlands

If you select a payment method offered by the provider that requires you to make an advance payment (such as credit card payment), the payment data you provided during the ordering process (including name, address, bank and card information, currency, and transaction number), as well as information about the contents of your order, will be transmitted to the provider in accordance with Art. 6(1)(b) GDPR. The transfer of your data in this case is carried out exclusively for the purpose of payment processing with the provider and only to the extent necessary for this purpose.

9.6 Credit Check

If we provide goods or services in advance (e.g., delivery on account), we reserve the right to carry out a credit check based on mathematically-statistical procedures in order to safeguard our legitimate interest in determining the creditworthiness of our customers. For the purpose of the credit check, we transmit the personal data required for this purpose in accordance with Art. 6(1)(f) GDPR to the following service provider:

Creditreform Boniversum GmbH, Hammfelddamm 13, 41460 Neuss, Tel.: +49 (0)2131-109501, Fax: -557

The credit report may contain probability values (so-called score values). Where score values are included in the result of the credit report, they are based on a scientifically recognized mathematical-statistical procedure. The calculation of the score values includes, among other things, but not exclusively, address data. We use the result of the credit check with regard to the statistical probability of default for the purpose of deciding on the establishment, execution, or termination of a contractual relationship. You may object to this processing of your data at any time by notifying the data controller or the aforementioned credit agency. However, we may remain entitled to process your personal data if this is necessary for the contractual processing of payments.

9.7 We reserve the right to transfer your data to the debt collection service provider SEPA Collect GmbH, Mehlbeerenstraße 2, 82024 Taufkirchen, +49 (0)89-904030010, if our payment claim remains outstanding despite a prior reminder. In this case, the claim will be collected directly by the debt collection service provider.

The transfer of your data serves the purpose of contract fulfillment in accordance with Art. 6(1) sentence 1(b) GDPR as well as the protection of our overriding legitimate interests in the effective assertion or enforcement of our payment claim in accordance with Art. 6(1) sentence 1(f) GDPR.

10) Web Analytics Services

10.1 Google Analytics 4

This website uses Google Analytics 4, a web analytics service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), which enables an analysis of your use of our website.

By default, when you visit the website, Google Analytics 4 sets cookies, which are small text files stored on your device and collect certain information. This information also includes your IP address, which, however, is truncated by Google by the last digits to exclude direct personal reference.

The information is transmitted to and further processed on servers operated by Google. This may also involve transfers to Google LLC, based in the USA.

Google uses the information collected on our behalf to evaluate your use of the website, to compile reports on website activity for us, and to provide other services related to website and internet usage. The IP address transmitted by your browser as part of Google Analytics and truncated will not be merged with other data from Google. The data collected in the context of the use of Google Analytics 4 will be stored for a period of two months and then deleted.

All of the processing activities described above, in particular the placement of cookies on the device you are using, are carried out only if you have given us your explicit consent in accordance with Art. 6(1)(a) GDPR. Without your consent, Google Analytics 4 will not be used during your visit to our website. You may withdraw your consent at any time with effect for the future. To exercise your right of withdrawal, please deactivate this service via the "cookie consent tool" provided on the website.

We have entered into a data processing agreement with Google, which ensures the protection of our website visitors' data and prohibits unauthorized disclosure to third parties.

Further legal information regarding Google Analytics 4 can be found at <https://policies.google.com/privacy?hl=de&gl=de> and at <https://policies.google.com/technologies/partner-sites>

Demographic Features

Google Analytics 4 uses the special "demographic features" function and can thereby generate statistics that provide information about the age, gender, and interests of website visitors. This is done by analyzing advertising and information from third-party providers. This allows target groups for marketing activities to be identified. However, the collected data cannot be assigned to any specific person and will be deleted after being stored for a period of two months.

Google Signals

As an extension to Google Analytics 4, Google Signals may be used on this website to generate cross-device reports. If you have enabled personalized ads and linked your devices to your Google account, Google may, subject to your consent to the use of Google Analytics in accordance with Art. 6(1)(a) GDPR, analyze your usage behavior across devices and create database models, including for cross-device conversions. We do not receive any personal data from Google, only statistics. If you wish to stop cross-device analysis, you can deactivate the "Personalized Ads" function in your Google account settings. To do so, follow the instructions on this page: <https://support.google.com/ads/answer/2662922?hl=de>. Further information on Google Signals can be found at the following link: <https://support.google.com/analytics/answer/7532985?hl=de>

UserIDs

As an extension to Google Analytics 4, the "UserIDs" function may be used on this website. If you have consented to the use of Google Analytics 4 in accordance with Art. 6(1)(a) GDPR, have created an account on this website, and log in to this account on different devices, your activities, including conversions, can be analyzed across devices.

For data transfers to the USA, the provider has joined the EU-U.S. Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

10.2 Cloudflare Web Analytics

This website uses the web analytics service of the following provider: Cloudflare, Inc., 101 Townsend St. San Francisco, CA 94107, USA

With the help of cookies and/or comparable technologies (tracking pixels, web beacons, algorithms for reading device and browser information), the service collects and stores pseudonymized visitor data, including information about the device used, such as the IP address and browser information, in order to evaluate them for statistical analyses of usage behavior on our website and to create pseudonymized usage profiles. Among other things, this enables the analysis of movement patterns (so-called heatmaps), which show the duration of page visits as well as interactions with page content (e.g., text entries, scrolling, clicks, and mouse-overs). Pseudonymization generally precludes direct personal identification. There is no merging of this data with other personal data collected by other means.

All of the processing activities described above, in particular the reading or storage of information on the device used, are only carried out if you have given us your express consent in accordance with Art. 6(1)(a) GDPR. You may revoke your consent at any time with effect for the future by deactivating this service in the “cookie consent tool” provided on the website.

We have concluded a data processing agreement with the provider, which ensures the protection of our website visitors’ data and prohibits unauthorized disclosure to third parties.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

10.3 Google Tag Manager

This website uses the “Google Tag Manager,” a service provided by the following provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter referred to as “Google”).

Google Tag Manager provides a technical basis for bundling various web applications, including tracking and analytics services, and for calibrating, controlling, and linking them to conditions via a unified user interface. Google Tag Manager itself does not store or read any information on user devices. Nor does the service perform any independent data analyses. However, when a page is accessed, your IP address is transmitted to Google via Google Tag Manager and may be stored there. Transmission to servers of Google LLC. in the USA is also possible.

This processing is only carried out if you have given us your express consent in accordance with Art. 6(1)(a) GDPR. Without this consent, Google Tag Manager will not be used during your visit to the website. You may 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.

We have concluded a data processing agreement with the provider, which ensures the protection of our website visitors’ data and prohibits unauthorized disclosure to third parties.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

Further legal information regarding Google Tag Manager can be found at <https://policies.google.com/privacy?hl=de&gl=de>.

10.4 Matomo

This website uses a web analytics service provided by the following provider: InnoCraft Ltd., 150 Willis St, 6011 Wellington, New Zealand (“Matomo”).

To protect visitors to the site, Matomo uses a so-called “config_id” to enable various analyses of site usage within a short time window of up to 24 hours. The site’s “config_id” is a randomly generated, time-limited hash of a limited set of the visitor’s settings and attributes. The config_id or config hash is a character string calculated for a visitor based on their operating system, browser, browser plugins, IP address, and browser language. Matomo does not use device fingerprinting and uses an anonymized IP address of the site visitor to generate the “config_id.”

If the information processed in this way includes personal user data, processing is carried out in accordance with Art. 6(1)(f) GDPR on the basis of our legitimate interest in the statistical analysis of user behavior for optimization and marketing purposes. To object to the processing of your visitor data for the future, we provide you with a separate opt-out option on our website.

Data is only transmitted to the provider if the service is not hosted on our own servers. In the case of self-hosting, no data collected via the service is transmitted to the provider.

If the service is not hosted on our own servers, we have concluded a data processing agreement with the provider, which ensures the protection of our site visitors' data and prohibits unauthorized disclosure to third parties.

For data transfers to New Zealand, an adequacy decision by the EU Commission applies in this case, which certifies compliance with European data protection standards for international data transfers.

You may choose to prevent this website from aggregating and analyzing the actions you take here. Doing so will protect your privacy, but will also prevent the owner from learning from your actions and creating a better experience for you and other users.

☒ **You are not opted out. Uncheck this box to opt-out.**

11) Retargeting/Remarketing and Conversion Tracking

11.1 Meta Pixel with Advanced Data Matching

Within our online offering, we use the "Meta Pixel" service in advanced data matching mode, provided by the following provider: Meta Platforms Ireland Limited, 4 Grand Canal Quare, Dublin 2, Ireland ("Meta").

If you click on an advertisement placed by us on Facebook or Instagram, the URL of our linked page is extended by a parameter using "Meta Pixel." This URL parameter is then entered into your browser after redirection by means of a cookie set by our linked page itself. In addition, this cookie collects specific customer data such as your email address, which we collect on our website linked to the Facebook or Instagram ad during processes such as purchases, account logins, or registrations (advanced data matching). The cookie is then read and enables the transmission of the data, including your specific customer data, to Meta.

We use "Meta Pixel" with advanced data matching to make our advertisements ("ads") on Facebook and/or Instagram more effective and to ensure that they correspond to your interests or have certain characteristics (e.g., interests in specific topics or products determined based on the websites visited), which we transmit to Meta ("Custom Audiences").

Furthermore, we analyze the effectiveness of our advertisements by tracking whether users were redirected to our website after clicking on an ad (conversion). Compared to the standard version of "Meta Pixel," the advanced data matching function helps us to better measure the effectiveness of our advertising campaigns by capturing more attributed conversions.

All data transmitted will be stored and processed by Meta, so that it can be assigned to the respective user profile and Meta may use the data for its own advertising purposes in accordance with Meta's Data Use Policy (<https://www.facebook.com/about/privacy/>). The data may enable Meta and its partners to display advertisements on and outside of Facebook.

All processing activities described above, in particular the setting of cookies for reading information on the device used, will only be carried out if you have given us your express consent pursuant to Art. 6(1)(a) GDPR. You may revoke your consent at any time with effect for the future by deactivating this service in the "Cookie Consent Tool" provided on the website.

We have concluded a data processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorized disclosure to third parties.

The information generated by Meta is generally transmitted to and stored on a server operated by Meta; in this context, data may also be transferred to servers of Meta Platforms Inc. in the USA.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

11.2 Google Ads Remarketing

This website uses retargeting technology from the following provider: Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

For this purpose, Google sets a cookie in your browser, which, by means of a pseudonymous cookie ID and based on the pages you have visited, enables interest-based advertising. Further data processing only takes place if you have consented to Google linking your web and app browsing history with your Google account and

using information from your Google account to personalize ads you view on the web. If you are logged into Google during your visit to our website and have given such consent, Google will use your data together with Google Analytics data to create and define audience lists for cross-device remarketing. For this purpose, your personal data will be temporarily linked by Google with Google Analytics data to form audiences. In the context of using Google Ads Remarketing, personal data may also be transmitted to servers of Google LLC in the USA.

All processing activities described above, in particular the setting of cookies for reading information on the device used, will only be carried out if you have given us your express consent pursuant to Art. 6(1)(a) GDPR. Without this consent, the use of retargeting technology will not take place during your visit to our website.

You may 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 data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

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

Further information on Google's privacy policies can be found here: <https://business.safety.google/intl/de/privacy/> and <https://www.google.de/policies/privacy/>

11.3 Microsoft Advertising

This website uses retargeting technology from the following provider: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA.

This technology enables us to specifically target visitors to our website with personalized, interest-based advertising who have already shown interest in our shop and our products. The display of advertising materials is based on a cookie-based analysis of previous and current usage behavior, whereby no personal data is stored. In cases involving retargeting technology, a cookie is stored on your computer or mobile device in order to collect pseudonymized data about your interests and thus tailor advertising to the stored information. These cookies are small text files that are stored on your computer or mobile device. This allows you to be shown advertising that is highly likely to correspond to your product and information interests.

All processing activities described above, in particular the setting of cookies for reading information on the device used, are only carried out if you have given us your express consent in accordance with Art. 6(1)(a) GDPR. Without this consent, the use of retargeting technology will not take place during your visit to the website.

You may 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 data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

11.4 billiger.de Sales Tracking

This website uses the conversion tracking technology of the following provider: solute.de GmbH, Zeppelinstraße 15, D-76185 Karlsruhe, Germany.

If you have reached our website via an advertisement on the provider's domain, the success of the advertisement can be tracked with the help of cookies and/or comparable technologies (tracking pixels, web beacons, pings, or HTTP requests).

For this purpose, certain device and browser information, including your IP address if applicable, is read out via the tracking technology in order to record and evaluate user actions predefined by us (e.g., completed transactions, leads, search queries on the website, visits to product pages). This enables the creation of statistics on usage behavior on our website after redirection from an advertisement, which serves to optimize our offering.

All processing activities described above, in particular the setting of cookies for reading information on the device used, are only carried out if you have given us your express consent in accordance with Art. 6(1)(a) GDPR. You may revoke your consent at any time with effect for the future by deactivating this service in the "cookie consent tool" provided on the website.

We have concluded a data processing agreement with the provider, which ensures the protection of the data of our website visitors and prohibits unauthorized disclosure to third parties.

11.5 Google Ads Conversion Tracking

This website uses the online advertising program "Google Ads" and, within the scope of Google Ads, the conversion tracking service of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google").

We use the Google Ads service to draw attention to our attractive offers on external websites by means of advertising materials (so-called Google AdWords). In relation to the data from the advertising campaigns, we can determine how successful the individual advertising measures are. 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 you click on an ad placed by Google. Cookies are small text files that are stored on your device. These cookies generally expire after 30 days and are not used for personal identification. If you visit certain pages of this website and the cookie has not yet expired, Google and we can recognize that you have clicked on the ad and have been redirected to this page. Each Google Ads customer receives a different cookie. Cookies therefore cannot be tracked across the websites of Google Ads customers. The information obtained 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 have clicked on their ad and have been redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that could personally identify users.

In the context of the use of Google Ads, it is also possible that personal data may be transmitted to the servers of Google LLC. in the USA.

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

All of the processing described above, in particular the setting of cookies for reading information on the device used, will only be carried out if you have given us your express consent in accordance with Art. 6 para. 1 lit. a GDPR. You may 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 browser plug-in available at the following link: <https://www.google.com/settings/ads/plugin?hl=de>

In order to address users whose data we have received in the context of business or business-like relationships with even more targeted advertising, we use a customer matching function within Google Ads. For this purpose, we electronically transmit one or more files with aggregated customer data (primarily email addresses and telephone numbers) to Google. Google does not gain access to plain data; instead, the information in the customer files is automatically encrypted by a special algorithm during the transmission process. The encrypted information can then only be used by Google to match it to existing Google accounts that the data subjects have set up. This enables the delivery of personalized advertising across all Google services linked to the respective Google account.

The transmission of customer data to Google only takes place if you have given us your explicit consent in accordance with Art. 6 (1) lit. a GDPR. You may revoke this consent at any time with effect for the future. Further information on Google's data protection measures in relation to the Customer Match function can be found here: https://support.google.com/google-ads/answer/6334160?hl=de&ref_topic=10550182. Google's privacy policy can be viewed here: <https://www.google.de/policies/privacy/>

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

11.6 Smarketer FAST Conversion Tracking

This website uses the FAST Conversion Tracking technology of Smarketer GmbH, Salzufer 8, 10587 Berlin ("Smarketer"). We use FAST to accurately attribute and account for the success of our advertisements. In this process, a unique key is generated that does not allow any conclusions to be drawn about the identity of the user. No personal profiling takes place.

FAST establishes a connection between your click on an advertising medium (e.g., an ad) and a subsequent action (e.g., a purchase or registration). No cookies or comparable technologies are stored on your device. To create a so-called device fingerprint, FAST exclusively uses non-personal parameters such as browser settings, time zone, CPU class, color depth, and browser language.

As part of the tracking, the following data may be transmitted and stored for a maximum of 90 days:

- ID (sequential number)
- ClickID

- Time of purchase
- Order number (for purchases)
- Shopping cart value of the order
- Currency
- Conversion name (e.g., shop order or lead)

Personal data such as name, telephone number, or address are expressly not collected or stored.

The processing of the device fingerprint takes place directly on our servers. Conversion data (ClickID, conversion name, timestamp, order value, currency) are transmitted to servers of Google Ads or Microsoft Ads in the USA for further processing and analysis.

The legal basis for this data processing is our legitimate interest in accurate measurement and accounting of our advertising activities pursuant to Art. 6 (1) lit. f GDPR.

The stored data will be automatically deleted after no more than 90 days.

You may object to tracking by FAST at any time by using the following opt-out option:

You currently have enabled FAST Conversions. If you click the link below, you can disable FAST Conversions for your current session.

Opt-out

11.7 Microsoft Advertising Universal Event Tracking

This website uses conversion tracking technology from the following provider: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA

For the use of Universal Event Tracking, a tag is placed on each page of our website, which interacts with the conversion cookie set by Microsoft. This interaction makes your user behavior on our website traceable and sends the information thus collected to Microsoft. The purpose of this is to statistically record and evaluate certain predefined goals, such as purchases or leads, in order to make the orientation and content of our offerings more tailored to your interests. The tags are never used for the personal identification of users.

All of the processing activities described above, in particular the setting of cookies for the purpose of reading information on the device used, will only be carried out if you have given us your explicit consent in accordance with Art. 6 (1) (a) GDPR. Without such consent, retargeting technology will not be used during your visit to our website.

You may revoke your consent at any time with effect for the future. To exercise your right of revocation, please deactivate this service in the "Cookie Consent Tool" provided on the website.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

12) Website Functionalities

12.1 Google Maps API

In order to enable real-time verification of certain entries in the address form during the order process in our webshop for input errors, we use the services of the following provider: Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland.

Data may also be transferred to: Google LLC., USA.

The provider validates the address entered, verifies the spelling, and supplements any missing data if necessary. In the case of ambiguous addresses, correct alternative suggestions are displayed. For this purpose, the address data you enter is transmitted to the provider, stored there, and evaluated.

This processing is carried out in accordance with Art. 6 (1) (f) GDPR on the basis of our legitimate interest in the proper recording of the customer's correct address data for the diligent fulfillment of our contractual delivery obligations and to prevent problems in the execution of the contract.

The provider processes the relevant data separately and does not combine it with other data sets, and deletes it as soon as its status or correctness has been confirmed, but no later than after 30 days.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

Further information on Google's privacy policy can be found here: <https://business.safety.google/intl/de/privacy/>

12.2 Applications for Job Postings by E-Mail

On our website, we advertise currently vacant positions in a separate section, for which you can apply by e-mail to the contact address provided.

Applicants must provide all personal data necessary for a well-founded assessment, including general information such as name, address, and contact details, as well as performance-related evidence and, where applicable, health-related information. Details regarding the application can be found in the job posting.

Upon receipt of the application by e-mail, the data will be stored and evaluated exclusively for the purpose of processing the application. In case of queries, we will use either the applicant's e-mail address or telephone number. Processing is carried out on the basis of Art. 6 (1) (b) GDPR (or Section 26 (1) BDSG), according to which participation in the application process is considered to be the initiation of an employment contract.

Insofar as special categories of personal data within the meaning of Art. 9 (1) GDPR (e.g., health data such as information about severe disability status) are requested from applicants in the context of the application process, processing is carried out in accordance with Art. 9 (2) (b) GDPR, so that we can exercise rights arising from employment law and social security and social protection law and fulfill our related obligations.

Cumulatively or alternatively, the processing of special categories of data may also be based on Art. 9(2)(h) GDPR if it is carried out for purposes of preventive health care or occupational medicine, for the assessment of the applicant's working capacity, for medical diagnosis, the provision of health or social care or treatment, or for the management of health or social care systems and services.

If the applicant is not selected or if an applicant withdraws their application prematurely, the data transmitted by the applicant as well as all electronic correspondence, including the application email, will be deleted after corresponding notification, at the latest after 6 months. This period is determined by our legitimate interest in being able to answer any follow-up questions regarding the application and, if necessary, to fulfill 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 processed on the basis of Art. 6(1)(b) GDPR (in the case of processing in Germany in conjunction with Section 26(1) BDSG) for the purpose of carrying out the employment relationship.

13) Tools and Miscellaneous

13.1 - DATEV

For the completion of your accounting, we use the service of the cloud-based accounting software provided by the following provider: DATEV eG, Paumgartnerstr. 6-14, 90429 Nuremberg, Germany.

The provider processes incoming and outgoing invoices as well as, if applicable, the bank transactions of our company in order to automatically record invoices, match them to transactions, and thereby create financial accounting in a partially automated process.

If personal data is processed in this context, the processing is carried out on the basis of our legitimate interest in the efficient organization and documentation of our business transactions.

13.2 Cookie Consent Tool

This website uses a so-called "cookie consent tool" to obtain valid user consents for cookies and cookie-based applications that require consent. The "cookie consent tool" is displayed to you upon accessing the site in the form of an interactive user interface, where you can grant consents for certain cookies and/or cookie-based applications by ticking checkboxes. In this process, all cookies/services requiring consent are only loaded if you grant the corresponding consents by ticking the checkboxes. This ensures that such cookies are only set on your respective end device if consent has been given.

The tool sets technically necessary cookies to store your cookie preferences. As a rule, no personal user data is processed in this context.

If, in individual cases, personal data (such as the IP address) is processed for the purpose of storing, assigning, or logging cookie settings, such processing is carried out in accordance with Art. 6(1)(f) GDPR on the basis of our legitimate interest in a legally compliant, user-specific, and user-friendly consent management for cookies and thus in a legally compliant design of our online presence.

Another legal basis for the processing is Art. 6(1)(c) GDPR. As controllers, we are subject to the legal obligation to make the use of technically unnecessary cookies dependent on the respective user's consent.

Where necessary, we have concluded a data processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorized disclosure to third parties.

Further information about the operator and the configuration options of the cookie consent tool can be found directly in the corresponding user interface on our website.

13.3 Cloudflare

For security purposes, this website uses the services of the following provider: Cloudflare, Inc., 101 Townsend St. San Francisco, CA 94107, USA.

The provider protects the website and the associated IT infrastructure from unauthorized third-party access, cyberattacks, as well as from viruses and malware. We collect the IP addresses of users and, where applicable, additional data regarding your behavior on our website (in particular, accessed URLs and header information) in order to detect and prevent illegitimate page accesses and threats. The collected IP address is compared with a list of known attackers. If the collected IP address is identified as a security risk, the provider may automatically block it from accessing the site. The information collected in this way is transmitted to a server of the provider and stored there.

The described data processing is carried out in accordance with Art. 6(1)(f) GDPR on the basis of our legitimate interests in protecting the website from harmful cyberattacks and in maintaining the structural and data integrity and security.

We have concluded a data processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorized disclosure to third parties.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which, on the basis of an adequacy decision by the European Commission, ensures compliance with the European level of data protection.

13.4 Fraud0

For security purposes, this website uses the services of the following provider: Fraud0 GmbH, Sendlinger Straße 7, 80331 Munich, Germany

The provider protects the website and the associated IT infrastructure from unauthorized third-party access, cyberattacks, as well as from viruses and malware. The provider collects the IP addresses of users and, where applicable, additional data regarding your behavior on our website (in particular, accessed URLs and header information) in order to detect and prevent illegitimate page accesses and threats. The collected IP address is compared with a list of known attackers. If the collected IP address is identified as a security risk, the provider may automatically block it from accessing the site. The information collected in this way is transmitted to a server of the provider and stored there.

The described data processing is carried out in accordance with Art. 6(1)(f) GDPR on the basis of our legitimate interests in protecting the website from harmful cyberattacks and in maintaining the structural and data integrity and security.

We have concluded a data processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorized disclosure to third parties.

14) Rights of the Data Subject

14.1 The applicable data protection law grants you, as the data subject, the following rights (rights of access and intervention) with respect to us as the controller regarding the processing of your personal data, whereby reference is made to the stated legal basis for the respective conditions for exercising these rights:

- Right of access pursuant to Art. 15 GDPR;
- Right to rectification pursuant to Art. 16 GDPR;
- Right to erasure pursuant to Art. 17 GDPR;
- Right to restriction of processing pursuant to Art. 18 GDPR;
- Right to notification pursuant to Art. 19 GDPR;
- Right to data portability pursuant to Art. 20 GDPR;
- Right to withdraw consent granted pursuant to Art. 7(3) GDPR;
- Right to lodge a complaint pursuant to Art. 77 GDPR.

14.2 RIGHT TO OBJECT

IF WE PROCESS YOUR PERSONAL DATA ON THE BASIS OF OUR OVERRIDING LEGITIMATE INTERESTS AS PART OF A BALANCING OF INTERESTS, YOU HAVE THE RIGHT AT ANY TIME, ON GROUNDS RELATING TO YOUR PARTICULAR SITUATION, TO OBJECT TO THIS PROCESSING WITH EFFECT FOR

THE FUTURE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL CEASE PROCESSING THE RELEVANT DATA. HOWEVER, FURTHER PROCESSING REMAINS RESERVED IF WE CAN DEMONSTRATE COMPELLING LEGITIMATE GROUNDS FOR THE PROCESSING WHICH OVERRIDE YOUR INTERESTS, FUNDAMENTAL RIGHTS, AND FREEDOMS, OR IF THE PROCESSING SERVES THE ESTABLISHMENT, EXERCISE, OR DEFENSE OF LEGAL CLAIMS.

IF YOUR PERSONAL DATA IS PROCESSED BY US FOR THE PURPOSE OF DIRECT MARKETING, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR PERSONAL DATA FOR SUCH MARKETING PURPOSES. YOU MAY EXERCISE YOUR RIGHT TO OBJECT AS DESCRIBED ABOVE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL CEASE PROCESSING THE RELEVANT DATA FOR DIRECT MARKETING PURPOSES.

15) Duration of Storage of Personal Data

The duration of the storage of personal data is determined by the respective legal basis, the purpose of processing, and—if applicable—additionally by the respective statutory retention period (e.g., commercial and tax law retention periods).

When processing personal data on the basis of an explicit consent pursuant to Art. 6(1)(a) GDPR, the relevant data will be stored until you revoke your consent.

If statutory retention periods exist for data processed within the scope of contractual or quasi-contractual obligations on the basis of Art. 6(1)(b) GDPR, such data will be routinely deleted after the retention periods have expired, provided that they are no longer required for the fulfillment or initiation of a contract and/or there is no legitimate interest on our part in continued storage.

When processing personal data on the basis of Art. 6(1)(f) GDPR, such data will be stored until you exercise your right to object pursuant to Art. 21(1) GDPR, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights, and freedoms, or the processing serves the establishment, exercise, or defense of legal claims.

When processing personal data for the purpose of direct marketing on the basis of Art. 6(1)(f) GDPR, such data will be stored until you exercise your right to object pursuant to Art. 21(2) GDPR.

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