

Privacy policy

1. Basic information on data processing and legal basis

1.1 This privacy policy explains the type, scope and purpose of the processing of personal data within our online offering and the associated websites, functions and content (hereinafter jointly referred to as "online offering" or "website"). The privacy policy applies regardless of the domains, systems, platforms and devices used (e.g. desktop or mobile) on which the online offer is executed.

1.2 The terms used, such as "personal data" or their "processing", refer to the definitions in Art. 4 of the General Data Protection Regulation (GDPR).

1.3 The personal data of users processed in the context of this online offer includes inventory data (e.g., names and addresses of customers), contract data (e.g., services used, names of clerks), usage data (e.g., the websites visited on our online offer, interest in our products) and content data (e.g., entries in the contact form).

1.4 The term "user" includes all categories of data subjects affected by data processing. These include our business partners, customers, interested parties and other visitors to our online offering. The terms used, such as "user", are to be understood as gender-neutral.

1.5 We only process users' personal data in compliance with the relevant data protection regulations. This means that user data will only be processed if we are legally authorised to do so. This means, in particular, if the data processing is necessary for the provision of our contractual services (e.g. processing of orders) and online services, or is required by law, if the user has given their consent, as well as on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation and security of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR, in particular in the case of the scope of our online offer). GDPR, in particular when measuring reach, creating profiles for advertising and marketing purposes and collecting access data and using the services of third-party providers.

1.6 We would like to point out that the legal basis for consent is Art. 6 para. 1 lit. a. and Art. 7 GDPR, the legal basis for processing for the fulfilment of our services and implementation of contractual measures is Art. 6 para. 1 lit. b. GDPR, the legal basis for the processing of personal data is Art. 6 para. 1 lit. f. GDPR. GDPR, the legal basis for processing for the fulfilment of our legal obligations Art. 6 para. 1 lit. c. GDPR, and the legal basis for the processing for the protection of our legitimate interests Art. 6 para. 1 lit. f. GDPR is.

2. Security measures

2.1 We take organisational, contractual and technical security measures in accordance with the state of the art to ensure that the provisions of data protection laws are complied with and to protect the data processed by us against accidental or intentional manipulation, loss, destruction or access by unauthorised persons.

2.2 The security measures include, in particular, the encrypted transmission of data between your browser and our server.

3. Transfer of data to third parties and third-party providers

3.1 Data will only be passed on to third parties within the framework of legal requirements. We only pass on user data to third parties if this is necessary, for example, on the basis of Art. 6 para. 1 lit. b) GDPR for contractual purposes or on the basis of legitimate interests pursuant to Art. 6 para. 1 lit. f. GDPR in the economic and effective operation of our business operations.

3.2 If we use subcontractors to provide our services, we take appropriate legal precautions and appropriate technical and organisational measures to ensure the protection of personal data in accordance with the relevant statutory provisions.

3.3 If content, tools or other means from other providers (hereinafter jointly referred to as "third-party providers") are used within the scope of this privacy policy and their registered office is located in a third country, it can be assumed that data will be transferred to the countries in which the third-party providers are based. Third countries are countries in which the GDPR is not directly applicable law, i.e. generally countries outside the EU or the European Economic Area. Data is transferred to third countries either if there is an adequate level of data protection, user consent or other legal authorisation.

4. Provision of contractual services

4.1 We process inventory data (e.g., names and addresses as well as contact data of users) for the purpose of fulfilling our services in accordance with Art. 6 para. 1 lit b. GDPR.

4.2 In the context of registration and renewed logins and use of our online services, we store the IP address and the time of the respective user action. This data is stored on the basis of our legitimate interests and those of the user in protection against misuse and other unauthorised use. This data is not passed on to third parties unless it is necessary to pursue our claims or there is a legal obligation to do so in accordance with Art. 6 para. 1 lit. c GDPR.

5. Contacting us

5.1 When contacting us (via contact form or e-mail), the user's details are processed to process the contact enquiry and its handling in accordance with Art. 6 para. 1 lit. b) GDPR.

5.2 The user's details may be stored in our customer relationship management system ("CRM system") or a comparable enquiry organisation.

6. Collection of access data and log files

6.1 We collect on the basis of our legitimate interests within the meaning of Art. 6 para. 1 lit. f. GDPR, we collect data about every access to the server on which this service is located (so-called server log files). The access data includes the name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider.

6.2 Log file information is stored for security reasons (e.g. to investigate misuse or fraud) and deleted after a reasonable period of time. Data whose further storage is required for evidentiary purposes is excluded from deletion until the respective incident has been finally clarified.

7. Cookies

7.1 Cookies are pieces of information that are transferred from our web server or third-party web servers to the user's web browser and stored there for later retrieval. Cookies may be small files or other types of information storage.

7.2 We use "session cookies", which are only stored for the duration of the current visit to our online presence (e.g. to enable the storage of your login status or the shopping basket function and thus the use of our online offer at all). A randomly generated unique identification number, a so-called session ID, is stored in a session cookie. A cookie also contains information about its

origin and the storage period. These cookies cannot store any other data. Session cookies are deleted when you have finished using our online offer and, for example, log out or close the browser.

7.3 Users will be informed about the use of cookies in the context of pseudonymous reach measurement in the context of this data protection declaration.

7.4 If users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in the system settings of their browser. Saved cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.

8. Newsletter

8.1 With the following information, we inform you about the contents of our newsletter as well as the registration, dispatch and statistical evaluation procedure and your rights of objection. By subscribing to our newsletter, you agree to receive it and to the procedures described.

8.2 Content of the newsletter: We only send newsletters, emails and other electronic notifications with advertising information (hereinafter "newsletter") with the consent of the recipient or with legal authorisation. If the content of the newsletter is specifically described when registering for the newsletter, it is decisive for the user's consent. Otherwise, our newsletters contain information about our products, offers, promotions and our company.

8.3 Double opt-in and logging: Registration for our newsletter takes place in a so-called double opt-in procedure. This means that after registering, you will receive an email asking you to confirm your registration. This confirmation is necessary to ensure that no-one can register using other people's e-mail addresses. Subscriptions to the newsletter are logged in order to be able to prove the registration process in accordance with legal requirements. This includes storing the time of registration and confirmation as well as the IP address. Changes to your data stored with the mailing service provider are also logged.

8.4 Registration data: To register for the newsletter, it is sufficient to enter your e-mail address. Optionally, we ask you to enter a name so that we can address you personally in the newsletter.

8.5 Statistical survey and analyses - The newsletters contain a so-called "web-beacon", i.e. a pixel-sized file that is retrieved from the server of the mailing service provider when the newsletter is opened. As part of this retrieval, technical information, such as information about the browser and your system, as well as your IP address and time of retrieval, is initially collected. This information is used for the technical improvement of the services based on the technical data or the target groups and their reading behaviour based on their retrieval locations (which can be determined with the help of the IP address) or the access times. The statistical surveys also include determining whether the newsletters are opened, when they are opened and which links are clicked. For technical reasons, this information can be assigned to individual newsletter recipients. However, it is neither our endeavour nor that of the mailing service provider to observe individual users. The analyses serve us much more to recognise the reading habits of our users and to adapt our content to them or to send different content according to the interests of our users.

8.6 The statistical surveys and analyses as well as the logging of the registration process are carried out on the basis of our legitimate interests pursuant to Art. 6 para. 1 lit. f GDPR. We are interested in using a user-friendly and secure newsletter system that serves both our business interests and the expectations of users.

8.7 Cancellation/revocation - You can cancel the receipt of our newsletter at any time, i.e. revoke your consent. At the same time, your consent to its dispatch by the dispatch service provider and the statistical analyses will expire. Unfortunately, it is not possible to cancel the dispatch by the dispatch service provider or the statistical analyses separately. You will find a link to unsubscribe from the newsletter at the end of each newsletter. If users have only registered for the newsletter and cancelled this registration, their personal data will be deleted.

9 Rights of users

9.1 Users have the right, upon request and free of charge, to receive information about the personal data we have stored about them.

9.2 In addition, users have the right to rectification of inaccurate data, restriction of processing and erasure of their personal data, if applicable, to assert their rights to data portability and, in the event of the assumption of unlawful data processing, to lodge a complaint with the competent supervisory authority.

9.3 Users can also revoke their consent, in principle with effect for the future.

10. Deletion of data

10.1 The data stored by us will be deleted as soon as it is no longer required for its intended purpose and the deletion does not conflict with any statutory retention obligations. If the user's data is not deleted because it is required for other and legally permissible purposes, its processing will be restricted. This means that the data is blocked and not processed for other purposes. This applies, for example, to user data that must be retained for commercial or tax law reasons.

11. Right to object

Users can object to the future processing of their personal data in accordance with the legal requirements at any time. The objection can be made in particular against processing for direct marketing purposes.

12. Changes to the privacy policy

12.1 We reserve the right to amend the data protection declaration in order to adapt it to changed legal situations or in the event of changes to the service and data processing. However, this only applies with regard to declarations on data processing. 12.2 Users are requested to inform themselves regularly about the content of the privacy policy.