

Privacy Policy

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Privacy Policy Introduction and Overview

We have written this privacy policy (version 27.10.2025-112968523) in order to explain to you, in accordance with the provisions of the [General Data Protection Regulation \(EU\) 2016/679](#) and applicable national laws, which personal data (data for short) we as the controller – and the processors commissioned by us (e.g. providers) – process, will process in the future and what legal options you have. The terms used are to be considered gender-neutral.

In short: We provide you with comprehensive information about any of your personal data we process.

Privacy policies usually sound very technical and use legal terminology. However, this privacy policy is intended to describe the most important things to you as simply and transparently as possible. So long as it aids transparency, technical **terms are explained in a reader-friendly manner, links** to further information are provided and **graphics** are used. We are thus informing in clear and simple language that we only process personal data in the context of our business activities if there

is a legal basis for it. This is certainly not possible with brief, unclear and legal-technical statements, as is often standard on the internet when it comes to data protection. I hope you find the following explanations interesting and informative. Maybe you will also find some information that you have not been familiar with.

If you still have questions, we kindly ask you to contact the responsible body named below or in the imprint, follow the existing links and look at further information on third-party sites. You can of course also find our contact details in the imprint.

Scope

This privacy policy applies to all personal data processed by our company and to all personal data processed by companies commissioned by us (processors). With the term personal data, we refer to information within the meaning of Article 4 No. 1 GDPR, such as the name, email address and postal address of a person. The processing of personal data ensures that we can offer and invoice our services and products, be it online or offline. The scope of this privacy policy includes:

- all online presences (websites, online shops) that we operate
- Social media presences and email communication
- mobile apps for smartphones and other devices

In short: This privacy policy applies to all areas in which personal data is processed in a structured manner by the company via the channels mentioned. Should we enter into legal relations with you outside of these channels, we will inform you separately if necessary.

Legal bases

In the following privacy policy, we provide you with transparent information on the legal principles and regulations, i.e. the legal bases of the General Data Protection Regulation, which enable us to process personal data.

Whenever EU law is concerned, we refer to REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of April 27, 2016. You can of course access the General Data Protection Regulation of the EU online at EUR-Lex, the gateway to EU law, at <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32016R0679>.

We only process your data if at least one of the following conditions applies:

1. **Consent** (Article 6 Paragraph 1 lit. a GDPR): You have given us your consent to process data for a specific purpose. An example would be the storage of data you entered into a contact form.
2. **Contract** (Article 6 Paragraph 1 lit. b GDPR): We process your data in order to fulfill a contract or pre-contractual obligations with you. For example, if we conclude a sales contract with you, we need personal information in advance.
3. **Legal obligation** (Article 6 Paragraph 1 lit. c GDPR): If we are subject to a legal obligation, we will process your data. For example, we are legally required to keep invoices for our bookkeeping. These usually contain personal data.
4. **Legitimate interests** (Article 6 Paragraph 1 lit. f GDPR): In the case of legitimate interests

that do not restrict your basic rights, we reserve the right to process personal data. For example, we have to process certain data in order to be able to operate our website securely and economically. Therefore, the processing is a legitimate interest.

Other conditions such as making recordings in the interest of the public, the exercise of official authority as well as the protection of vital interests do not usually occur with us. Should such a legal basis be relevant, it will be disclosed in the appropriate place.

In addition to the EU regulation, national laws also apply:

- In **Austria** this is the Austrian Data Protection Act (**Datenschutzgesetz**), in short **DSG**.
- In **Germany** this is the Federal Data Protection Act (**Bundesdatenschutzgesetz**), in short **BDSG**.

Should other regional or national laws apply, we will inform you about them in the following sections.

Contact details of the data protection controller

If you have any questions about data protection or the processing of personal data, you will find below the contact details of the controller in accordance with Article 4(7) of the EU General Data Protection Regulation (GDPR):

Christian Horn
Biberstrasse 9
1010 Wien
Österreich

E-Mail: art@bananabastard.at

Phone: [+436805030750](tel:+436805030750)

Company details: <https://de.bananabastard.com/impressum>

Storage Period

It is a general criterion for us to store personal data only for as long as is absolutely necessary for the provision of our services and products. This means that we delete personal data as soon as any reason for the data processing no longer exists. In some cases, we are legally obliged to keep certain data stored even after the original purpose no longer exists, such as for accounting purposes.

If you want your data to be deleted or if you want to revoke your consent to data processing, the data will be deleted as soon as possible, provided there is no obligation to continue its storage.

We will inform you below about the specific duration of the respective data processing, provided we have further information.

Rights in accordance with the General Data Protection Regulation

In accordance with Articles 13, 14 of the GDPR, we inform you about the following rights you have to ensure fair and transparent processing of data:

- According to Article 15 DSGVO, you have the right to information about whether we are processing data about you. If this is the case, you have the right to receive a copy of the data and to know the following information:
 - for what purpose we are processing;
 - the categories, i.e. the types of data that are processed;
 - who receives this data and if the data is transferred to third countries, how security can be guaranteed;
 - how long the data will be stored;
 - the existence of the right to rectification, erasure or restriction of processing and the right to object to processing;
 - that you can lodge a complaint with a supervisory authority (links to these authorities can be found below);
 - the origin of the data if we have not collected it from you;
 - Whether profiling is carried out, i.e. whether data is automatically evaluated to arrive at a personal profile of you.
- You have a right to rectification of data according to Article 16 GDPR, which means that we must correct data if you find errors.
- You have the right to erasure (“right to be forgotten”) according to Article 17 GDPR, which specifically means that you may request the deletion of your data.
- According to Article 18 of the GDPR, you have the right to restriction of processing, which means that we may only store the data but not use it further.
- According to Article 20 of the GDPR, you have the right to data portability, which means that we will provide you with your data in a standard format upon request.
- According to Article 21 DSGVO, you have the right to object, which entails a change in processing after enforcement.
 - If the processing of your data is based on Article 6(1)(e) (public interest, exercise of official authority) or Article 6(1)(f) (legitimate interest), you may object to the processing. We will then check as soon as possible whether we can legally comply with this objection.
 - If data is used to conduct direct advertising, you may object to this type of data processing at any time. We may then no longer use your data for direct marketing.
 - If data is used to conduct profiling, you may object to this type of data processing at any time. We may no longer use your data for profiling thereafter.
- According to Article 22 of the GDPR, you may have the right not to be subject to a decision based solely on automated processing (for example, profiling).
- You have the right to lodge a complaint under Article 77 of the GDPR. This means that you can complain to the data protection authority at any time if you believe that the data processing of personal data violates the GDPR.

In short: you have rights – do not hesitate to contact the responsible party listed above with us!

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

Austria Data protection authority

Manager: Dr. Matthias Schmidl

Address: Barichgasse 40-42, 1030 Wien

Phone number.: +43 1 52 152-0

E-mail address: dsb@dsb.gv.at

Website: <https://www.dsb.gv.at/>

Data transfer to third countries

We only transfer or process data to countries outside the scope of the GDPR (third countries) if you consent to this processing or if there is another legal permission. This is particularly true when processing is legally required or necessary for the performance of a contractual relationship, and in any case, only to the extent permitted by law. Your consent is in most cases the primary reason for us to process data in third countries. Processing of personal data in third countries such as the USA, where many software providers offer services and have their server locations, may mean that personal data is processed and stored in unexpected ways.

We explicitly point out that, according to the opinion of the European Court of Justice, there is currently only an adequate level of protection for data transfers to the USA if a US company processing personal data of EU citizens in the USA is an active participant in the EU-US Data Privacy Framework. More information can be found at:





https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fcb0fddf_en

Data processing by US services that are not active participants in the EU-US Data Privacy Framework may result in data not being anonymized and processed, if applicable. Additionally, US government authorities may potentially have access to individual data. Furthermore, it may occur that collected data is linked with data from other services of the same provider, if you have a corresponding user account. Where possible, we try to use server locations within the EU, if offered.

We will inform you in the appropriate sections of this privacy policy in more detail about data transfers to third countries, if applicable.

Communications

Communications Overview

 Affected parties: Anyone who communicates with us via phone, email or online form
 Processed data: e. g. telephone number, name, email address or data entered in forms. You can find more details on this under the respective form of contact
 Purpose: handling communication with customers, business partners, etc.
 Storage duration: for the duration of the business case and the legal requirements
Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (b) GDPR (contract), Article 6 (1) (f) GDPR (legitimate interests)

If you contact us and communicate with us via phone, email or online form, your personal data may be processed.

The data will be processed for handling and processing your request and for the related business transaction. The data is stored for this period of time or for as long as is legally required.

Affected persons

The above-mentioned processes affect all those who seek contact with us via the communication channels we provide.

Telephone

When you call us, the call data is stored in a pseudonymised form on the respective terminal device, as well as by the telecommunications provider that is being used. In addition, data such as your name and telephone number may be sent via email and stored for answering your inquiries. The data will be erased as soon as the business case has ended and the legal requirements allow for its erasure.

Email

If you communicate with us via email, your data is stored on the respective terminal device (computer, laptop, smartphone, ...) as well as on the email server. The data will be deleted as soon as the business case has ended and the legal requirements allow for its erasure.

Online forms

If you communicate with us using an online form, your data is stored on our web server and, if necessary, forwarded to our email address. The data will be erased as soon as the business case has ended and the legal requirements allow for its erasure.

Legal bases

Data processing is based on the following legal bases:

- Art. 6 para. 1 lit. a GDPR (consent): You give us your consent to store your data and to


continue to use it for the purposes of the business case;


- Art. 6 para. 1 lit. b GDPR (contract): For the performance of a contract with you or a processor such as a telephone provider, or if we have to process the data for pre-contractual activities, such as preparing an offer;
- Art. 6 para. 1 lit. f GDPR (legitimate interests): We want to conduct our customer inquiries and business communication in a professional manner. Thus, certain technical facilities such as email programs, Exchange servers and mobile network operators are necessary to efficiently operate our communications.


Cookies

Cookies Overview

 Affected parties: visitors to the website

 Purpose: depending on the respective cookie. You can find out more details below or from the software manufacturer that sets the cookie.

 Processed data: depends on the cookie used. More details can be found below or from the manufacturer of the software that sets the cookie.

 Storage duration: can vary from hours to years, depending on the respective cookie

Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What are cookies?

Our website uses HTTP-cookies to store user-specific data.

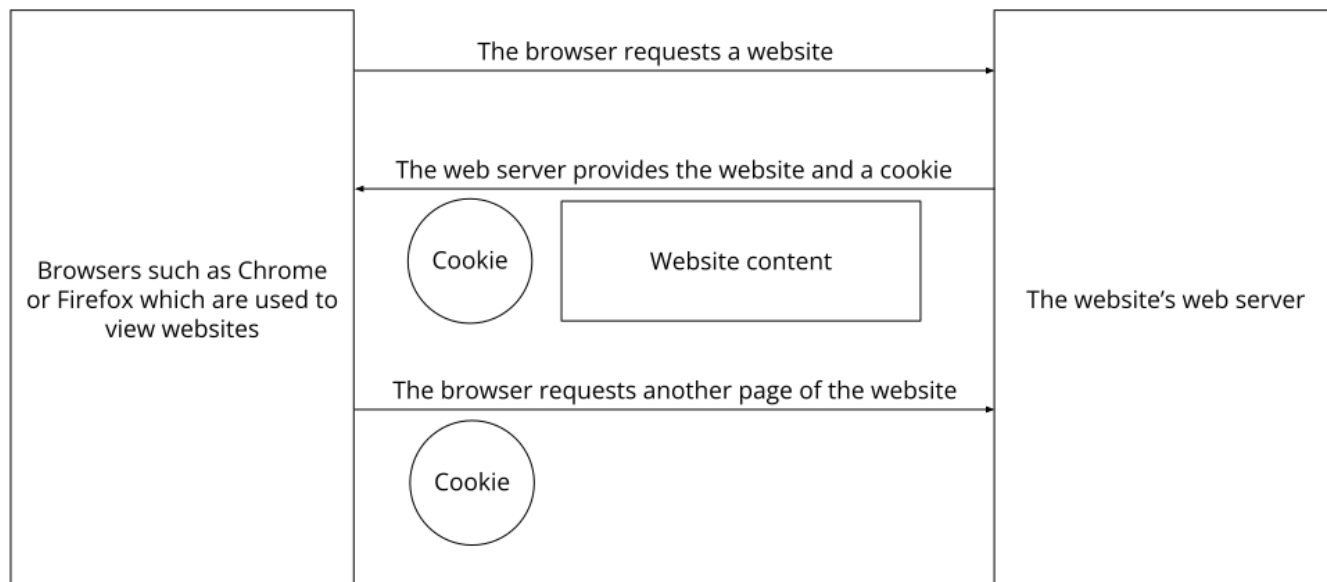
In the following we explain what cookies are and why they are used, so that you can better understand the following privacy policy.

Whenever you surf the Internet, you are using a browser. Common browsers are for example, Chrome, Safari, Firefox, Internet Explorer and Microsoft Edge. Most websites store small text-files in your browser. These files are called cookies.

It is important to note that cookies are very useful little helpers. Almost every website uses cookies. More precisely, these are HTTP cookies, as there are also other cookies for other uses. HTTP cookies are small files that our website stores on your computer. These cookie files are automatically placed into the cookie-folder, which is the “brain” of your browser. A cookie consists of a name and a value. Moreover, to define a cookie, one or multiple attributes must be specified.

Cookies store certain user data about you, such as language or personal page settings. When you re-open our website to visit again, your browser submits these “user-related” information back to our site. Thanks to cookies, our website knows who you are and offers you the settings you are familiar to. In some browsers, each cookie has its own file, while in others, such as Firefox, all cookies are stored in one single file.

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



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

This is an example of how cookie-files can look:

Name: _ga

Value: GA1.2.1326744211.152112968523-9

Purpose: Differentiation between website visitors

Expiry date: after 2 years

A browser should support these minimum sizes:

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

Which types of cookies are there?

The exact cookies that we use, depend on the used services, which will be outlined in the following sections of this privacy policy. Firstly, we will briefly focus on the different types of HTTP-cookies.

There are 4 different types of cookies:

Essential cookies

These cookies are necessary to ensure the basic functions of a website. They are needed when a user for example puts a product into their shopping cart, then continues surfing on different websites and comes back later in order to proceed to the checkout. These cookies ensure the shopping cart does not get deleted, even if the user closes their browser window.

Purposive cookies

These cookies collect information about user behaviour and whether the user receives any error messages. Furthermore, these cookies record the website's loading time as well as its behaviour in different browsers.

Target-orientated cookies

These cookies ensure better user-friendliness. Thus, information such as previously entered locations, fonts sizes or data in forms stay stored.

Advertising cookies

These cookies are also known as targeting cookies. They serve the purpose of delivering customised advertisements to the user. This can be very practical, but also rather annoying.

Upon your first visit to a website you are usually asked which of these cookie-types you want to accept. Furthermore, this decision will of course also be stored in a cookie.

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

Purpose of processing via cookies

The purpose ultimately depends on the respective cookie. You can find out more details below or from the software manufacturer that sets the cookie.

Which data are processed?

Cookies are little helpers for a wide variety of tasks. Unfortunately, it is not possible to tell which data is generally stored in cookies, but in the privacy policy below we will inform you on what data is processed or stored.

Storage period of cookies

The storage period depends on the respective cookie and is further specified below. Some cookies are erased after less than an hour, while others can remain on a computer for several years.

You can also influence the storage duration yourself. You can manually erase all cookies at any time in your browser (also see "Right of objection" below). Furthermore, the latest instance cookies based on consent will be erased is after you withdraw your consent. The legality of storage will remain unaffected until then.

Right of objection – how can I erase cookies?

You can decide for yourself how and whether you want to use cookies. Regardless of which service or website the cookies originate from, you always have the option of erasing, deactivating or only partially accepting cookies. You can for example block third-party cookies but allow all other cookies.

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

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want cookies, you can set up your browser in a way to notify you whenever a cookie is about to be set. This gives you the opportunity to manually decide to either permit or deny the placement of every single cookie. This procedure varies depending on the browser. Therefore, it might be best for you to search for the instructions in Google. If you are using Chrome, you could for example put the search term “delete cookies Chrome” or “deactivate cookies Chrome” into Google.

Legal basis

The so-called “cookie directive” has existed since 2009. It states that the storage of cookies requires your **consent** (Article 6 Paragraph 1 lit. a GDPR). Within countries of the EU, however, the reactions to these guidelines still vary greatly. In Austria, however, this directive was implemented in Section 165 (3) of the Telecommunications Act (2021). In Germany, the cookie guidelines have not been implemented as national law. Instead, this guideline was largely implemented in Section 15 (3) of the Telemedia Act (TMG), which has been replaced by the Digital Services Act (DSA) since May 2024.


For absolutely necessary cookies, even if no consent has been given, there are legitimate interests (Article 6 (1) (f) GDPR), which in most cases are of an economic nature. We want to offer our visitors a pleasant user experience on our website. For this, certain cookies often are absolutely necessary.


This is exclusively done with your consent, unless absolutely necessary cookies are used. The legal basis for this is Article 6 (1) (a) of the GDPR.


In the following sections you will find more detail on the use of cookies, provided the used software does use cookies.


Contact Form

Contact Form Summary

 Data Subjects: Website visitors who enter data into a contact form

 Purpose: Processing inquiries and communication in the context of pre-contractual measures or existing interest in our services

 Processed Data: Name, email address, phone number (if provided), message content, IP address, technical metadata (e.g., timestamp, browser information)

 Storage Duration: Data will be deleted as soon as it is no longer necessary for processing the inquiry and no legal retention obligations apply.

Legal Bases: Consent (Art. 6 para. 1 lit. a GDPR), Legitimate Interest (Art. 6 para. 1 lit. f GDPR), Contract or pre-contractual measures (Art. 6 para. 1 lit. b GDPR)

What is a contact form?

A contact form is a web form you can fill out on our website to get in touch with us easily. Typically, personal data such as your name, email address, and your message are transmitted to us. This information helps us respond to your inquiries more effectively and contact you directly.

Why do we use a contact form?

We offer a contact form to make it quick and easy for you to communicate with us. Whether you have questions about our services, want to give feedback, or have other concerns – the contact form allows you to reach out directly. The information you provide will be used solely to process your inquiry and to contact you. If the inquiry leads to further steps, such as providing an offer or entering into a contract, we may also use the data for those purposes.

What data is processed?

The specific data we process depends on the information you provide in the contact form. In general, this includes:

- Name
- Email address
- Phone number (optional)
- Message content
- Date and time of submission
- IP address and technical metadata (for security and traceability)

This information helps us understand and respond to your inquiry more efficiently.

How long is the data stored?


We store contact form data only as long as necessary to process your inquiry. If a business relationship arises, the same retention periods as for customer data apply. In certain cases (e.g., legal disputes), longer retention periods may be required. Of course, we do not share your data with third parties without your explicit consent.


Legal basis


The legal bases for processing your data via the contact form are Art. 6 para. 1 lit. a GDPR (consent – by submitting the form), Art. 6 para. 1 lit. b GDPR (pre-contractual measures), and Art. 6 para. 1 lit. f GDPR (legitimate interest – efficient communication and organization of inquiries). If you voluntarily provide special categories of personal data, processing is based on Art. 9 para. 2 lit. a GDPR (explicit consent).


Customer Data

Customer Data Overview

 Affected parties: Customers or business and contractual partners

 Purpose: Performance of a contract for the provision of agreed services or prior to entering into such a contract, including associated communications.

 Data processed: name, address, contact details, email address, telephone number, payment information (such as invoices and bank details), contract data (such as duration and subject matter of the contract), IP address, order data

 Storage period: the data will be erased as soon as they are no longer required for our business purposes and there is no legal obligation to process them.

Legal bases: Legitimate interests (Art. 6 Para. 1 lit. f GDPR), Contract (Art. 6 Para. 1 lit. b GDPR)

What is customer data?

In order to be able to offer our services and contractual services, we also process data from our customers and business partners. This data always includes personal data. Customer data is all information that is processed on the basis of contractual or pre-contractual agreements so that the offered services can be provided. Customer data is therefore all the information we collect and process about our customers.

Why do we process customer data?

There are many reasons why we collect and process customer data. The main reason is that we simply need specific data to provide our services. Sometimes for example your email address may be enough. But if you purchase a product or service, we may e. g. also need data such as your name, address, bank details or other contract data. This data will subsequently be used for marketing and sales optimisation so that we can improve our overall service for our customers and clients. Another important reason for data processing is our customer service, which is very important to us. We want you to have the opportunity to contact us at any time with questions about our offers. Thus, we may need certain data such as your email address at the very least.

What data is processed?

Exactly which data is stored can only be shown by putting them in categories. All in all, it always depends on which of our services you receive. In some cases, you may only give us your email address so that we can e. g. contact you or answer your questions. In other instances, you may purchase one of our products or services. Then we may need significantly more information, such as your contact details, payment details and contract details.

Here is a list of potential data we may receive and process:

- Name
- Contact address
- Email address
- Phone number
- Your birthday
- Payment data (invoices, bank details, payment history, etc.)
- Contract data (duration, contents)

- Usage data (websites visited, access data, etc.)
- Metadata (IP address, device information)

How long is the data stored?

We erase corresponding customer data as soon as we no longer need it to fulfill our contractual obligations and purposes, and as soon as the data is also no longer necessary for possible warranty and liability obligations. This can for example be the case when a business contract ends.

Thereafter, the limitation period is usually 3 years, although longer periods may be possible in individual cases. Of course, we also comply with the statutory retention requirements. Your customer data will certainly not be passed on to third parties unless you have given your explicit consent.


Legal Basis


The legal basis for the processing of your data is Article 6 Paragraph 1 Letter a GDPR (consent), Article 6 Paragraph 1 Letter b GDPR (contract or pre-contractual measures), Article 6 Paragraph 1 Letter f GDPR (legitimate interests) and in special cases (e. g. medical services) Art. 9 (2) lit. GDPR (processing of special categories).


In the case of protecting vital interests, data processing is carried out in accordance with Article 9 Paragraph 2 Letter c. GDPR. For the purposes of health care, occupational medicine, medical diagnostics, care or treatment in the health or social sectors or for the administration of systems and services in health or social sectors, the processing of personal data takes place in accordance with Art. 9 Para. 2 lit. h. GDPR. If you voluntarily provide data of these special categories, the processing takes place on the basis of Article 9 Paragraph 2 lit. a GDPR.


Registration

Registration Overview

 Affected parties: Anyone who registers to create an account with us, and logs in to use the account.

 Processed data: Personal data such as email address, name, password and other data that is collected during registration, login and account use.

 Purpose: For the provision of our services, as well as to communicate with clients or customers in the scope of our services.

 Storage period: As long as the company account associated with the texts exists, plus a period of usually 3 years.

Legal bases: Article 6 paragraph 1 letter b GDPR (contract), Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitimate interests)

If you register with us and provide any personal data, this data may be processed, possibly along with your IP address. Below you can explore what we mean by the rather broad term “personal data”.

Please only enter the data we need for the registration. In case you are registering on behalf of a third party, please only enter data for which you have the approval of the party you are registering

for. If possible, use a secure password that you don't use anywhere else and an email address that you check regularly.

In the following, we will inform you about the exact type of data processing we do. After all, we want you to feel at ease with the services we provide!

What is a registration?

When you register, we retain certain of your data in order to make it easy for you to log in with us online and use your account. An account with us has the advantage that you don't have to re-enter everything every time. It saves time and effort and ultimately prevents any issues with the provision of our services.

Why do we process personal data?

In short, we process personal data to make account registration and usage possible for you. If we didn't do this, you would have to enter all your data each time, wait for our approval and then enter everything again. This strenuous process would probably not only irritate us a little, but also many of our dear clients and customers.

Which data is processed?

Any data that you provided during registration or login and any data that you may enter as part of managing your account data.

During registration, we process the following types of data:

- First name
- Last name
- Email address
- Company name
- Street + house number
- Residence
- Postcode
- Country

During your registration, we process any data you enter, such as your username and password, along with data that is collected in the background such as your device information and IP addresses.

When using your account, we process any data you enter while using the account, as well as any data that is created while you use our services.

Storage time

We store the entered data for at least as long as the account associated with the data exists with us and is in use – and as long as there are contractual obligations between you and us. In case the

contract ends, we retain the data until the respective claims get time-barred. Moreover, we store your data as long as we are subject to legal storage obligations, if applicable. Following that, we keep any accounting records (invoices, contract documents, account statements, etc.) of the contract for 10 years (§ 147 AO) and other relevant business documents for 6 years (§ 247 HGB) after accrual.

Right to object

You have registered, entered data and want to revoke the data processing? Not a problem. As you can see above, you retain this right under the General Data Protection Regulation also at and after registration, login or account creation with us. Contact the Data Protection Officer above to exercise your rights. If you already have an account with us, you can easily view and manage your data and texts in your account.

Legal Basis

By completing the registration process, you enter into a pre-contractual agreement with us, with the intention to conclude a contract of use for our platform (although there is no automatic payment obligation). You invest time to enter data and register and in return, we offer you our services after you log on to our system and view your customer account. We also meet our contractual obligations. Finally, we need to be able to email registered users about important changes. Article 6(1)(b) GDPR (implementation of pre-contractual measures, fulfilment of a contract) applies.

Where applicable, we will ask for your consent, e.g. in case you voluntarily provide more data than is absolutely necessary, or in case we may ask you if we may send you advertising. Article 6 paragraph 1 lit. a GDPR (consent) applies in this matter.

We also have a legitimate interest in knowing who our clients or customers are, in order to get in touch if required. We also need to know who is using our services and whether they are being used in accordance with our terms of use, i.e. Article 6(1)(f) GDPR (legitimate interests) applies in this matter.

Note: the following sections are to be ticked by users (as required):

Registration with real names

Since business operations require us to know who our clients or customers are, registration is only possible with your real name (full name) and not with a pseudonym.

Registration with pseudonyms

You can use a pseudonym for the registration, which means you don't have to register with your real name. This ensures that your real name cannot be processed by us.

Storage of the IP address

During registration, login and account use, we store your IP address for security reasons in order to

be able to determine legitimate use.

Public Profile


User profiles are publicly visible, i.e. parts of the profiles can also be viewed on the Internet without the need to enter a username and password.


Two Factor Authentication (2FA)

Two Factor Authentication (2FA) offers additional security when logging in, as it prevents you from logging in without a smartphone, for example. This technical measure to secure your account protects you against the loss of data or unauthorised access, even if your username and password were leaked. During your registration process, login or within the account itself you can find out which 2FA is used.


Web hosting

Web hosting Overview

 Affected parties: visitors to the website

 Purpose: professional hosting of the website and security of operations

 Processed data: IP address, time of website visit, browser used and other data. You can find more details on this below or at the respective web hosting provider.

 Storage period: dependent on the respective provider, but usually 2 weeks

Legal basis: Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is web hosting?

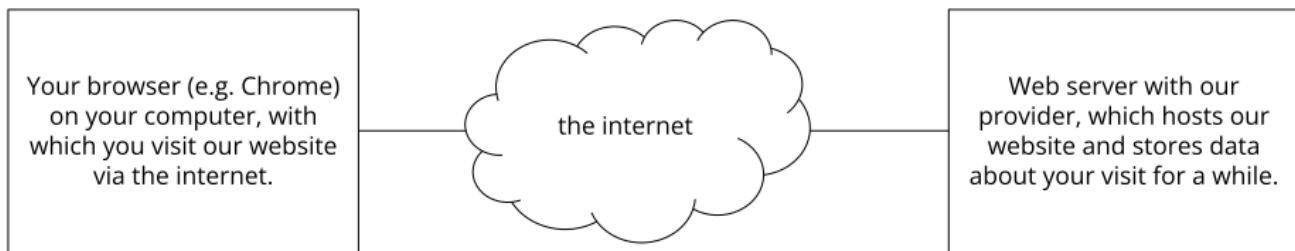
Every time you visit a website nowadays, certain information – including personal data – is automatically created and stored, including on this website. This data should be processed as sparingly as possible, and only with good reason. By website, we mean the entirety of all websites on your domain, i.e. everything from the homepage to the very last subpage (like this one here). By domain we mean example.uk or examplepage.com.

When you want to view a website on a screen, you use a program called a web browser. You probably know the names of some web browsers: Google Chrome, Microsoft Edge, Mozilla Firefox, and Apple Safari.

The web browser has to connect to another computer which stores the website's code: the web server. Operating a web server is complicated and time-consuming, which is why this is usually done by professional providers. They offer web hosting and thus ensure the reliable and flawless storage of website data.

Whenever the browser on your computer establishes a connection (desktop, laptop, smartphone) and whenever data is being transferred to and from the web server, personal data may be processed. After all, your computer stores data, and the web server also has to retain the data for a period of time in order to ensure it can operate properly.

Illustration:



Why do we process personal data?

The purposes of data processing are:

1. Professional hosting of the website and operational security
2. To maintain the operational as well as IT security
3. Anonymous evaluation of access patterns to improve our offer, and if necessary, for prosecution or the pursuit of claims.li>

Which data are processed?

Even while you are visiting our website, our web server, that is the computer on which this website is saved, usually automatically saves data such as

- the full address (URL) of the accessed website (e. g. <https://www.examplepage.uk/examplesubpage.html?tid=112968523>)
- browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited page (referrer URL) (e. g. <https://www.examplepage.uk/icamefromhere.html/>)
- the host name and the IP address of the device from the website is being accessed from (e.g. COMPUTERNAME and 194.23.43.121)
- date and time
- in so-called web server log files

How long is the data stored?

Generally, the data mentioned above are stored for two weeks and are then automatically deleted. We do not pass these data on to others, but we cannot rule out the possibility that this data may be viewed by the authorities in the event of illegal conduct.

In short: Your visit is logged by our provider (company that runs our website on special computers (servers)), but we do not pass on your data without your consent!

Legal basis

The lawfulness of processing personal data in the context of web hosting is justified in Art. 6 para. 1

lit. f GDPR (safeguarding of legitimate interests), as the use of professional hosting with a provider is necessary to present the company in a safe and user-friendly manner on the internet, as well as to have the ability to track any attacks and claims, if necessary.

Webhosting Other

Contact data for our Webhosting:


Christian Richter
Dorf 54
4816 Gschwandt
Österreich


You can learn more about the data processing at this provider in their [Privacy Policy](#).

Website Builders Introduction

Website Builders Privacy Policy Overview

 Affected parties: website visitors

 Purpose: service optimisation

 Data processed: The data that is being processed includes but is not limited to technical usage information, browser activity, clickstream activity, session heat maps, contact details, IP addresses or geographic locations. You can find more details in the Privacy Policy below as well as in the providers' Privacy Policies.

 Storage duration: depends on the provider

Legal bases: Art. 6 (1) lit. f GDPR (legitimate interests), Art. 6 (1) lit. a GDPR (consent)

What are website builders?

We use a modular website builder for our website. This is a special form of Content Management System (CMS). Website builders enable website operators to create websites very easily and without any programming knowledge. In many cases, web hosts also offer website builders. Your personal data may be collected, stored and processed if a website builder is being used. In this Privacy Policy, you will find general information about data that is processed by such modular website builder systems. You can find more information in the respective provider's Privacy Policy.

Why do we use website builders for our website?

The greatest advantage of modular website builders is their ease of use. We want to offer you a clear, simple and nicely designed website that we can easily operate and maintain by ourselves – without needing any external support. Nowadays website builders offer many helpful functions that we can use even without having any programming knowledge. This enables us to design our website according to our wishes and therefore, to give you an informative and pleasant experience on our website.

Which data are stored by website builders?

First of all, the exact data that is stored depends on the website builder that is being used. Each provider processes and collects different data from website visitors. However, technical usage information such as users' operating system, browser, screen resolution, language and keyboard settings, hosting provider as well as the date of the website visit are usually collected. Moreover, tracking data (e. g. browser activity, clickstream activities, session heat maps, etc.) may also be processed. The same goes for personal data, since data such as contact information e. g. email address, telephone number (if you have provided it), IP address and geographic location data may also be processed and stored. In the respective provider's Privacy Policy you can find out exactly which of your data is getting stored.

How long and where are the data stored?

Provided that we have any further information on this, we will inform you below about the duration of the data processing associated with the website builder we use. You can find detailed information on this in the provider's Privacy Policy. Generally, we only process personal data for as long as is absolutely necessary to provide our services and products. The provider may store your data according to their own specifications, over which we have no influence.

Right to object

You always retain the right to information, rectification and erasure of your personal data. If you have any questions, you can also contact the responsible parties at the respective website builder system at any time. You can find the corresponding contact details either in our Privacy Policy or on the website of the respective provider.

What is more, in your browser you can clear, disable or manage cookies that providers use for their functions. Depending on the browser you use, this can be done in different ways. Please note, that this may lead to not all functions working as usual anymore.

Legal Bases


We have a legitimate interest in using a website builder system to optimise our online service and present it in an efficient and user-friendly way. The corresponding legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use the website builder system if you have consented to it.


If the processing of data is not absolutely necessary for the operation of the website, your data will only be processed on the basis of your consent. This particularly applies to tracking activities. The legal basis for this is Article 6 (1) (a) GDPR.


With this Privacy Policy, we have made you more familiar with the most important general information on data processing. If you want to find out more about this, you will find further information – if available – in the following section or in the Privacy Policy of the provider.

Wix Privacy Policy

Wix Privacy Policy Overview

 Affected parties: website visitors

 Purpose: service optimisation

 Processed data: data such as technical usage information like browser activity, clickstream activities, session heat maps and contact details, IP addresses or geographic locations. You can find more details on this in the Privacy Policy below.

 Storage period: no precise information is known

Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Wix?

For our website we use the website construction-kit Wix by the Israeli company Wix.com Ltd., 40 Hanamal Tel Aviv St., Tel Aviv 6350671, Israel. In addition to the headquarters in Tel Aviv, the company also has other headquarters such as in Berlin, Dublin, Vancouver, or New York. Due to the use of Wix, your personal data may be collected, stored and processed. In this privacy policy we want to explain why we use Wix, what data is stored, where your data is stored and how you can prevent data retention.

Wix is a website construction-kit that makes it very easy to create HTML5 websites as well as mobile websites. The online platform is based on the cloud principle and allows easy integration of various Wix or third-party provider functions into your own website.

Why do we use Wix on our website?

For working on our website, we need an easy-to-use system, that allows us to present you a beautiful design and interesting content quickly and easily. We have found Wix to be the right system for this. Thanks to both, Wix's easy operation and its extensive functions, we can design our website as we wish, while ensuring its user-friendliness.

What data is stored by Wix?

Non-personal data include for example technical usage information such as browser activity, clickstream activity, session heat maps, as well as data about your computer, operating system, browser, screen resolution, language and keyboard settings, internet provider and date of the page visit.

Personal data are also recorded. These are primarily contact details (email address or telephone number, if you have provided them), IP address or your geographical location.

Tracking systems such as cookies are used to collect data about your behaviour on our website. For example, it records which sub-pages you take a particular interest in, how much time you spend on individual pages, when you leave a page (bounce rate) or which pre-sets (e.g. language settings) you have made. Based on this data, [Wix.com](https://www.wix.com) can adjust their marketing measures better to your interests and your user behaviour. Therefore, the next time you visit our website, you will get to

view it with the settings you have chosen priorly. [Wix.com](https://www.wix.com) may also forward personal data to third parties (such as service providers).

Below we will show you a list of exemplary cookies that are placed due to the use of Wix:

Name: XSRF-TOKEN

Value: 1591628008|P01ovn-JtsrK

Purpose: This cookie is a security cookie and prevents the so-called cross-site request forgery, which is an attack on a computer system.

Expiry date: after end of session

Name: _wixCIDX

Value: b2474394-b64f-4c7a-a598-16b9043a8938112968523-9

Purpose: This cookie appropriately stores data when you to log in to our website, to shorten the logon process the following time.

Expiry date: after 3 months

Name: AWSELB

Value: EB626B5A40C80CEFD0EB26286F9684716FECD023880992D31DEC38112968523-1

Purpose: This cookie is used to distribute the website's load across multiple servers. Therefore, the page loading speed gets increased.

Expiry date: after one hour

Name: AWSELBCORS

Value: 85FDC7C91873988D19D2D53305AA8CAB73AF02FCEAEB626B5A40C

Purpose: We have not yet been able to find out more information on this cookie. We will inform you as soon as we know more.

Expiry date: after one hour

Note: Please note that the cookies shown above are examples and that this list does not claim to be exhaustive.

How long and where is the data stored?

Your data can be stored on various servers that are distributed across the globe. For example, the data can be stored in the USA, Ireland, South Korea, Taiwan, or Israel.

Wix always stores data until it is no longer required for their provided service. We have not yet been able to find out more about the period the data is stored for.

How can I delete my data or prevent data retention?

You have the option to update, correct or delete your personal data at any time. You can also contact Wix's data protection department directly at privacy@wix.com.

To deactivate, delete, or manage cookies you have to select the appropriate settings in your browser. Depending on which browser you use, the cookie settings work a little differently. The following instructions show how you can set or manage cookies in the most common browsers.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Wix.com Ltd. is headquartered in Israel. The European Commission declared Israel to be a country that provides adequate protection for personal data of EU citizens.

Legal basis

If you have consented to the use of Wix, your consent is the legal basis for the corresponding data processing. According to **Art. 6 Paragraph 1 lit. (Consent)** your consent is the legal basis for the processing of personal data as may occur when collected by Wix.

We also have a legitimate interest in using Wix to optimise our online service and to present our services nicely for you. The corresponding legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)**. Nevertheless, we only use Wix if you have given your consent to it.

Wix uses standard contractual clauses approved by the EU Commission (= Art. 46, paragraphs 2 and 3 of the GDPR) as basis for data processing by recipients based in third countries (which are outside the European Union, Iceland, Liechtenstein and Norway) or for data transfer there. These clauses oblige Wix to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=en.


With this Privacy Policy we have made you familiar with the most important information on data processing by Wix.com. If you want to find out more about it, we recommend you to read the company's Privacy guidelines at <https://www.wix.com/about/privacy>.


Web Analytics

Web Analytics Privacy Policy Overview

 Affected parties: visitors to the website

 Purpose: Evaluation of visitor information to optimise the website.

 Processed data: Access statistics that contain data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. You can find more details on this from the respective web analytics tool directly.

 Storage period: depending on the respective web analytics tool used

Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Web Analytics?

We use software on our website, which is known as web analytics, in order to evaluate website visitor behaviour. Thus, data is collected, which the analytic tool provider (also called tracking tool) stores, manages and processes. Analyses of user behaviour on our website are created with this data, which we as the website operator receive. Most tools also offer various testing options. These enable us, to for example test which offers or content our visitors prefer. For this, we may show you two different offers for a limited period of time. After the test (a so-called A/B test) we know which product or content our website visitors find more interesting. For such testing as well as for various other analyses, user profiles are created and the respective data is stored in cookies.

Why do we run Web Analytics?

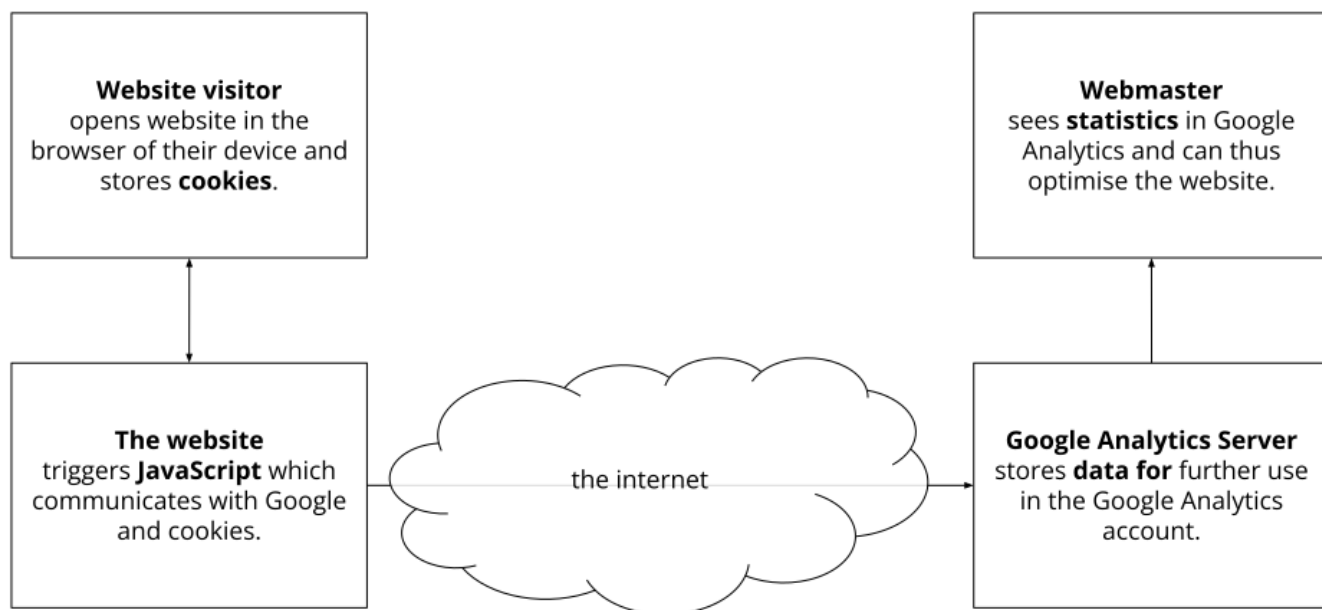
We have a clear goal in mind when it comes to our website: we want to offer our industry's best website on the market. Therefore, we want to give you both, the best and most interesting offer as well as comfort when you visit our website. With web analysis tools, we can observe the behaviour of our website visitors, and then improve our website accordingly for you and for us. For example, we can see the average age of our visitors, where they come from, the times our website gets visited the most, and which content or products are particularly popular. All this information helps us to optimise our website and adapt it to your needs, interests and wishes.

Which data are processed?

The exact data that is stored depends on the analysis tools that are being used. But generally, data such as the content you view on our website are stored, as well as e. g. which buttons or links you click, when you open a page, which browser you use, which device (PC, tablet, smartphone, etc.) you visit the website with, or which computer system you use. If you have agreed that location data may also be collected, this data may also be processed by the provider of the web analysis tool.

Moreover, your IP address is also stored. According to the General Data Protection Regulation (GDPR), IP addresses are personal data. However, your IP address is usually stored in a pseudonymised form (i.e. in an unrecognisable and abbreviated form). No directly linkable data such as your name, age, address or email address are stored for testing purposes, web analyses and web optimisations. If this data is collected, it is retained in a pseudonymised form. Therefore, it cannot be used to identify you as a person.

The following example shows Google Analytics' functionality as an example for client-based web tracking with JavaScript code.



The storage period of the respective data always depends on the provider. Some cookies only retain data for a few minutes or until you leave the website, while other cookies can store data for several years.

Duration of data processing

If we have any further information on the duration of data processing, you will find it below. We generally only process personal data for as long as is absolutely necessary to provide products and services. The storage period may be extended if it is required by law, such as for accounting purposes for example for accounting.

Right to object

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

Legal basis

The use of Web Analytics requires your consent, which we obtained with our cookie popup. According to **Art. 6 para. 1 lit. a of the GDPR (consent)**, this consent represents the legal basis for the processing of personal data, such as by collection through Web Analytics tools.


In addition to consent, we have a legitimate interest in analysing the behaviour of website visitors, which enables us to technically and economically improve our offer. With Web Analytics, we can recognise website errors, identify attacks and improve profitability. The legal basis for this is **Art. 6 para. 1 lit. f of the GDPR (legitimate interests)**. Nevertheless, we only use these tools if you have given your consent.

Since Web Analytics tools use cookies, we recommend you to read our privacy policy on cookies. If you want to find out which of your data are stored and processed, you should read the privacy policies of the respective tools.


If available, information on special Web Analytics tools can be found in the following sections.


Email-Marketing

Email Marketing Overview

 Affected parties: newsletter subscribers

 Purpose: direct marketing via email, notification of events that are relevant to the system

 Processed data: data entered during registration, but at least the email address. You can find more details on this in the respective email marketing tool used.

 Storage duration: for the duration of the subscription

Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Email-Marketing?

We use email marketing to keep you up to date. If you have agreed to receive our emails or newsletters, your data will be processed and stored. Email marketing is a part of online marketing. In this type of marketing, news or general information about a company, product or service are emailed to a specific group of people who are interested in it.

If you want to participate in our email marketing (usually via newsletter), you usually just have to register with your email address. To do this, you have to fill in and submit an online form. However, we may also ask you for your title and name, so we can address you personally in our emails.

The registration for newsletters generally works with the help of the so-called “double opt-in procedure”. After you have registered for our newsletter on our website, you will receive an email, via which you can confirm the newsletter registration. This ensures that you own the email address you signed up with, and prevents anyone to register with a third-party email address. We or a notification tool we use, will log every single registration. This is necessary so we can ensure and prove, that registration processes are done legally and correctly. In general, the time of registration and registration confirmation are stored, as well as your IP address. Moreover, any change you make to your data that we have on file is also logged.

Why do we use Email-Marketing?

Of course, we want to stay in contact with you and keep you in the loop of the most important news about our company. For this, we use email marketing – often just referred to as “newsletters” – as an essential part of our online marketing. If you agree to this or if it is permitted by law, we will send you newsletters, system emails or other notifications via email. Whenever the term “newsletter” is used in the following text, it mainly refers to emails that are sent regularly. We of course don't want to bother you with our newsletter in any way. Thus, we genuinely strive to offer only relevant and interesting content. In our emails you can e.g. find out more about our company and our services or products. Since we are continuously improving our offer, our newsletter will

always give you the latest news, or special, lucrative promotions. Should we commission a service provider for our email marketing, who offers a professional mailing tool, we do this in order to offer you fast and secure newsletters. The purpose of our email marketing is to inform you about new offers and also to get closer to our business goals.

Which data are processed?

If you subscribe to our newsletter via our website, you then have to confirm your membership in our email list via an email that we will send to you. In addition to your IP and email address, your name, address and telephone number may also be stored. However, this will only be done if you agree to this data retention. Any data marked as such are necessary so you can participate in the offered service. Giving this information is voluntary, but failure to provide it will prevent you from using this service. Moreover, information about your device or the type of content you prefer on our website may also be stored. In the section "Automatic data storage" you can find out more about how your data is stored when you visit a website. We record your informed consent, so we can always prove that it complies with our laws.

Duration of data processing

If you unsubscribe from our e-mail/newsletter distribution list, we may store your address for up to three years on the basis of our legitimate interests, so we can keep proof your consent at the time. We are only allowed to process this data if we have to defend ourselves against any claims.

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

Withdrawal – how can I cancel my subscription?

You have the option to cancel your newsletter subscription at any time. All you have to do is revoke your consent to the newsletter subscription. This usually only takes a few seconds or a few clicks. Most of the time you will find a link at the end of every email, via which you will be able to cancel the subscription. Should you not be able to find the link in the newsletter, you can contact us by email and we will immediately cancel your newsletter subscription for you.

Legal basis

Our newsletter is sent on the basis of your **consent** (Article 6 (1) (a) GDPR). This means that we are only allowed to send you a newsletter if you have actively registered for it beforehand. Moreover, we may also send you advertising messages on the basis of Section 7 (3) UWG (Unfair Competition Act), provided you have become our customer and have not objected to the use of your email address for direct mail.

If available – you can find information on special email marketing services and how they process personal data, in the following sections.

Ascend by Wix Privacy Policy

We use Ascend by Wix on our website, which is a service for our email marketing. The service provider is the Israeli company Wix.com Ltd., 40 Namal Tel Aviv Street, Tel Aviv, 6350671 Israel.


Ascend by Wix uses standard contractual clauses approved by the EU Commission (= Art. 46, paragraphs 2 and 3 of the GDPR) as basis for data processing by recipients based in third countries (which are outside the European Union, Iceland, Liechtenstein and Norway) or for data transfer there. These clauses oblige Ascend by Wix to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847


You can find out more about the data that is processed through the use of Ascend by Wix in the privacy policy at <https://www.wix.com/about/privacy>.

Messenger & Communication Introduction


Messenger & Communication Privacy Statement Overview

 Affected parties: website visitors

 Purpose: for contact requests and general communications between yourself and us

 Processed data: Data such as name, address, email address, telephone number, general content data, plus IP address if applicable

You can find more details on this under the respective tools used.

 Storage duration: depends on the messenger & communication functions

Legal bases: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitimate interests), Article 6 paragraph 1 sentence 1 letter b. GDPR (contractual or pre-contractual obligations)

What are Messenger & Communication functions?

We offer you various options on our website to communicate with us (e.g. messenger and chat functions, online or contact forms, email, telephone). With the use of these functions, your data will be processed and stored insofar as it is necessary to answer your inquiry and conduct any of our subsequent measures.

In addition to classic means of communication such as email, contact forms or telephone, we also use chats or messengers. The most commonly used messenger function at the moment is WhatsApp, but of course, there are many different providers who offer messenger functions for websites. If content is end-to-end encrypted, it will be indicated in our individual privacy policies or in the privacy policy of the respective provider. End-to-end encryption means that the content of a message is not visible to the provider themselves. However, information about your device, location settings and other technical data can still be processed and stored.

Why do we use Messenger & Communication functions?

The ability to communicate with you is very important to us. After all, we want to keep the conversation with you going and answer any questions you may have about our service as best we can. Needless to say, smooth communication is an important part of our service. With our practical messenger & communication functions, you always have the option to choose the ones you prefer most. In exceptional cases, however, we may not be able to answer certain questions via chat or messenger. This may be the case for internal contractual matters, for example. For matters like these, we recommend you to use other communication options such as email or telephone.

We generally assume our responsibility under data protection law, even if we use the services of any social media platform. However, the European Court of Justice has decided that in certain cases the operator of the social media platform be jointly responsible alongside us in the scope of Art. 26 GDPR. Should this be the case, we will point it out separately and work on the basis of a relevant agreement. You will find the essence of the agreement for the respective platforms below.

Please note that when using our integrated elements, your data may also be processed outside the European Union, since many providers, such as Facebook Messenger or WhatsApp, are American companies. As a result, you may not be able to claim or enforce your rights in relation to your personal data as easily.

Which data is processed?

Exactly which data is retained and processed depends on the respective messenger & communication function provider. In general, it is data such as your name, address, telephone number, email address and content data such as any information you enter into a contact form. In most cases, information about your device and IP address are also stored. Moreover, data that are transmitted via a messenger & communication function are also stored on the providers' servers.

If you want to know exactly which data is stored and processed by the respective providers and how you can object to the data processing, you please carefully read the respective privacy policy of the company in question.

How long is data stored?

How long data is processed and stored depends primarily on the tools we use. Below you can find out more about the data processing of individual tools. The providers' privacy policies usually state exactly which data is stored and processed and for how long. In general, we only process personal data for as long as necessary to provide our services. When data is stored in cookies, the storage period varies greatly. Data may e.g. be deleted immediately after leaving a website, or they may be stored for several years. Therefore, you should study each individual cookie in detail if you want to know more about data storage. In most cases, you will also find helpful information about individual cookies in the privacy policies of the individual providers.

Right to object

You also have the right and the option to revoke your consent to the use of cookies or third-party

providers at any time. This can be done either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection by cookies by managing, deactivating or deleting the cookies in your browser. For more information, we recommend you to read the Consent section.


Since cookies may be in use with messenger & communication functions, we recommend you to read our general privacy policy on cookies. To find out exactly which of your data is stored and processed, please read the privacy policies of the respective tools.

Legal Basis


If you have consented to the data processing and storage by integrated messenger & communication functions, this consent is the legal basis for data processing (**Art. 6 Para. 1 lit. a GDPR**). We process your request and manage your data within the framework of contractual or pre-contractual relationships in order to fulfill our pre-contractual and contractual obligations or to answer inquiries. The basis for this is **Art. 6 Para. 1 section 1 lit. b GDPR**. In general, if you have given your consent, your data will also be stored and processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) in quick and smooth communication with you or other customers and business partners.


WhatsApp Privacy Policy

WhatsApp Privacy Policy Summary

 Affected parties: WhatsApp users

 Purpose: Communication

 Processed data: Contact details, messages, media

 Storage duration: After account deletion or deactivation

Legal basis: Art. 6 Para. 1 lit. a GDPR (consent), Art. 6 Para. 1 lit. f GDPR (legitimate interests)

What is WhatsApp?

We use the instant messaging service WhatsApp on our website. The service provider is the American company WhatsApp Inc., a subsidiary of Meta Platforms Inc. (formerly Facebook Inc. until October 2021). For the European region, the responsible entity is WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

You're probably already familiar with WhatsApp. It's quite likely that you use this popular messaging service on your smartphone yourself. Over the years, there have been criticisms regarding WhatsApp, and its parent company, Meta Platforms, concerning the handling of personal data. In recent years, the main concern has been about merging WhatsApp user data with Facebook. In response, Facebook adjusted its terms of service in 2021, stating that currently (as of 2021), no personal data from WhatsApp users is shared with Facebook.

Nevertheless, a significant amount of personal data is processed by WhatsApp when you use the service and have agreed to the data processing. This includes not only your phone number and chat messages but also sent photos, videos, and profile data. Photos and videos are reportedly

stored only temporarily, and all messages and calls are end-to-end encrypted, meaning they should not be accessible even to Meta itself. Additionally, WhatsApp stores information from your address book and other metadata.

Why do we use WhatsApp?

We want to stay in touch with you, and WhatsApp is the best way to do that. On the one hand, the service works reliably, and on the other, WhatsApp is still the most widely used instant messaging tool in the world. The service is convenient and allows for quick and easy communication with you.

What data is processed by WhatsApp?

By using WhatsApp, various types of data, including personal data, can be processed. This includes account information such as your phone number, profile picture, username, or other information you provide to WhatsApp when creating and managing your WhatsApp account. Naturally, WhatsApp also stores the content of your messages (text, photos, videos, voice messages). WhatsApp also stores metadata, such as the date and time a message was sent or received. The phone numbers of the involved parties and technical data such as device type, operating system, or location data are also stored.

How long and where is the data stored?

In general, data is stored by WhatsApp for as long as it is necessary for legitimate purposes and to fulfill legal obligations. The exact storage duration cannot be specified here as it depends heavily on the type of data. Messages are typically stored by WhatsApp in encrypted form only during delivery and are deleted from the servers once a message is delivered. Messages are stored for longer only on your device. When media is sent, WhatsApp stores this data in encrypted form for up to 30 days to optimize delivery. Account data is stored as long as you have an active WhatsApp account. If you delete or deactivate your account, your account data is generally deleted. WhatsApp stores data on its own servers, which are distributed worldwide. To operate web-based WhatsApp services, data is also collected through the use of cookies.

How can I delete my data or prevent data storage?

You have the right to access, correct, delete, or restrict the processing of your personal data at any time. You can also withdraw your consent to data processing at any time.

If you do not want cookies to be set and data stored when using the desktop version, you can prevent the setting of cookies in your browser. You can manage, disable, or delete cookies in your browser. How this works varies depending on the browser. You can find more details in our section on cookies.

Legal basis

The use of WhatsApp requires your consent, which we obtained through our consent tool (popup). This consent forms the legal basis for processing personal data through WhatsApp, according to **Art. 6 Para. 1 lit. a GDPR (consent)**.

In addition to consent, we also have a legitimate interest in improving our communication services. With WhatsApp, we can respond to your inquiries more quickly, send you important messages, and take our service to the next level. The legal basis for this is **Art. 6 Para. 1 lit. f GDPR (legitimate interests)**. However, we only use WhatsApp if you have given your consent.

WhatsApp also processes data in the USA. WhatsApp is an active participant in the EU-US Data Privacy Framework, which regulates the correct and secure transfer of personal data from EU citizens to the USA. More information can be found here:

https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fcb0fddf_en.

Additionally, WhatsApp uses Standard Contractual Clauses (SCCs) (= Art. 46 Para. 2 and 3 GDPR). SCCs are templates provided by the EU Commission to ensure that your data complies with European data protection standards even when transferred and stored in third countries (such as the USA). Through the EU-US Data Privacy Framework and SCCs, WhatsApp commits to maintaining European data protection standards when processing your relevant data, even if the data is stored, processed, and managed in the USA. These clauses are based on an EU Commission decision. You can find the decision and corresponding SCCs here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de.

Information on WhatsApp's data transfer practices in compliance with SCCs can be found at


<https://www.whatsapp.com/legal/business-data-transfer-addendum-20210927>.


We hope we have provided you with the most important information regarding the use and data processing by WhatsApp. For more information on the data processed by WhatsApp, you can refer to their Privacy Policy at <https://www.whatsapp.com/privacy>.

Chatbots Overview


Chatbots Privacy Policy Overview

 Affected parties: website visitors

 Purpose: for contact requests and general communications between you and ourselves

 Processed data: Data such as name, address, email address, telephone number, general content data, IP address if applicable

You can find more details on this under the respective tools used.

 Storage duration: depending on the chatbots & chat functions used

Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitimate interests), Article 6 paragraph 1 sentence 1 letter b. GDPR (contractual or pre-contractual obligations)

What are chatbots?

You can communicate with us also via chatbots or similar chat functions. A chat offers the possibility to write or talk to one another with only a very small time delay. A chatbot is software that tries to answer your question and, if necessary, informs you about any news. By using these means of communication, your personal data may also be processed and stored.

Why do we use chatbots?

Our ability to communicate with you is important to us. After all, we want to talk to you and answer any questions about our service in the best possible way. Thus, well-functioning communication is an important part of our service. Chatbots have the great advantage that they can automatically answer frequently asked questions. This saves us time and you will still receive detailed and helpful answers. If the chatbot cannot help, you can of course contact us directly at any time.

Please note that when using our built-in elements, your data may also be processed outside the European Union, since many providers are American companies. As a result, you may not be able to claim or enforce your rights in relation to your personal data as easily.

What data is processed?

You may also use the chat services on other websites/platforms. In this case, your user ID will also be stored on the servers of this website. We may also be informed about which user used the chat at what time. The chat content is also stored. Exactly which data is stored depends on the respective service. As a rule, however, it is contact data such as your email address or telephone number, IP address and various usage data.

If you have consented to the use of the chat function, this consent will also be stored or retained along with any registration. We do this so that we can also show your registration or consent if required by law.

The provider of a chat platform can also find out when you are chatting and also receive technical information about the device you are using. Exactly what information is stored and processed also depends on your PC settings. In many cases, data about your approximate location may be collected. This is done to optimise the chat services and to ensure more security. Furthermore, the information may also be used to set personalised advertising and marketing measures.

If you agree that a chatbot can send you messages, you can deactivate this activation at any time. The chatbot also serves as a help for this and shows you how to unsubscribe from this function. All your relevant data will then be deleted from the recipient directory.

We use the above data to be able to address you personally via the chat, to be able to answer your questions and inquiries or to send you any content. It also allows us to fundamentally improve our chat services.

How long is data stored?

How long the data is processed and stored depends primarily on the tools we use. Below you can find out more about the data processing of individual tools. The privacy policies of the providers usually state exactly which data is stored and processed for how long. Generally, personal data is only processed for as long as is necessary to provide our services. When data is stored in cookies, the storage period varies greatly. Data can be erased immediately after leaving a website, but it may also be stored for several years. You should therefore research every single cookie in detail if you want to know more about data retention. In most cases, you will also find helpful information

about the individual cookies in the privacy policies of the individual providers.

Right to object

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

Since cookies can be used for chat services, we also recommend our Privacy Policy on cookies. To find out exactly which of your data is stored and processed, you should read the privacy policies of the respective tools.


Legal Basis


Via a pop-up window, we ask for your permission to process your data within the framework of the chat services. If you consent, this consent is also the legal basis (**Art. 6 Para. 1 lit. a GDPR**) for data processing. In addition, we process your inquiries and manage your data within the framework of contractual or pre-contractual relationships in order to fulfill our pre-contractual and contractual obligations or to answer inquiries. The basis for this is **Art. 6 paragraph 1 sentence 1 letter b. GDPR**. In principle, your data will also be stored and processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) in quick and smooth communication with you or other customers and business partners. However, we only use the tools if you have given your consent.

Social Media


Social Media Privacy Policy Overview

 Affected parties: website visitors

 Purpose: Service presentation and optimisation, staying in contact with visitors, interested parties, etc. as well as advertising

 Processed data: data such as telephone numbers, email addresses, contact data, data on user behaviour, information about your device and your IP address.

You can find more details on this directly at the respective social media tool used.

 Storage period: depending on the social media platforms used

Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Social Media?

In addition to our website, we are also active on various social media platforms. For us to be able to target interested users via social networks, user data may be processed. Additionally, elements of social media platforms may be embedded directly in our website. This is e.g. the case if you click a so-called social button on our website and are forwarded directly to our social media presence. So-called social media are websites and apps on which registered members can produce and exchange content with other members, be it openly or in certain groups and networks.

Why do we use Social Media?

For years, social media platforms have been the place where people communicate and get into contact online. With our social media presence, we can familiarise interested people better with our products and services. The social media elements integrated on our website help you switch to our social media content quickly and hassle free.

The data that is retained and processed when you use a social media channel is primarily used to conduct web analyses. The aim of these analyses is to be able to develop more precise and personal marketing and advertising strategies. The evaluated data on your behaviour on any social media platform can help to draw appropriate conclusions about your interests. Moreover, so-called user profiles can be created. Thus, the platforms may also present you with customised advertisements. For this, cookies are usually placed in your browser, which store data on your user behaviour.

We generally assume that we will continue to be responsible under Data Protection Law, even when using the services of a social media platform. However, the European Court of Justice has ruled that, within the meaning of Art. 26 GDPR, in certain cases the operator of the social media platform can be jointly responsible with us. Should this be the case, we will point it out separately and work on the basis of a related agreement. You will then find the essence of the agreement for the concerned platform below.

Please note that when you use social media platforms or our built-in elements, your data may also be processed outside the European Union, as many social media channels, such as Facebook or Twitter, are American companies. As a result, you may no longer be able to easily claim or enforce your rights regarding your personal data.

Which data are processed?

Exactly which data are stored and processed depends on the respective provider of the social media platform. But usually it is data such as telephone numbers, email addresses, data you enter in contact forms, user data such as which buttons you click, what you like or who you follow, when you visited which pages, as well as information about your device and IP address. Most of this data is stored in cookies. Should you have a profile on the social media channel you are visiting and are logged in, data may be linked to your profile.

All data that are collected via social media platforms are also stored on the providers' servers. This means that only the providers have access to the data and can provide you with appropriate information or make changes for you.

If you want to know exactly which data is stored and processed by social media providers and how you can object to the data processing, we recommend you to carefully read the privacy policy of the respective company. We also recommend you to contact the provider directly if you have any questions about data storage and data processing or if you want to assert any corresponding rights.

Duration of data processing

Provided we have any further information on this, we will inform you about the duration of the data processing below. The social media platform Facebook example stores data until they are no longer needed for the company's own purposes. However, customer data that is synchronised with your own user data is erased within two days. Generally, we only process personal data for as long as is absolutely necessary for the provision of our services and products. This storage period can also be exceeded however, if it is required by law, such as e.g. in the case of accounting.

Right to object

You also retain the right and the option to revoke your consent to the use of cookies or third-party providers such as embedded social media elements at any time. This can be done either via our cookie management tool or via other opt-out functions. You can e.g. also prevent data collection via cookies by managing, deactivating or erasing cookies in your browser.

Since cookies may be used with social media tools, we also recommend you to read our privacy policy on cookies. If you want to find out which of your data is stored and processed, we advise you to read the privacy policies of the respective tools.

Legal basis

If you have consented to the processing and storage of your data by integrated social media elements, this consent serves as the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, provided you have given your consent, your data will also be stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) in maintaining fast and good communication with you and other customers and business partners. Nevertheless, we only use the tools if you have consented. Most social media platforms also set cookies on your browser to store data. We therefore recommend you to read our privacy policy on cookies carefully and to take a look at the privacy policy or cookie policy of the respective service provider.

in the following section you can find information on special social media platforms – provided this information is available.

Facebook Fanpage Privacy Policy

We also have a Facebook fan page for our website. The provider of this service is the American company Meta Platforms Inc. The responsible entity for the European area is the company Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland).

Facebook processes data from you, among other things, in the USA. Facebook respectively Meta Platforms is an active participant in the EU-US Data Privacy Framework, which regulates the correct and secure transfer of personal data from EU citizens to the USA. More information can be found at https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fcb0fddf_en.

Additionally, Facebook uses so-called Standard Contractual Clauses (Article 46(2) and (3) GDPR).

Standard Contractual Clauses (SCC) are template clauses provided by the EU Commission and are designed to ensure that your data complies with European data protection standards, even when transferred and stored in third countries (such as the USA). Through the EU-US Data Privacy Framework and the Standard Contractual Clauses, Facebook commits to maintaining the European data protection level when processing your relevant data, even if the data is stored, processed, and managed in the USA. These clauses are based on an implementing decision of the EU Commission. You can find the decision and the corresponding Standard Contractual Clauses here:


https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.


The Facebook Data Processing Term, which references the Standard Contractual Clauses, can be found at <https://www.facebook.com/legal/terms/dataprocessing>.


You can find out more about the data that is processed by using Facebook in their Privacy Policy at <https://www.facebook.com/about/privacy>.

Instagram Privacy Policy


Instagram Privacy Policy Overview

 Affected parties: website visitors

 Purpose: optimising our service

 Processed data: includes data on user behaviour, information about your device and IP address.

More details can be found in the privacy policy below.

 Storage period: until Instagram no longer needs the data for its purposes

Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Instagram?

We have integrated functions of Instagram to our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Since 2012, Instagram is a subsidiary company of Facebook Inc. and is a part of Facebook's products. The inclusion of Instagram's contents on our website is called embedding. With this, we can show you Instagram contents such as buttons, photos or videos directly on our website. If you open websites of our online presence, that have an integrated Instagram function, data gets transmitted to, as well as stored and processed by Instagram. Instagram uses the same systems and technologies as Facebook. Therefore, your data will be processed across all Facebook firms.

In the following, we want to give you a more detailed insight on why Instagram collects data, what data these are and how you can control data processing. As Instagram belongs to Facebook Inc., we have, on the one hand received this information from the Instagram guidelines, and on the other hand from Facebook's Data Policy.

Instagram is one of the most famous social media networks worldwide. Instagram combines the benefits of a blog with the benefits of audio-visual platforms such as YouTube or Vimeo. To "Insta" (how the platform is casually called by many users) you can upload photos and short videos, edit them with different filters and also share them to other social networks. Also, if you do not want to

be active on Instagram yourself, you can just follow other interesting users.

Why do we use Instagram on our website?

Instagram is a social media platform whose success has skyrocketed within recent years. Naturally, we have also reacted to this boom. We want you to feel as comfortable as possible on our website. Therefore, we attach great importance to diversified contents. With the embedded Instagram features we can enrich our content with helpful, funny or exciting Instagram contents. Since Instagram is a subsidiary company of Facebook, the collected data can also serve us for customised advertising on Facebook. Hence, only persons who are genuinely interested in our products or services can see our ads.

Instagram also uses the collected data for tracking and analysis purposes. We receive summarised statistics and therefore more insight to your wishes and interests. It is important to mention that these reports do not identify you personally.

What data is stored by Instagram?

Whenever you land on one of our sites, which have Instagram functions (i.e. Instagram photos or plugins) integrated to them, your browser automatically connects with Instagram's servers. Thereby, data is sent to, as well as saved and processed by Instagram. This always happens, whether you have an Instagram account or not. Moreover, it includes information on our website, your computer, your purchases, the advertisements you see and on how you use our offer. The date and time of your interaction is also stored. If you have an Instagram account or are logged in, Instagram saves significantly more data on you.

Facebook distinguishes between customer data and event data. We assume this is also the case for Instagram. Customer data are for example names, addresses, phone numbers and IP addresses. These data are only transmitted to Instagram, if they have been "hashed" first. Thereby, a set of data is transformed into a string of characters, which encrypts any contact data. Moreover, the aforementioned "event data" (data on your user behaviour) is transmitted as well. It is also possible, that contact data may get combined with event data. The collected data data is matched with any data Instagram already has on you.

Furthermore, the gathered data are transferred to Facebook via little text files (cookies) which usually get set in your browser. Depending on the Instagram function used, and whether you have an Instagram account yourself, the amount of data that gets stored varies.

We assume data processing on Instagram works the same way as on Facebook. Therefore, if you have an account on Instagram or have visited www.instagram.com, Instagram has set at least one cookie. If this is the case, your browser uses the cookie to send information to Instagram, as soon as you come across an Instagram function. No later than 90 days (after matching) the data is deleted or anonymised. Even though we have studied Instagram's data processing in-depth, we cannot tell for sure what exact data Instagram collects and retains.

In the following we will show you a list of the least cookies placed in your browser when click on an Instagram function (e.g. button or an Insta picture). In our test we assume you do not have an

Instagram account, since if you would be logged in to your Instagram account, your browser would place significantly more cookies.

The following cookies were used in our test:

Name: csrftoken

Value: ""

Purpose: This cookie is most likely set for security reasons to prevent falsifications of requests. We could not find out more information on it.

Expiry date: after one year

Name: mid

Value: ""

Purpose: Instagram places this cookie to optimise its own offers and services in- and outside of Instagram. The cookie allocates a unique user ID.

Expiry date: after end of session

Name: fbsr_112968523124024

Value: no information

Purpose: This cookie stores the login request of Instagram app users.

Expiry date: after end of session

Name: rur

Value: ATN

Purpose: This is an Instagram cookie which guarantees functionality on Instagram.

Expiry date: after end of session

Name: urlgen

Value: "{ \"194.96.75.33\": 1901 }; 1iEtYv:Y833k2_UjKvXgYe112968523\"

Purpose: This cookie serves Instagram's marketing purposes.

Expiry date: after end of session

Note: We do not claim this list to be exhaustive. The cookies that are placed in each individual case, depend on the functions embedded as well as on your use of Instagram.

How long and where are these data stored?

Instagram shares the information obtained within the Facebook businesses with external partners and persons you are globally connected with. Data processing is done according to Facebook's internal data policy. Your data is distributed to Facebook's servers across the world, partially for security reasons. Most of these servers are in the USA.

How can I erase my data or prevent data retention?

Thanks to the General Data Protection Regulation (GDPR), you have the right of information, rectification, transfer and deletion of your data. Furthermore, you can manage your data in Instagram's settings. If you want to delete your data on Instagram completely, you will have to

delete your Instagram account permanently.

And this is how an Instagram account can be deleted:

First, open the Instagram app. Then, navigate to your profile page, select the three bars in the top right, choose "Settings" and then click "Help". Now, you will be redirected to the company's website, where you must click on "Managing Your Account" and then "Delete Your Account".

When you delete your account completely, Instagram deletes posts such as your photos and status updates. Any information other people shared about you are not a part of your account and do therefore not get deleted.

As mentioned before, Instagram primarily stores your data via cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, managing them varies a bit. We will show you the instructions of the most relevant browsers here.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Generally, you can set your browser to notify you whenever a cookie is about to be set. Then you can individually decide upon the permission of every cookie.

Legal basis

If you have consented to the processing and storage of your data by integrated social media elements, this consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. We only use the integrated social media elements if you have given your consent. Most social media platforms also place cookies in your browser to store data. We therefore recommend you to read our privacy policy about cookies carefully and to take a look at the privacy policy or the cookie policy of the respective service provider.

Instagram processes data from you, among other things, in the USA. Instagram respectively Meta Platforms is an active participant in the EU-US Data Privacy Framework, which regulates the correct and secure transfer of personal data from EU citizens to the USA. More information can be found at https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fcb0fddf_en.

Additionally, Instagram uses so-called Standard Contractual Clauses (Article 46(2) and (3) GDPR). Standard Contractual Clauses (SCC) are template clauses provided by the EU Commission and are designed to ensure that your data complies with European data protection standards, even when

transferred and stored in third countries (such as the USA). Through the EU-US Data Privacy Framework and the Standard Contractual Clauses, Instagram commits to maintaining the European data protection level when processing your relevant data, even if the data is stored, processed, and managed in the USA. These clauses are based on an implementing decision of the EU Commission. You can find the decision and the corresponding Standard Contractual Clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.


We have tried to give you the most important information about data processing by Instagram. On


<https://help.instagram.com/519522125107875>


you can take a closer look at Instagram's data guidelines.

Blogs and Publication Media Introduction

Blogs and Publication Media Privacy Policy Overview

 Affected parties: website visitors

 Purpose: Presentation and optimisation of our service, along with communication between website visitors, as well as security measures and administration

 Data processed: Data such as contact details, IP address and published content.

More details can be found under the tools used.

 Storage duration: depending on the tools used

Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitimate interests), Article 6 paragraph 1 sentence 1 letter b. GDPR (contract)

What are blogs and publishing media?

We use blogs or other means of communication on our website through which we can communicate with you – and through which you can communicate with us. Your data may also be stored and processed by us. This may be necessary in order for us to display content appropriately, make communication work smoothly and increase security. In this privacy policy, we will show you general information on which of your data may be processed. The exact information on data processing, however, always depends on the tools and functions used. You will find detailed information about data processing in the privacy policies of the individual providers.

Why do we use blogs and publication media?

Our greatest motivation for our website is to offer you interesting and exciting content. At the same time, your opinions and your content are important to us. That's why we want to create a good interactive exchange between you and ourselves. With various blogs and publication options, we can achieve exactly that. You can e. g. post comments about our content, reply to others' comments or, in some cases, make posts yourself.

Which data is processed?

Exactly which data is processed always depends on the communication functions we use. Very often IP address, username and published content are stored. This is done primarily to ensure security protection, prevent spam, and for us to be able to take action against any illegal content.

What is more, cookies may also be used for data retention. They are small text files that are stored as information in your browser. You can find more details about the collected and stored data in our individual sections and in the privacy policies of the respective providers.

Duration of data processing

We will inform you below about the duration of data processing, provided we have further information on this. For example, post and comment functions store data until you revoke data storage. In general, personal data is only stored for as long as is absolutely necessary for us to provide you with our services.

Right to object

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

Since cookies can also be used in publication media, we also recommend you read our general privacy policy on cookies. To find out exactly which of your data is stored and processed, you should read the privacy policies of the respective tools.

Legal Basis

We use this means of communication mainly on the basis of our legitimate interests (Art. 6 Para. 1 lit. f GDPR) in fast and good communication with you or other customers, business partners and visitors. Provided the use serves to process or initiate contractual relationships, the legal basis also extends to Article 6 Paragraph 1 Sentence 1 lit. b. GDPR.

Certain types of processing require your consent – in particular the use of cookies and comment or message functions. Provided you have consented to your data being processed and stored by integrated publication media, this consent is the legal basis for any data processing (Article 6 (1) (a) GDPR). Most communication features we use set cookies in your browser to store data. We therefore recommend you read our privacy policy on cookies carefully and consult the privacy policy or cookie policy of the relevant service provider.

Information on specific tools – if available – can be found in the following sections.

Blog Posts and Comment Functions Privacy Policy

There are various online communication tools that we may use on our website. For example, we use blog posts and comment functions. This gives you the possibility to comment on our content or to write articles. If you make use of this function, your IP address may be stored for security reasons. This is how we protect ourselves from illegal content such as insults, unauthorised advertising or prohibited political propaganda. In order to recognise whether any comments are spam, we can also store and process user information on the basis of our legitimate interests. If we start a survey, we will also store your IP address for the duration of the survey so we can be sure


that everyone who takes part only votes once. Moreover, cookies may also be used for storage purposes. All data that we store about you (such as content or information about you) will be stored until you object.


Online Marketing

Online Marketing Privacy Policy Overview

 Affected parties: visitors to the website

 Purpose: Evaluation of visitor information for website optimisation

 Processed data: Access statistics containing data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. Personal data such as name or email address may also be processed. You can find more details on this from the respective Online Marketing tool.

 Storage period: depending on the Online Marketing tools used

Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Online Marketing?

Online Marketing refers to all measures that are carried out online to achieve marketing goals, such as increasing brand awareness or doing business transactions. Furthermore, our Online Marketing measures aim to draw people's attention to our website. In order to be able to show our offer to many interested people, we do Online Marketing. It mostly is about online advertising, content marketing or search engine optimisation. For this, personal data is also stored and processed, to enable us to use Online Marketing efficiently and targeted. On the one hand, the data help us to only show our content to people who are interested in it. On the other hand, it helps us to measure the advertising success of our Online Marketing measures.

Why do we use Online Marketing tools?

We want to show our website to everyone who is interested in our offer. We are aware that this is not possible without conscious measures being taken. That is why we do Online Marketing. There are various tools that make working on our Online Marketing measures easier for us. These also provide suggestions for improvement via data. Thus, we can target our campaigns more precisely to our target group. The ultimate purpose of these Online Marketing tools is to optimise our offer.

Which data are processed?

For our Online Marketing to work and to measure its success, user profiles are created and data are e.g. stored in cookies (small text files). With the help of this data, we can not only advertise in the traditional way, but also present our content directly on our website in the way you prefer. There are various third-party tools that offer these functions and thus collect and store your data accordingly. The aforementioned cookies e.g. store the pages you visit on our website, how long you view these pages, which links or buttons you click or which website you came from. What is more, technical information may also be stored. This may include e.g. your IP address, the browser and device you use to visit our website or the time you accessed our website as well as the time you left. If you have agreed for us to determine your location, we can also store and process it.

Your IP address is stored in pseudonymised form (i.e. shortened). What is more, distinct data that directly identify you as a person, such as your name, address or email address, are only stored in pseudonymised for advertising and Online Marketing purposes. With this data we cannot identify you as a person and only retain the pseudonymised information that is stored in your user profile.

Under certain circumstances, cookies may also be utilised, analysed and used for advertising purposes on other websites that use the same advertising tools. Thus, your data may then also be stored on the servers of the respective provider of the advertising tool.

In rare exceptions, unique data (name, email address, etc.) may also be stored in the user profiles. This can happen, if you are for example a member of a social media channel that we use for our Online Marketing measures and if the network connects previously received data with the user profile.

We only ever receive summarised information from the advertising tools we use that do store data on their servers. We never receive data that can be used to identify you as an individual. What is more, the data only shows how well-placed advertising measures have worked. For example, we can see what measures have caused you or other users to visit our website and purchase a service or product. Based on these analyses we can improve our advertising offer in the future and adapt it more precisely to the needs and wishes of people who are interested.

Duration of data processing

Below we will inform you on the duration of data processing, provided we have this information. In general, we only process personal data for as long as is absolutely necessary to provide our services and products. Data stored in cookies are retained for different lengths of time. Some cookies are deleted after you leave a website, while others may be stored in your browser for a number of years. However, in the respective privacy policies of the respective provider, you will usually find detailed information on the individual cookies this provider uses.

Right of withdrawal

You also retain the right and the option to revoke your consent to the use of cookies or third-party providers at any time. This can be done either via our cookie management tool or via other opt-out functions. You can for example also prevent data collection by cookies if you manage, deactivate or erase cookies in your browser. The legality of the processing remains unaffected to the point of revocation.

Since Online Marketing tools usually use cookies, we also recommend you to read our privacy policy on cookies. If you want to find out which of your data is stored and processed, you should read the privacy policies of the respective tools.

Legal basis

If you have consented to the use of third-party providers, then this consent is the legal basis for the corresponding data processing. According to **Art. 6 para. 1 lit. a GDPR (consent)**, this consent is the legal basis for personal data processing, as may be done when data is collected by online

marketing tools.


Moreover, we have a legitimate interest in measuring our online marketing activities in anonymised form, in order to use this data for optimising our offer and our Marketing. The corresponding legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)** . Nevertheless, we only use these tools if you have given your consent.


Information on special online marketing tools can be found in the following sections, provided this information is available.

Payment providers


Payment Providers Privacy Policy Overview

 Affected parties: visitors to the website

 Purpose: To enable and optimise the payment process on our website

 Processed data: data such as name, address, bank details (account number, credit card number, passwords, TANs, etc.), IP address and contract data

You can find more details on this directly from the payment provider tool that is being used.

 Storage period: depending on the payment provider that is being used

Legal basis: Art. 6 paragraph 1 lit. b GDPR (performance of a contract)

What is a payment provider?

On our website we use online payment systems, which enable us as well as you to have a secure and smooth payment process available. Among other things, personal data may also be sent to the respective payment provider, where it may also be stored and processed. Payment providers are online payment systems that enable you to place an order via online banking. The payment processing is carried out by the payment provider of your choice. We will then receive information about the payment. This method can be used by any user who has an active online banking account with a PIN and TAN. There are hardly any banks that do not offer or accept such payment methods.

Why do we use payment providers on our website?

With both our website and our embedded online shop, we of course want to offer you the best possible service, so you can feel comfortable on our site and take advantage of our offers. We know that your time is valuable and that payment processing in particular has to work quickly and smoothly. Thus, we offer various payment providers. You can choose your preferred payment provider and pay in the usual way.

Which data are processed?

What exact data that is processed of course depends on the respective payment provider. However, generally data such as name, address, bank details (account number, credit card number, passwords, TANs, etc.) do get stored. This data is necessary for carrying out any transactions. In addition, any contract data and user data, such as when you have visited our website, what content

you are interested in or which sub-pages you have clicked, may also be stored. Most payment providers also store your IP address and information about the computer you are using.

Your data is usually stored and processed on the payment providers' servers. We, so the website operator, do not receive this data. We only get information on whether the payment has gone through or not. For identity and credit checks, it may happen for payment providers to forward data to the appropriate body. The business and privacy policy principles of the respective provider always apply to all payment transactions. Therefore, please always take a look at the general terms and conditions and the privacy policy of the payment provider. You e.g. also have the right to have data erased or rectified at any time. Please contact the respective service provider regarding your rights (right to withdraw, right of access and individual rights).

Duration of data processing

Provided we have further information on this, we will inform you below about the duration of the processing of your data. In general, we only process personal data for as long as is absolutely necessary for providing our services and products. This storage period may be exceeded however, if it is required by law, for example for accounting purposes. We keep any accounting documents of contracts (invoices, contract documents, account statements, etc.) for 10 years (Section 147 AO) and other relevant business documents for 6 years (Section 247 HGB).

Right to object

You always have the right to information, rectification and erasure of your personal data. If you have any questions, you can always contact the person that is responsible for the respective payment provider. You can find contact details for them either in our respective privacy policy or on the relevant payment provider's website.

You can erase, deactivate or manage cookies in your browser, that payment providers use for their functions. How this works differs a little depending on which browser you are using. Please note, however, that the payment process may then no longer work.

Legal basis

For the processing of contractual or legal relationships (**Art. 6 para. 1 lit. b GDPR**), we offer other payment service providers in addition to the conventional banking/credit institutions. In the privacy policy of the individual payment providers (such as Amazon Payments, Apple Pay or Discover) you will find a detailed overview of data processing and data storage. In addition, you can always contact the responsible parties should you have any questions about data protection issues.

Provided it is available, you can find information on the special payment providers in the following sections.

American Express Privacy Policy

On our website we use American Express, which is a global financial services provider. The provider of this service is the American Express Company. The company American Express Europe S.A.

(Avenida Partenón 12-14, 28042, Madrid, Spain) is responsible for the European area.

American Express also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

American Express uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige American Express to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about the data that is processed by American Express in their Privacy Policy at <https://www.americanexpress.com/de/legal/online-datenschutzerklarung.html>.

Apple Pay Privacy Policy

On our website we use Apple Pay, which is an online payment service. The provider of this service is the American company Apple Inc., Infinite Loop, Cupertino, CA 95014, USA.

Apple also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Apple uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Apple to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about the data that is processed through the use of Apple Pay in their Privacy Policy at <https://www.apple.com/ie/legal/privacy/en-ww/>.

Discover Privacy Policy

On our website we use the payment system service provider Discover. The provider of this service is the American company Discover Financial Services, 2500 Lake Cook Rd, Riverwoods, IL 60015, USA.

Discover also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for

data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Discover uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Discover to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=en

You can find out more about the data that is processed by using Discover in their Privacy Policy at <https://www.discover.com/privacy-statement/eu-data.html>.

Google Pay Privacy Policy

On our website we use the online payment provider Google Pay. The provider of this service is the American company Google Inc. The responsible entity for all Google services in the European region is Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland).

Google processes data from you, among other things, in the USA. Google is an active participant in the EU-US Data Privacy Framework, which regulates the correct and secure transfer of personal data from EU citizens to the USA. More information can be found at

https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fcb0fddf_en.

Additionally, Google uses so-called Standard Contractual Clauses (Article 46(2) and (3) GDPR). Standard Contractual Clauses (SCC) are template clauses provided by the EU Commission and are designed to ensure that your data complies with European data protection standards, even when transferred and stored in third countries (such as the USA). Through the EU-US Data Privacy Framework and the Standard Contractual Clauses, Google commits to maintaining the European data protection level when processing your relevant data, even if the data is stored, processed, and managed in the USA. These clauses are based on an implementing decision of the EU Commission. You can find the decision and the corresponding Standard Contractual Clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.

The data processing terms for Google advertising products (Google Ads Controller Data Protection Terms), which refer to the standard contractual clauses, can be found at

<https://business.safety.google/intl/en/adscontrollerterms/>.


You can find out more about the data processed by using Google Pay in their Privacy Policy at <https://policies.google.com/privacy?hl=en-GB>.

Klarna Checkout Privacy Policy


Klarna Checkout Privacy Policy Summary

 Affected parties: website visitors

 Purpose: optimising the payment process on our website

 Processed data: data such as name, address, bank details (account number, credit card number, passwords, TANs, etc.), IP address and contract data

You can find more details on this in the privacy policy below.

 Storage period: data is stored as long as Klarna needs it for processing.

Legal bases: Art. 6 paragraph 1 lit. c GDPR (legal obligation), Art. 6 paragraph 1 lit. f GDPR (legitimate interests)

What is Klarna Checkout?

On our website we use the Klarna Checkout online payment system by the Swedish company Klarna Bank AB. Klarna Bank is headquartered in Sveavägen 46, 111 34 Stockholm, Sweden. If you choose this service, your personal data will be sent to Klarna, where it will be stored and processed. With this privacy policy we want to give you an overview of Klarna's data processing.

Klarna Checkout is a payment system for online shops. The user selects the payment method and Klarna Checkout takes over the entire payment process. Once a user has made payment via the checkout system and provided the relevant data, future online purchases can be made even faster and easier. Klarna's system then recognises the existing customer after they enter their email address and postcode.

Why do we use Klarna Checkout on our website?

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

What data is stored by Klarna Checkout?

As soon as you choose Klarna's payment service and pay using Klarna Checkout, you transmit personal data to the company. On Klarna's checkout page, technical data such as browser type, operating system, our web address, date and time, your IP address as well as your language and time zone settings are collected and transmitted to Klarna's servers where they are stored. This data is stored even if you have not yet completed an order at that point.

If you order a product or service from our shop, you must enter your personal data in the provided fields. Klarna processes this data for handling the payment. The following personal data (along with general product information) may be stored and processed by Klarna to check your creditworthiness and identity:

- Contact information: Name, date of birth, national ID number, title, invoice- und shipping address, email address, telephone number, nationality or salary.
- Payment information such as credit cards or your account number
- Product details such as shipment number, as well as type and price of the product

Furthermore, there are data which may optionally be collected if you have specifically decided for it. These are for example political, religious, or ideological beliefs or various health data.

In addition to the data mentioned above, Klarna can also collect data about the goods or services you order. It may also do this via third parties (such as e.g. us or public databases). This can for example be the type or tracking number of the ordered article, but also information on your creditworthiness, as well as your income or loan grants. Klarna can also pass on your personal data to service companies such as software and data storage providers or us as a retailer.

Every time data is automatically filled into a form, cookies are involved. If you do not want to use this function, you can deactivate these cookies anytime. Below you will find instructions on how to delete, deactivate or manage cookies in your browser. Our tests have shown that Klarna does not directly place cookies. If you choose the payment method "Klarna Sofort" and click on "Order", you will be redirected to the "Sofort" website. After successful payment you will land on our thank-you page. There the following cookie is set by sofort.com:

Name: SOFUEB

Value: e8cipp378mdscn9e17kajlfhv7112968523-4

Purpose: This cookie stores your session ID.

Expiry date: after ending the browser session

How long and where are the data stored?

Klarna strives to store your data only within the EU or the European Economic Area (EEA). However, it can also happen that data is transferred outside the EU/EEA. If this happens, Klarna ensures that the data protection either complies with the GDPR, that the third country is subject to an adequacy decision of the European Union or that the country has the US Privacy Shield certificate. Any data is always stored for as long as Klarna requires it for processing.

How can I erase my data or prevent data retention?

You can withdraw your consent for Klarna to process personal data anytime. Moreover, you always have the right for information, rectification, and deletion of your personal data. For this you must simply contact the company or its data protection team by email at privacy@klarna.co.uk. You can also contact them directly via ["My Privacy Request"](#) on Klarna's website.

Cookies that Klarna may use for their functions can be deleted, deactivated, or managed in your browser. These settings can vary slightly, depending on the browser you use. The following instructions will show you how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Legal basis

In addition to the conventional banking/credit institutions, we also offer the payment service provider Klarna Checkout for the processing of contractual or legal relationships (**Art. 6 para. 1 lit. b GDPR**).

We hope we were able to give you a good overview of Klarna's data processing. If you want to learn more about the handling of your data, we recommend Klarna's privacy notice at https://cdn.klarna.com/1.0/shared/content/legal/terms/0/en_gb/privacy.

Mastercard Privacy Policy

We use the payment service provider Mastercard on our website. The provider of this service is the American company Mastercard Inc. The responsible entity for the European region is the company Mastercard Europe SA (Chaussée de Tervuren 198A, B-1410 Waterloo, Belgium).

Mastercard also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Mastercard uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Mastercard to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=en

You can find out more about the data processed by using Mastercard in their Privacy Policy at <https://www.mastercard.com/global/en/vision/corp-responsibility/commitment-to-privacy/privacy.html>.

PayPal Check-Out Privacy Policy

We also use the web payment tools by Paypal Check-Out for our business. The service provider is the American company PayPal, Inc. The responsible entity for the European region is the Luxembourgian company PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, 2449 Luxembourg.


You can find out more about the data processed by using PayPal Check-Out in their privacy policy at <https://www.paypal.com/webapps/mpp/ua/privacy-full>.


PayPal Privacy Policy

PayPal Privacy Policy Overview

 Affected parties: website visitors

 Purpose: optimising the payment process on our website

 Processed data: Data such as name, address, bank details (account number, credit card number, passwords, TANs, etc.), IP address, and contract data can be processed. More details on this can be found further below in this privacy policy.

 Storage period: data is usually stored until the collaboration with PayPal is terminated

Legal basis: Art. 6 para. 1 lit. b GDPR (contract processing), Art. 6 para. 1 lit. a GDPR (consent)

What is PayPal?

We use the online payment service PayPal on our website. The service provider is the American company PayPal Inc. For the European region, the responsible entity is PayPal Europe (S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg).

With PayPal, all users can send and receive money electronically. The company was founded in 1998 and has since grown to become one of the most well-known and largest online payment service providers worldwide, boasting over 325 million active customers.

Why do we use PayPal for our website?

There are various reasons why we use and offer PayPal on our website. As one of the most recognized online payment providers, many of our website visitors use and trust this service. PayPal also provides high-security standards for digital money transfers, utilizing various encryption methods to protect your personal data. We also appreciate the user-friendly interface of PayPal and the ability to make international payments in different currencies. Transactions typically proceed quickly, benefiting both us and you as customers.

What data does PayPal process?

In its privacy policy, PayPal distinguishes various categories of personal data that may be processed through the use of the service. These include registration and contact details, identification and signature data, payment information, information about imported contacts, data from your account profile, device data such as your IP address, location data, and so-called derived data. Derived data includes information that can be derived from transactions or other data, such as purchasing habits, behavioral patterns, creditworthiness, or personal preferences. Additionally, there are personal data collected by third parties (such as identity verification providers, fraud detection providers, or your bank). These data may include information from credit agencies, transaction data, information about legal regulations, technical usage data, location data, and derived data once again.

PayPal and its partners also use tracking technologies like cookies, pixel tags, web beacons, and widgets to recognize you as a user, customize content, and conduct analyses for interest-based advertising.

How long and where are the data stored?

In general, PayPal retains data for as long as necessary to fulfill its obligations and within the scope of the purpose. Personal data necessary for the customer relationship is kept for up to 10 years after the relationship ends. If PayPal is subject to a legal obligation, the retention period for personal data complies with the applicable law (e.g., insolvency law). PayPal also stores personal data for as long as necessary if retention is advisable for legal disputes.

As PayPal is a globally operating company, the service has data centers worldwide where your data may be stored. This means your data may be stored outside your country and outside the scope of the GDPR on PayPal servers.

How can I delete my data or prevent data storage?

You have the right to access, correct, delete, and restrict the processing of your personal data at any time. You can also revoke your consent to data processing at any time.

If you want to disable, delete, or manage cookies in general, you can find the corresponding links to the instructions for the most popular browsers in the "Cookies" section.

Legal Basis

We have a legitimate interest in integrating PayPal as an external payment service to make our offer more attractive and improve it technically and economically. The legal basis for this is Art. 6 para. 1 lit. f GDPR (Legitimate interests). Please note that you can only use PayPal if you enter into a contractual relationship with PayPal. In this case, it may be necessary to provide additional data protection and contractual declarations (e.g., consent).

PayPal processes data from you, among other places, in the USA. We would like to inform you that, according to the opinion of the European Court of Justice, there is currently no adequate level of protection for the transfer of data to the USA. This may entail various risks for the legality and security of data processing.

As the basis for data processing for recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, especially in the USA) or data transfers to such countries, PayPal uses so-called Standard Contractual Clauses (Art. 46 para. 2 and 3 GDPR). Standard Contractual Clauses (SCC) are model templates provided by the EU Commission and are intended to ensure that your data complies with European data protection standards even when transferred and stored in third countries (such as the USA). Through these clauses, PayPal undertakes to comply with the European data protection level in processing your relevant data, even if the data is stored, processed, and managed in the USA. These clauses are based on an implementing decision of the EU Commission. You can find the decision and the corresponding Standard Contractual Clauses, among other things, here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

For more information on Standard Contractual Clauses and the data processed by using PayPal, please refer to the privacy policy at <https://www.paypal.com/webapps/mpp/ua/privacy-full>.

Visa Privacy Policy

On our website we use Visa which is a global payment provider. The provider of this service is the American company Visa Inc. The responsible entity for the European region is the company Visa Europe Services Inc. (1 Sheldon Square, London W2 6TT, United Kingdom).

Visa also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Visa uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Visa to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about the data processed through the use of Visa in the Privacy Policy at <https://www.visa.co.uk/legal/privacy-policy.html>.

Explanation of the terminology used

We always strive to make our privacy policy as clear and comprehensible as possible. However, this is not always easy, especially when it comes to technical and legal matters. It is often sensible to use legal terms (such as 'personal data') or certain technical terms (such as 'cookies' or 'IP address'). But we don't want to use such terms without any explanation. This is why you will find an alphabetical list of important terms used below. These are terms we may not yet have sufficiently explained in the privacy policy. In case we have adopted any of these terms from the GDPR which are definitions, we will also list the GDPR texts here and add our own further explanations if necessary.

Processor

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

***“processor”** means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller;*

Explanation: As a company and a website owner, we are responsible for all your data we process (i. e. the 'controller'). In addition to the controller, there may also be so-called processors. This

includes any company or person who processes personal data on our behalf. In addition to service providers such as tax consultants, processors can also be hosting or cloud providers, payment or newsletter providers or large companies such as Google or Microsoft.

Consent

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

***“consent”** of the data subject means any freely given, specific, informed and unambiguous indication of the data subject’s wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her;*

Explanation: With websites, such consent is usually given via a cookie consent tool. You’ve most certainly come across these. Whenever you visit a website for the first time, you will usually be asked via a banner whether you agree or consent to the data processing. You can usually also make individual settings and thus decide for yourself which level of data processing you want to allow. If you do not give your consent, no personal data may be processed. Consent can of course also be given in writing, i.e. not via a tool.

Data concerning health

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

***“Data concerning health”** means personal data related to the physical or mental health of a natural person, including the provision of health care services, which reveal information about his or her health status;*

Explanation: Health data includes all stored information relating to your own health. It is often data that is also noted in patient files. This includes, for example, which medication you are using, X-rays, your entire medical history or your vaccination statuses.

Personal Data

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

***“personenal data”** means any information relating to an identified or identifiable natural*

person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

Explanation: Personal data is all data that can identify you as a person. This is usually data such as:

- name
- address
- email address
- postal address
- phone number
- birthday
- identification numbers such as social security number, tax identification number, ID card number or matriculation number
- banking data such as account number, credit information, account balances and more.

According to the European Court of Justice (ECJ), your **IP address is also personal data**. IT experts can use your IP address to determine at least the approximate location of your device and subsequently your location as the connection owner. Therefore, storing an IP address also requires a legal basis within the scope of the GDPR. There are also so-called **“special categories”** of personal data, which are particularly worthy of protection. These include:

- racial and ethnic origin
- political opinions
- religious or ideological beliefs
- Union membership
- genetic data such as data obtained from blood or saliva samples
- biometric data (this is information about psychological, physical or behavioural characteristics that can identify an individual).
- health Data
- Data relating to sexual orientation or sex life

Profiling

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

***“Profiling”** means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements;*

Explanation: Profiling collects various personal data about an individual in order to learn more about that individual. On the internet, profiling is often used for advertising purposes or for credit checks. Web and advertising analysis programs e. g. collect data about your behaviour and interests on a website. This results in a special user profile that can be used to target advertising to specific target groups.

Controller

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

“controller” means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law;

Explanation: In our example, we are responsible for the processing of your personal data and are therefore the “controller”. If we pass on collected data to other service providers for processing, they are considered “contract processors”. For this, a “Data Processing Agreement (DPA)” must be concluded.

Processing

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

“processing” means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

Note: When we talk about processing in our Privacy Policy, we talk about any type of data processing. As mentioned above in the original GDPR declaration, this includes not only the collection but also the storage and processing of data.

Closing Remarks

Congratulations! If you are reading these lines, you have most likely familiarised yourself with our entire Privacy Policy – or at least scrolled down here. As you can see from the scope of our Privacy Policy, we do not take the protection of your personal data lightly.

We find it important to inform you about the processing of your personal data to the best of our abilities. In doing so, we not only want to tell you which data is processed but also explain to you why we use various software programs. In general, Privacy Policies have very technical and legal jargon. However, since most of you are not web developers or solicitors, we wanted to take a different approach and explain the facts in simple and clear language. Of course, this is not always possible due to the subject matter. Therefore, you can also find a more detailed explanation of the most important terms at the end of the Privacy Policy.

If you have any questions about data protection on our website, please do not hesitate to contact us or the responsible body. We wish you all the best and hope to soon welcome you to our website again.

All texts are copyrighted.