

Data Protection Declaration

Unless stated otherwise below, the provision of your personal data is neither legally nor contractually obligatory, nor required for conclusion of a contract. You are not obliged to provide your data. Not providing it will have no consequences. This only applies as long as the processing procedures below do not state otherwise.

"Personal data" is any information relating to an identified or identifiable natural person.

Server log files

You can use our websites without submitting personal data. Every time our website is accessed, user data is transferred to us or our web hosts/IT service providers by your internet browser and stored in server log files. This stored data includes for example the name of the site called up, date and time of the request, the IP address, amount of data transferred and the provider making the request. The processing is carried out on the basis of Article 6(1) f) GDPR due to our legitimate interests in ensuring the smooth operation of our website as well as improving our services.

Orders

Collection, processing, and transfer of personal data in orders

When you submit an order we only collect and use your personal data insofar as this is necessary for the fulfilment and handling of your order as well as processing of your queries. The provision of data is necessary for conclusion of a contract. Failure to provide it will prevent the conclusion of any contract. The processing will occur on the basis of Article 6(1) b) GDPR and is required for the fulfilment of a contract with you. Your data is transferred here for example to the shipping companies and dropshipping providers, payment service providers, service providers for handling the order and IT service providers that you have selected. We will comply strictly with legal requirements in every case. The scope of data transmission is restricted to a minimum.

Evaluations / Newsletter

Data collection when you post a comment

When you comment on an article or a contribution, we collect your personal data (name, email address, comment text) only in the scope provided by you. The processing serves to allow you to comment and to display comments. By submitting the comment you agree to the processing of the transmitted data. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us without affecting the legality of the processing carried out with your consent up to the withdrawal. Your personal data will then be deleted.

On publication of your comment only the name you have entered will be published.

Use of your email address for mailing of newsletters

We use your email address outside of contractual processing exclusively to send you a newsletter for our own marketing purposes, if you have explicitly agreed to this. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal. You can unsubscribe from the newsletter at any time using the relevant link in the newsletter or by contacting us. Your email address will then be removed from the distributor.

Your data will be forwarded to a service provider for email marketing in the course of order processing. It will not be forwarded to other third parties.

Your data will be transferred to a third country, which is covered by an adequacy decision by the European Commission.

Use of your email address for mailing of direct marketing

We use your email address, which we obtained in the course of selling a good or service, for the electronic transmission of marketing for our own goods or services which are similar to those you have already purchased from us, unless you have objected to this use. You must provide your email address in order to conclude a contract. Failure to provide it will prevent the conclusion of any contract. The processing will be carried out on the basis of art. 6 (1) lit. f GDPR due to our justified interest in direct marketing. You can object to this use of your email address at any time by contacting us. You will find the contact details for exercising your right to object in our imprint. You can also use the link provided in the marketing email. This will not involve any costs other than transmission costs at basic tariffs.

Merchandise management

Use of an external merchandise management system

We use a merchandise management system in the course of order processing for the purposes of contractual processing. For this purpose your personal data as collected in the course of the order will be sent to Odoo, Rue des Bourlottes, 9 1367 Grand-Rosière, Belgium

Payment service providers

Use of PayPal

All PayPal transactions are covered by the PayPal Data Privacy Statement. You can find this at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full?locale.x=en>

Cookies

Our website uses cookies. Cookies are small text files which are saved in a user's internet browser or by the user's internet browser on their computer system. When a user calls up a website, a cookie may be saved on the user's operating system. This cookie contains a characteristic character string which allows the browser to be clearly identified when the website is called up again.

Cookies will be stored on your computer. You therefore have full control over the use of cookies. By choosing corresponding technical settings in your internet browser, you can be notified before the setting of cookies and you can decide whether to accept this setting in each individual case as well as prevent the storage of cookies and transmission of the data they contain. Cookies which have already been saved may be deleted at any time. We would, however, like to point out that this may prevent you from making full use of all the functions of this website. Using the links below, you can find out how to manage cookies (or deactivate them, among other things) in major browsers:

Chrome Browser

<https://support.google.com/accounts/answer/61416?hl=en>

Internet Explorer

<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox

<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Safari

<https://support.apple.com/de-de/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Technically necessary cookies

Insofar as no other information is given in the data protection declaration below we use only these technically necessary cookies to make our offering more user-friendly, effective and secure. Cookies also allow our systems to recognise your browser after a page change and to offer you services. Some functions of our website cannot be offered without the use of cookies. These services require the browser to be recognised again after a page change.

Processing is carried out on the basis of art. 6 (1) lit. f GDPR due to our largely justified interest in ensuring the optimal functionality of the website as well as a user-friendly and effective design of our range of services.

You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR, for reasons relating to your personal situation.

Analysis Advertising

Use of the Google Analytics

Our website uses the web analysis service Google Analytics from Google LLC. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation.

The processing of data serves to analyse this website and its visitors and for marketing and advertising purposes. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity and to provide other services to the website operator relating to website and internet use. In this process the following information, inter alia, can be collected: IP address, date and time of the website access, click path, information on the browser and the device you are using, the pages visited, referrer URL (website via which you accessed our website), location data, purchasing activities. The IP address transmitted from your browser within the scope of Google Analytics is not associated with any other data held by Google. Google Analytics uses technology such as cookies, web storage in the browser, and tracking pixels which enable an analysis of your use of the website. The information generated by these regarding your use of this website is usually transferred to a Google server in the USA and stored there. IP anonymisation is activated on this website.

Google uses this to shorten your IP address beforehand within Member States of the European Union or in other signatories to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there.

In accordance with the US-EU Data Protection Agreement, Google has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws.

The data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in the needs-based and targeted design of the website. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.**

You can also prevent the collection of the data (including your IP address) generated by Google Analytics and related to your use of the website by Google as well as the processing of this data by Google by downloading and installing the browser plug-in available at the following link <https://tools.google.com/dlpage/gaoptout?hl=de>. To prevent the data collection and storage by Google Analytics across multiple devices you can place an opt-out cookie. Opt-out cookies prevent the future collection of your data when you visit this website. You need to implement the opt-out on all systems and devices that you are using, so that this works comprehensively. If you delete the opt-out cookie, requests will be transmitted to Google again. When you click here the opt-out cookie will be placed: [Deactivate Google Analytics](#).

You can find more detailed information on the terms and conditions of use and data protection at <https://www.google.com/analytics/terms/de.html> and/or at <https://www.google.de/intl/de/policies/> and at <https://policies.google.com/technologies/cookies?hl=de>.

Use of mouseflow

Our website uses the analysis tool from Mouseflow ApS (Flaesketorvet 68, 1711 Copenhagen, Denmark, "Mouseflow").

The processing of data serves for personalisation and to analyse this website and its visitors. Mouseflow uses technologies such as cookies, tracking pixels and scripts. Cookies facilitate recognition of your internet browser. In this process the following information, inter alia, can be collected: IP address, click path, information on the browser and operating system you are using, pages visited, time spent on our website, content viewed, location data. A usage profile can be generated from this data under a pseudonym. The web tracking tool mouseflow records randomly selected individual visits (only with anonymised IP address). A record of mouse movements and clicks is then produced with the intent of playing back a sample of individual website visits and deriving potential improvements for the website. The data collected with mouseflow technologies will not be used to identify the website user personally in future or combined with personal data on the bearer of the pseudonym without the separately issued consent of the affected party. The data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in the needs-based and targeted design of the website. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.**

To prevent the data collection and storage by Mouseflow across multiple devices you can place an opt-out cookie [here](#). Opt-out cookies prevent the future collection of your data when you visit this website. You need to implement the opt-out on all systems and devices that you are using for this to work comprehensively. If you delete the opt-out cookie, requests will be transmitted to Mouseflow again.

Use of Facebook Pixel

Our website uses the remarketing function "Custom Audiences" by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA; "Facebook").

This application serves to address the visitor to the website with interest-related advertising on the social network Facebook.

We have implemented Facebook's remarketing tag on our website for this purpose. This tag sets up a direct connection to Facebook's servers when you visit our website. This informs the Facebook server which of our web pages you have visited. Facebook assigns this information to your personal Facebook user account. When you visit the social network Facebook you will then be shown personalised, interest-related Facebook ads.

Your data may be transmitted to the USA. In accordance with the US-EU Data Protection Agreement, Facebook has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws.

The data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in addressing visitors to the website with targeted, interest-related advertising. On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.

You can deactivate the remarketing function "Custom Audiences" [here](#).

You can find more detailed information on Facebook's collection and use of data and your associated rights and options for protecting your privacy in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

Use of Google Ads conversion tracking

Our website uses the online marketing program "Google Ads", including conversion tracking (evaluation of user actions). Google conversion tracking is a service operated by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation.

If you click on adverts placed by Google, a cookie is placed on your computer for conversion tracking. These cookies have limited validity, do not contain any personal data and thus cannot be used for personal identification. If you visit certain pages on our website and the cookie has not yet expired, we and Google can recognise that you have clicked on the advert and were forwarded to this page. Every Google Ads customer receives a different cookie. It is therefore not possible to track cookies relating to the websites of Ads customers.

The information collected using the conversion cookie serves the purpose of producing conversion statistics. This allows us to find out the total number of users who have clicked on our adverts and were forwarded to a page equipped with a conversion tracking tag. However, they do not receive any information with which could be used to personally identify users.

Your data may be transmitted to the USA. In accordance with the US-EU Data Protection Agreement, Google has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws.

The data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in addressing visitors to the website with targeted, interest-related advertising. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.**

You can deactivate personalised advertising in Google's advertising settings. Instructions for this can be found at <https://support.google.com/ads/answer/2662922?hl=de>.

Alternatively, you can prevent the use of cookies by third parties by calling up the Network Advertising Initiative deactivation page at <https://www.networkadvertising.org/choices/> and following the further opt-out instructions specified there.

You then won't be included in the conversion tracking statistics.

You can find more information as well as Google's data privacy policy at: <https://www.google.com/policies/privacy/>

Use of Google AdSense

Our website uses the AdSense function by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation.

The data processing serves the purpose of renting out advertising space on the website and using these to address visitors to the website with targeted, interest-related advertising.

This function displays personalised, interest-related adverts from the Google display network to visitors to the website. Google Analytics uses cookies, which make it possible to analyse your use of the website.

The information generated by the cookie regarding your use of this website is usually transferred to a Google server in the USA and stored there. Google may also transmit this data to third parties if this is required by law or the third party is processing the data on behalf of Google. On no account will Google associate your IP address with other Google data. In accordance with the US-EU Data Protection Agreement, Google has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws.

The data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in addressing visitors to the website with targeted, interest-related advertising. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.**

You can permanently deactivate the use of cookies by following the link below and downloading and installing the plug-in provided there: <https://support.google.com/ads/answer/7395996?hl=de>.

Alternatively, you can prevent the use of cookies by third parties by calling up the Network Advertising Initiative deactivation page at <https://www.networkadvertising.org/choices/> and following the further opt-out instructions specified there.

You will find more information as well as Google's data privacy policy at: <https://www.google.com/policies/technologies/ads/> and <https://www.google.de/policies/privacy/>

Use of the remarketing or "similar target groups" function by Google Inc.

Our website uses the remarketing or "similar target groups" function by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation.

This application serves to analyse visitor behaviour and visitor interests.

Google uses cookies to analyse website use, forming the basis for producing interest-related adverts. Cookies allow for the recording of website visits as well as anonymised data on the use of the website. The personal data of website visitors is not saved. If you then visit another website in the Google display network you will then be shown adverts which are more likely to take previous areas of product and information interest into account.

Your data may be transmitted to the USA. In accordance with the US-EU Data Protection Agreement, Google has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws.

The data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in addressing visitors to the website with targeted, interest-related advertising. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.**

You can deactivate the use of cookies with permanent effect by following the link below and downloading and installing the plug-in provided there: <https://support.google.com/ads/answer/7395996?hl=de>

Alternatively, you can deactivate the use of cookies by third parties by calling up the Network Advertising Initiative deactivation page at <https://www.networkadvertising.org/choices/> and following the further opt-out instructions specified there.

You can find more detailed information on Google remarketing as well as the associated data privacy policy at: <https://www.google.com/privacy/ads/>

Plug-ins

Use of the Google Tag Manager

Our website uses the Google Tag Manager from Google LLC. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation. This application manages JavaScript tags and HTML tags which are used in particular to implement tracking and analysis tools. The data processing serves to facilitate the needs-based design and optimisation of our website. The Google Tag Manager itself neither stores cookies nor processes personal data. It does, however, enable the triggering of further tags which may collect and process personal data. You can find more detailed information on the terms and conditions of use and data protection at <https://www.google.com/intl/de/tagmanager/use-policy.html>.

Use of GoogleMaps

Our website uses the function for embedding Google Maps by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation.

This feature visually represents geographical information and interactive maps. Google also collects, processes, and uses data on visitors to the website when they call up pages with embedded Google maps.

Your data may also be transmitted to the USA. In accordance with the US-EU Data Protection Agreement, Google has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws.

The data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our legitimate interest in the needs-based and targeted design of the website. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.**

Further information on the data collected and used by Google, your rights and privacy can be found in Google's [privacy policy](https://www.google.com/privacypolicy.html) at <https://www.google.com/privacypolicy.html> (<https://www.google.com/privacypolicy.html>). You also have the option of changing your settings in the data protection centre, allowing you to administer and protect the data processed by Google.

Use of YouTube

Our website uses the function for embedding YouTube videos by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "YouTube"). YouTube is a company affiliated with Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

This feature shows YouTube videos in an iFrame on the website. The option "advanced privacy mode" is enabled here. This prevents YouTube from storing information on visitors to the website. It is only if you watch a video that information is transmitted to and stored by YouTube. Your data may be transmitted to the USA. In accordance with the US-EU Data Protection Agreement, Google has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws.

The data processing is carried out on the basis of Article 6(1)(f) GDPR due to our legitimate interest in the needs-based and targeted design of the website. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.**

Further information on the data collected and used by YouTube and Google and your associated rights and options for protecting your privacy can be found in YouTube's privacy policy (<https://www.youtube.com/t/privacy>).

Using Vimeo

Our website uses plug-ins from Vimeo Inc. (555 West 18th Street New York, New York 10011, USA; "Vimeo") to integrate videos into the "Vimeo" portal.

If you access pages on our website that contain this kind of plug-in, this will generate a connection to the Vimeo server and indicate the plug-in on the site by means of a message in your browser. Information such as your IP address and which websites you have visited will be transmitted to the Vimeo server.

If you are logged into Vimeo, Vimeo will assign this information to your personal user account. When using the plug-in functions (e.g. starting a video by pressing the appropriate button), this information will also be assigned to your Vimeo account.

Your data may be transmitted to the USA. In accordance with the US-EU Data Protection Agreement, Vimeo has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws.

The data processing is carried out on the basis of Article 6(1)(f) GDPR due to our legitimate interest in the needs-based and targeted design of the website and the legitimate interest of Vimeo in market analysis and improving its services appropriately and in a targeted manner. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.**

If you would not like Vimeo to directly assign the information collected to your Vimeo account, you must log out of Vimeo before you visit our site.

Further information on the purpose and scope of enquiry and continued use and processing of the data by Vimeo and your associated rights and options for protecting your privacy can be found in the Vimeo data privacy policy: <https://vimeo.com/privacy>

USE OF ADOBE TYPEKIT FONTS

On the basis of our legitimate interests (ie interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) lit. GDPR), we set external type kit fonts of the provider Adobe Systems Software Ireland Limited, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Republic of Ireland. Adobe is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000TNo9AAG&status=Active>).

Rights of persons affected and storage duration

Duration of storage

After contractual processing has been completed, the data is initially stored for the duration of the warranty period, then in accordance with the retention periods prescribed by law, especially tax and commercial law, and then deleted after the period has elapsed, unless you have agreed to further processing and use.

Rights of the affected person

If the legal requirements are fulfilled, you have the following rights according to art. 15 to 20 GDPR: Right to information, correction, deletion, restriction of processing, data portability. You also have a right of objection against processing based on art. 6 (1) GDPR, and to processing for the purposes of direct marketing, according to art. 21 (1) GDPR.

Contact us at any time. Our contact details can be found in our imprint.

Right to complain to the regulatory authority

You have the right to complain to the regulatory authority according to art. 77 GDPR if you believe that your data is not being processed legally.

Right to object

If the data processing outlined here is based on our legitimate interests in accordance with Article 6(1)f) GDPR, you have the right for reasons arising from your particular situation to object at any time to the processing of your data with future effect. If the objection is successful, we will no longer process the personal data, unless we can demonstrate compelling legitimate grounds for the processing that outweigh your interests or rights and freedoms, or the processing is intended for the assertion, exercise or defence of legal claims. If personal data is being processed for the purposes of direct advertising, you can object to this at any time by notifying us. If the objection is successful, we will no longer process the personal data for the purposes of direct advertising.

last update: 23.10.2019