

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.

Your data may be transferred to third countries outside the EU, in particular to Canada and the USA, and processed there. The EU Commission has issued an adequacy decision for Canada. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Shopify is not certified under the TADPF. This data transfer takes place on the basis of contractual obligations that are comparable to those of the EU Commission's standard contractual clauses.

Contact

Responsible person

Contact us at any time. The person responsible for data processing is: Rayleigh Labs Europe GmbH, Breite Str. 27, 40213 Düsseldorf Deutschland, 015128885439, eu@oxsaudio.com

Proactive contact of the customer by e-mail

If you make contact with us proactively via email, we shall collect your personal data (name, email address, message text) only to the extent provided by you. The purpose of the data processing is to handle and respond to your contact request.

If the initial contact serves to implement pre-contractual measures (e.g. consultation in the case of purchase interest, order creation) or concerns an agreement already concluded between you and us, this data processing takes place on the basis of Article 6(1)(b) GDPR.

If the initial contact occurs for other reasons, this data processing takes place on the basis of Article 6(1)(f) GDPR for the purposes of our overriding, legitimate interest in handling and responding to your request. ***In this case, 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 on the basis of Article 6(1)(f) GDPR.***

We will only use your email address to process your request. Your data will subsequently be deleted in compliance with statutory retention periods, unless you have agreed to further processing and use.

Collection and processing when using the contact form

When you use the contact form we will only collect your personal data (name, email address, message text) in the scope provided by you. The data processing is for the purpose of making contact.

If the initial contact serves to implement pre-contractual measures (e.g. consultation in the case of purchase interest, order creation) or concerns an agreement already concluded between you and us, this data processing takes place on the basis of Article 6(1)(b) GDPR.

If the initial contact occurs for other reasons, this data processing takes place on the basis of Article 6(1)(f) GDPR for the purposes of our overriding, legitimate interest in handling and responding to your request. ***In this case, 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 on the basis of Article 6(1)(f) GDPR.***

We will only use your email address to process your request. Finally your data will be deleted, unless you have agreed to further processing and use.

Customer account Orders

Customer account

When you open a customer account, we will collect your personal data in the scope given there. The data processing is for the purpose of improving your shopping experience and simplifying order processing. 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 customer account will then be deleted.

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 will be shared, for example, with shipping companies, dropshipping or fulfillment providers, payment service providers, service providers for order processing, and IT service providers. We will comply strictly with legal requirements in every case. The scope of data transmission is restricted to a minimum.

Your data may be transferred to third countries outside the EU, in particular to Canada and the USA, and processed there. The EU Commission has issued an adequacy decision for Canada. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Shopify is not certified under the TADPF. This data transfer takes place on the basis of contractual obligations that are comparable to those of the EU Commission's standard contractual clauses.

Advertising

Use of the e-mail address for sending newsletters

We use your e-mail address to send you information and offers by newsletter, provided you have expressly consented to this. The data processing serves the sole purpose of advertising. For this purpose, we process your e-mail address and any other data that you have voluntarily provided when registering for our newsletter.

The processing is carried out on the basis of Art. 6 para. 1 lit. a) GDPR with your consent. You can withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal. You can unsubscribe from the newsletter at any time by using the corresponding link in the newsletter or by sending us a message. Your e-mail address will then be removed from the mailing list. Despite removal from the mailing list, we may continue to store your email address in a blacklist to prevent you from receiving future newsletter emails from us. This storage takes place on the basis of Art. 6 para. 1 lit. f) GDPR out of our and your legitimate interest in preventing the reuse of your e-mail address for sending our newsletter. ***You have the right to object to this processing of your personal data at any time on grounds relating to your particular situation.***

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.

Use of CleverReach

We use the service of CleverReach GmbH & Co. KG (Schafjückenweg 2, 26180 Rastede; "CleverReach") within the scope of order processing.

We pass on the information provided by you during the newsletter registration (e-mail address, first and last name, if applicable) to CleverReach. The data processing serves the purpose of sending the newsletter and its statistical evaluation.

In order to evaluate newsletter campaigns, the newsletters sent contain a 1x1 pixel graphic (tracking pixel) or a tracking link. This enables us to determine whether you have opened the newsletter and whether you have clicked any integrated links. Conversion tracking enables us to analyse whether, for example, a purchase has been made after clicking a link in the newsletter or you have registered on our website. Within this context, we collect your personal data such as IP address, browser type and device as well as the time. A usage profile can be generated from this data under a pseudonym. The data collected will not be used to identify you personally. The collected data is only used for statistical analysis to improve newsletter campaigns.

The processing of your personal data is based on Art. 6 para. 1 lit. f) GDPR from our overriding legitimate interest in a targeted, effective advertising and user-friendly newsletter system. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.***

You can find more information and the Cleverreach privacy policy at: <https://www.cleverreach.com/de/de/datenschutz/> and <https://www.cleverreach.com/de-de/newsletter-tool/newsletter-reporting/>.

Use of Brevo (formerly Sendinblue)

We use the service of Sendinblue GmbH (Köpenicker Straße 126, 10179 Berlin; "Brevo") for the newsletter dispatch within the scope of order processing.

We pass on the information you provide when registering for the newsletter (e-mail address, first and last name, if applicable) to Brevo. The data processing serves the purpose of sending the newsletter and its statistical evaluation.

In order to evaluate newsletter campaigns, the sent e-mail newsletters contain a 1x1 pixel graphic (tracking pixel) and/or a tracking link. This enables us to determine whether you have opened the newsletter and whether you have clicked any integrated links. Within this context, your personal data such as IP address, browser type and device as well as the time of opening may also be collected. From this data, user profiles can be created under a pseudonym. The data collected will not be used to identify you personally. The collected data is only used for

statistical analysis to improve newsletter campaigns.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR from our overriding legitimate interest in a targeted, effective advertising and user-friendly newsletter system. On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.

You can find more information and Brevo's privacy policy at: <https://www.brevo.com/de/legal/privacypolicy/>.

Use of rapidmail

We use the service of rapidmail GmbH (Wentzingerstraße 21, 79106 Freiburg im Breisgau; "rapidmail") for newsletter dispatch within the framework of order processing.

We pass on the information provided by you during the newsletter registration (e-mail address, first and last name, if applicable) to rapidmail. The data processing serves the purpose of sending the newsletter and its statistical evaluation.

In order to evaluate newsletter campaigns, the newsletters sent contain a 1x1 pixel graphic (tracking pixel) or a tracking link. This enables us to determine whether you have opened the newsletter and whether you have clicked any integrated links. Within this context, we collect your personal data such as IP address, browser type and device as well as the time. A usage profile can be generated from this data under a pseudonym. The data collected will not be used to identify you personally. The collected data is only used for statistical analysis to improve newsletter campaigns.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR from our overriding legitimate interest in a targeted, effective advertising and user-friendly newsletter system. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.***

Further information and rapidMail's privacy policy can be found at: <https://www.rapidmail.de/datenschutz> and <https://www.rapidmail.de/hilfe/kategorie/statistiken>.

Use of MailPoet

We use the service of Aut O'Mattic A8C Ireland Ltd (Grand Canal Dock, 25 Herbert Pl, Dublin, D02 AY86, Ireland; "MailPoet") for the newsletter dispatch within the scope of an order processing.

We pass on the information provided by you during the newsletter registration (e-mail address, first and last name, if applicable) to rapidmail. The data processing serves the purpose of sending the newsletter and its statistical evaluation.

In order to evaluate newsletter campaigns, the newsletters sent contain a 1x1 pixel graphic (tracking pixel) or a tracking link. This enables us to determine whether you have opened the newsletter and whether you have clicked any integrated links. Within this context, we collect your personal data such as IP address, browser type and device as well as the time. A usage profile can be generated from this data under a pseudonym. The data collected will not be used to identify you personally. The collected data is only used for statistical analysis to improve newsletter campaigns.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR from our overriding legitimate interest in a targeted, effective advertising and user-friendly newsletter system. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.***

You can find more information and MailPoet's privacy policy at: <https://automattic.com/privacy/>.

Use of Mailchimp

We use the service of Rocket Science Group LLC (675 Ponce de Leon Ave NE, Suite 5000 Atlanta, GA 30308, USA; "Mailchimp") for newsletter dispatch as part of an order processing.

We pass on the information you provide during the newsletter registration (e-mail address, first and last name, if applicable) to Mailchimp. The data processing serves the purpose of sending the newsletter and its statistical evaluation.

In order to evaluate newsletter campaigns, the newsletters sent contain a 1x1 pixel graphic (tracking pixel) or a tracking link. This enables us to determine whether you have opened the newsletter and whether you have clicked any integrated links. Within this context, we collect your personal data such as IP address, browser type and device as well as the time. A usage profile can be generated from this data under a pseudonym. The data collected will not be used to identify you personally. The collected data is only used for statistical analysis to improve newsletter campaigns.

The data processing serves the purpose of sending the newsletter and its statistical evaluation. Your data is usually transmitted to Mailchimp servers in the USA and stored there. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Mailchimp is not certified under the TADPF. The data transfer takes place, among other things, on the basis of standard contractual clauses as suitable guarantees for the protection of personal data, which can be viewed at: https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-ccc_de.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR from our overriding legitimate interest in a targeted, effective advertising and user-friendly newsletter system. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.***

You can find more information and MailChimp's privacy policy at: <https://mailchimp.com/de/legal/data-processing-addendum/> and <https://www.intuit.com/privacy/statement/>.

Use of Klaviyo

We use the service of Klaviyo Inc. (125 Summer St Floor 7, Boston, MA 02111, USA; "Klaviyo") for newsletter dispatch as part of order processing.

We pass on the information provided by you during the newsletter registration (e-mail address, first and last name if applicable) to Klaviyo.

The data processing serves the purpose of sending the newsletter and its statistical evaluation.

In order to evaluate newsletter campaigns, the newsletters sent contain a 1x1 pixel graphic (tracking pixel) or a tracking link. This enables us to determine whether you have opened the newsletter and whether you have clicked any integrated links. Within this context, we collect your personal data such as IP address, browser type and device as well as the time. A usage profile can be generated from this data under a pseudonym. The data collected will not be used to identify you personally. The collected data is only used for statistical analysis to improve newsletter campaigns.

Your data is usually transmitted to Klaviyo servers in the USA and stored there. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Klaviyo has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR from our overriding legitimate interest in a targeted, effective advertising and user-friendly newsletter system. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.***

You can find more information on data protection at Klaviyo at <https://www.klaviyo.com/legal/privacy-notice> and at <https://www.klaviyo.com/legal/data-processing-agreement>.

Use of HubSpot

We use the service of HubSpot Ireland Ltd. (Ground Floor, Two Dockland Central Guild Street, Dublin 1, Ireland; "HubSpot") for the newsletter dispatch as part of an order processing. HubSpot is an affiliated company of HubSpot, Inc. (25 First Street, Cambridge, MA 02141 USA).

We pass on the information you provide during newsletter registration (e-mail address, first and last name, if applicable) to HubSpot. The data processing serves the purpose of sending the newsletter and its statistical evaluation.

In order to evaluate newsletter campaigns, the newsletters sent contain a 1x1 pixel graphic (tracking pixel) or a tracking link. This enables us to determine whether you have opened the newsletter and whether you have clicked any integrated links. Within this context, we collect your personal data such as IP address, browser type and device as well as the time. A usage profile can be generated from this data under a pseudonym. The data collected will not be used to identify you personally. The collected data is only used for statistical analysis to improve newsletter campaigns.

Your data may be transmitted to HubSpot servers in the USA and stored there. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). HubSpot has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR from our overriding legitimate interest in a targeted, effective advertising and user-friendly newsletter system. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.***

You can find more information and HubSpot's privacy policy at: <https://legal.hubspot.com/de/privacy-policy>.

Use of Mailingwork

We use the service of Mailingwork GmbH (Birkenweg 7, 09569 Oederan; "Mailingwork") for the newsletter dispatch within the scope of order processing.

We pass on the information you provide when registering for the newsletter (e-mail address, first and last name, if applicable) to Mailingwork. The data processing serves the purpose of sending e-mail advertising and its statistical analysis.

In order to evaluate newsletter campaigns, the newsletters sent contain a 1x1 pixel graphic (tracking pixel) or a tracking link. This enables us to determine whether you have opened the newsletter and whether you have clicked any integrated links. Conversion tracking enables us to analyse whether, for example, a purchase has been made after clicking a link in the newsletter or you have registered on our website. Within this context, we collect your personal data such as IP address, browser type and device as well as the time. From this data, user profiles can be created under a pseudonym. The data collected will not be used to identify you personally. The collected data is only used for statistical analysis to improve newsletter campaigns.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR from our overriding legitimate interest in a targeted, effective advertising and user-friendly newsletter system. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.***

You can find more information and Mailingwork's privacy policy at: <https://mailingwork.de/datenschutzerklaerung>.

Use of the e-mail address for availability notifications

We offer an availability notification service on our website. If an item is temporarily unavailable, you have the option of entering your e-mail address on the item in question and being informed by e-mail when it becomes available, provided you have given your consent. You will receive a one-time e-mail notification about the availability of the respective item when the goods are available. The processing is carried out on the basis of Art. 6 para. 1 lit. a GDPR with your consent. You can withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal. You can unsubscribe from the availability notification at any time by notifying us. Your e-mail address will then be removed from the mailing list.

Shipping companies Merchandise management

Forwarding of your email address to shipping companies for information on shipping status

We forward your email address to the shipping company in the course of contractual processing, if you have explicitly agreed to this in the order process. The forwarding is for the purpose of informing you by email on the shipping status of your order. 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 or the transport company without affecting the legality of the processing carried out with your consent up to the withdrawal.

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
DreamRobot GmbH, Eckendorfer Str. 2-4, 33609 Bielefeld, Germany
ViA-Online GmbH, Kimplerstraße 296, 47807 Krefeld, Germany
plentysystems AG, Johanna-Waescher-Straße 7, 34131 Kassel, Germany
Pickware GmbH, Goebelstr. 21, 64293 Darmstadt
Billbee GmbH, Arolser Str. 10, 34477 Twistetal, Germany
easybill GmbH, Düsselstr. 21, 41654 Kaarst, Germany
JTL-Software-GmbH, Rheinstr. 7, 41836 Hückelhoven, Germany
tricom AG, Am Mühlbach 1, 97475 Zeil am Main, Germany

Payment service providers

Use of Klarna payment options

On our website we use the payment service of Klarna Bank AB (publ) (Sveavägen 46, 111 34 Stockholm, Sweden; "Klarna"). By selecting and using payment via Klarna, the data required for payment processing is transmitted to Klarna in order to be able to fulfil the contract with you with the selected payment method. This processing is carried out on the basis of Art. 6 para. 1 lit. b GDPR.

Cookies may be stored that enable your browser to be recognised. The resulting data processing is carried out on the basis of Art. 6 para. 1 lit. f GDPR due to our legitimate interest in a customer-oriented range of varying payment methods. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.***

‘Pay Later’ (invoice), ‘Pay Now’ (payment by direct debit, credit card, instant bank transfer), ‘Financing’ (instalment purchase)

For individual payment methods such as ‘Pay Later’ (invoice), ‘Pay Now’ (payment by direct debit, credit card, instant bank transfer), ‘Financing’ (instalment purchase), Klarna reserves the right to obtain credit information based on mathematical-statistical procedures using credit agencies.

For this purpose, Klarna transmits the personal data required for a credit assessment, such as first and last name, address, gender, email address, IP address and data related to the order to a credit agency for the purpose of checking the identity and creditworthiness and uses the obtained information on the statistical probability of a payment default in order to reach a well-considered decision on the establishment, performance or termination of the contractual relationship. The credit report may contain probability values (score values) which are calculated on the basis of scientifically recognised mathematical-statistical methods and include, among other things, address data. Your legitimate interests will be taken into account in accordance with the legal requirements. The data processing serves the purpose of a credit assessment for contract initiation. The processing is carried out on the basis of art. 6 Par. 1 lit. f GDPR due to our overriding legitimate interest in protection against payment default if Klarna pays in advance. For reasons that arise from your particular situation, you have the right to object to the processing of your personal data carried out on the basis of Art. 6 para. 1 lit. f GDPR by notifying Klarna. The provision of the data is necessary for the conclusion of the contract by means of the payment method of your choice. Failure to provide such data shall mean that the contract cannot be concluded with the payment method of your choice.

Further information, in particular on the credit agencies to which Klarna passes on your personal data, can be found at https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_de/credit_rating_agencies.

For general information about Klarna, please visit: <https://www.klarna.com/de/>. Your personal information will be handled by Klarna in accordance with applicable data protection regulations and as specified in Klarna's Privacy Policy which is available at https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_de/privacy.

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>

Microsoft Edge: <https://support.microsoft.com/de-de/microsoft-edge/cookies-in-microsoft-edge-1B6schen-63947406-40ac-c3b8-57b9-2a946a29ae09>

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.

The use of cookies or comparable technologies is carried out on the basis of Art. 25 para. 2 TDDDG. 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.

Use of Consentmanager

Our website uses the consent management tool Consentmanager from Consentmanager AB (Håltegelvägen 1b, 72348 Västerås, Sweden; "Consentmanager").

The tool enables you to grant consents to data processing via the website, in particular the placing of cookies, and to make use of your right of revocation for consents already granted.

The processing of data serves the purpose of obtaining necessary consents for data processing and to document these, thereby complying with statutory obligations.

Cookies may be deployed for this purpose. In this process the following information, inter alia, can be collected and transmitted to Consentmanager: Date and time of the page retrieval, information on the browser and device you are using, anonymised IP address, opt-in and opt-out data. This data will not be forwarded to other third parties.

The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation.

More information on data protection at Consentmanager can be found at: <https://www.consentmanager.net/privacy.php>

Use of Usercentrics

Our website uses the consent management tool Usercentrics from Usercentrics GmbH (Rosenthal 4, 80331, Munich; "Usercentrics").

The tool enables you to grant consents to data processing via the website, in particular the placing of cookies, and to make use of your right of revocation for consents already granted. The processing of data serves the purpose of obtaining necessary consents for data processing and to document these, thereby complying with statutory obligations. Cookies may be deployed for this purpose. In this process the following information, inter alia, can be collected and transmitted to Usercentrics: Date and time of the page retrieval, information on the browser and device you are using, anonymised IP address, opt-in and opt-out data.

This data will not be forwarded to other third parties. The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation. The revocation instruction from a formerly granted consent will be kept for the duration of three years.

More information on data protection at Usercentrics can be found at: <https://usercentrics.com/privacy-policy/>

Use of Borlabs Cookie

Our website uses the consent management tool Borlabs Cookie from Borlabs - Benjamin A. Bornschein (Georg-Wilhelm-Str. 17, 21107 Hamburg, Germany; "Borlabs").

The tool enables you to grant consents to data processing via the website, in particular the placing of cookies, and to make use of your right of revocation for consents already granted.

The processing of data serves the purpose of obtaining necessary consents for data processing and to document these, thereby complying with statutory obligations.

Cookies may be deployed for this purpose. The following information, among others, can be collected: Date and time the page was viewed, information about the browser and device you are using, UID (randomly assigned anonymous ID), opt-in and opt-out data. This data will not be passed on to third parties.

The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation.

More information on data protection at Borlabs can be found at: <https://de.borlabs.io/borlabs-cookie/>

Use of CookieBar Plug-in

Our website uses the CookieBar plug-in from Frontend Studios GmbH (Treppenstraße 12-14, 34117 Kassel; "CookieBar").

The tool enables you to grant consents to data processing via the website, in particular the placing of cookies, and to make use of your right

of revocation for consents already granted.

The processing of data serves the purpose of obtaining necessary consents for data processing and to document these, thereby complying with statutory obligations. Cookies may be deployed for this purpose. In this process the following information, inter alia, can be collected and transmitted to CookieBar: Date and time of the page retrieval, information on the browser and device you are using, anonymised IP address, opt-in and opt-out data. This data will not be forwarded to other third parties. The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation.

More information about the CookieBar Plug-in can be found

at: https://marketplace.plentymarkets.com/plugins/storefront/widgets/cookiebar_4809

Use of CookieBot

On our website, we use the consent management tool Cookiebot from Cybot A/S, Havnegade 39, 1058 Copenhagen, Denmark; "Cookiebot").

The tool enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already given. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies may be deployed for this purpose. The following information may be collected and transmitted to Cookiebot: anonymous IP address, date and time of consent, URL from which consent was sent, anonymous, random, encrypted key, consent status. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation.

For more information about Cookiebot's privacy policy, please visit: <https://www.cookiebot.com/de/privacy-policy/>

Use of the Cookie Consent Tool from Gambio

We use the Cookie Consent Tool of Gambio GmbH (Parallelweg 30, D-28219 Bremen, Germany; "Gambio") on our website.

The tool enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already given. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies may be deployed for this purpose. User information, including your IP address, is collected and transmitted to Gambio. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation.

For more information about Gambio's privacy policy, please visit: <https://www.gambio.de/rechtliches/datenschutz>

Use of "EU Cookie Directive Pro + automatic cookie recognition"

On our website, we use the consent management tool "EU Cookie Directive Pro + automatic cookie recognition" from ACRIS E-Commerce GmbH (Am Pfenningberg 60, 4040 Linz, Austria; "ACRIS").

The tool enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already given. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies may be deployed for this purpose. In addition to general user data, your IP address is collected and transmitted to ACRIS. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation.

For more information about Acris's privacy policy, please visit: <https://www.acris.at/datenschutz>

Use of the Shopware Cookie Consent Manager

We use the Cookie Consent Manager of shopware AG (Ebbinghoff 10, D-48624 Schöppingen, Germany; "Shopware") on our website.

The tool enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already given. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies may be deployed for this purpose. User information, including your IP address, is collected and transmitted to Shopware. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation.

For more information about Shopware's privacy policy, please visit: <https://www.shopware.com/de/datenschutz/>.

Use of the EU Cookie Plug-in

We use on our website the EU Cookie plug-in from WebStollen GmbH (Prinz-Ludwig-Str. 15, D-93055 Regensburg, Germany; "WebStollen").

The plug-in enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already provided. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies are used for this purpose. Among other things the following information can be collected and stored: encrypted IP address, consent status, date and time of the consent, expiry date of the consent. This data will not be passed on to third parties.

The data processing is carried out on the basis of Article 6 para. 1 lit. c GDPR to comply with a legal obligation.

For more information on data protection at WebStollen, please visit: <https://www.webstollen.de/Datenschutzerklaerung>.

Use of the Cookie Consent Manager CCM19

On our website, we use the Cookie Consent Manager CCM19 from Papoo Software & Media GmbH (Auguststr. 4, D-53229 Bonn, Germany; "CCM19").

The plug-in enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already provided. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies are used for this purpose. Among other things, the following information can be collected, stored and, if necessary, transferred to CCM19: randomly assigned ID, consent status, date and time of consent/rejection. The data is stored for one year and one month and then deleted. This data will not be passed on to any other third parties. The data processing is carried out on the basis of Article 6 para. 1 lit. c GDPR to comply with a legal obligation. For more information about data protection at CCM19, please visit: <https://www.ccm19.de/datenschutzerklaerung.html>.

Use of the Cookie Consent Manager CCM19

On our website, we use the Cookie Consent Manager CCM19 from HB legal tech GmbH (Kohlgartenstraße 11-13, 04315 Leipzig, Germany; "CCM19") within the framework of order processing.

The plug-in is hosted on [consenttool.haendlerbund.de](https://www.consenttool.haendlerbund.de) and enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already provided. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies are used for this purpose. Among other things, the following information can be collected, stored and, if necessary, transferred to HB legal tech GmbH: randomly assigned ID, consent status, date and time of consent/rejection. The data is stored for one year and one month and then deleted. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6 para. 1 lit. c GDPR to comply with a legal obligation.

For more information about data protection, please visit: <https://www.haendlerbund.de/de/datenschutzerklaerung>.

Use of the Cookie notice from MND Next

We use the Cookie notice plug-in with opt-in/opt-out from MDN Next GmbH (Robert-Bosch-Straße 8, D-73037 Göppingen, Germany; "MDN Next") on our website.

The plug-in enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already provided. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies are used for this purpose, with which your consent status is stored. The data processing is carried out on the basis of Article 6 para. 1 lit. c GDPR to comply with a legal obligation.

More information on data protection at MDN Next can be found at: <https://www.mndnext.de/impressum/>.

Use of CookieFirst

On our website, we use the CookieFirst consent management tool from Digital Data Solutions B.V. (Plantage Middenlaan 42a, 1018 DH, Amsterdam; "CookieFirst").

The tool enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already given. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies may be used for this purpose. The information that may be collected and transmitted to CookieFirst includes: uniquely identifiable ID, date and time of consent, opt-in and opt-out information. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6 para. 1 lit. c GDPR to comply with a legal obligation.

For more information about data protection at CookieFirst, please visit: <https://cookiefirst.com/legal/privacy-policy/>

Use of GDPR Compliance Pro

We use on our website the Cookie Consent Tool GDPR Compliance Pro 2018 from PrestaChamps.com of SC Wedis Complany SRL (Strada Tudor Vladimirescu nr. 19, Târgu Mureş, Romania; "PrestaChamps").

The plug-in enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already provided. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies are used for this purpose, by means of which, among other things, the consent status is stored and, if necessary, transferred to PrestaChamps. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6 para. 1 lit. c GDPR to comply with a legal obligation.

For more information about data protection at PrestaChamps, please visit: <https://www.prestachamps.com/en/content/10-privacy-policy>

Use of the cookie banner from Jimdo

We use the cookie banner of Jimdo GmbH (Stresemannstr. 375, D-22761 Hamburg, Germany; "Jimdo").

These functions enable you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already given. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies are used for this purpose, with which among other things your consent status is stored.

The data processing is carried out on the basis of Article 6 para. 1 lit. c GDPR to comply with a legal obligation.

For more information about Jimdo's privacy policy and cookies, please visit <https://www.jimdo.com/de/info/datenschutzerklaerung/> and <https://www.jimdo.com/de/info/cookies/policy/>

Use of Complianz GDPR Cookie Consent

We use the Complianz GDPR Cookie Consent plugin from iubenda s.r.l (Via San Raffaele 1, 20121 Milan, Italy; 'iubenda') on our website.

The plug-in enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already provided. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies may be deployed for this purpose. In the process, the following information, among others, may be collected and transmitted to iubenda: uniquely assignable ID, consent status. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6 para. 1 lit. c GDPR to comply with a legal obligation.

For more information about data protection, please visit: <https://complianz.io/de/legal-deutsch/datenschutzerklaerung-von-complianz-shopify/>

Use of the Cookie Consent Plug-in from WebToffee

We use the GDPR Cookie Consent Plug-in from WebToffee of Mozilor Limited (10 Paxton Crescent, Shenley Lodge, Milton Keynes MK5 7PY, United Kingdom; "WebToffee") on our website.

The plug-in enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already provided. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies may be deployed for this purpose. Among other things the following information can be collected and transmitted to WebToffee: anonymised IP address, User ID, consent status, date and time of the consent or rejection. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6 para. 1 lit. c GDPR to comply with a legal obligation.

For more information about data protection at WebToffee, please visit: <https://www.webtoffee.com/privacy-policy/>

Use of the EU Cookie Law Plug-in

We use the open source software EU Cookie Law Plug-in on our website.

The plug-in enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already provided. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies may be deployed for this purpose. This may process information about your consent status, among other things.

The data processing is carried out on the basis of Article 6 para. 1 lit. c GDPR to comply with a legal obligation.

You can find more information at: <https://de.wordpress.org/plugins/eu-cookie-law/>

Use of the UM3o - consent management tool

On our website we use the UM3o - consent management tool by UM3o GmbH, (Ulmer Straße 13, 89179 Beimerstetten; "UM3o") on our website. The tool allows you to give consent to data processing via the website, in particular the setting of cookies, and to make use of your right of revocation for already granted consents. The purpose of data processing is to obtain and document the necessary consents to data processing and thus to comply with legal obligations. Cookies can be used for this purpose. Among others, the following information, may be collected: IP address, date and time of the page view and consent status. The data processing is carried out in order to fulfil a legal obligation on the basis of Art. 6 para. 1 lit. c GDPR. For more information on data protection please visit:

<https://www.um3o.de/datenschutz.de.html>

Cookie-Consent Klaro!

On our website we use the cookie consent management tool Klaro! -by KIProtect GmbH (Bismarckstr. 10-12, 10625 Berlin; "Klaro!"). The tool allows you to give consent to data processing via the website, in particular the setting of cookies, and to make use of your right of revocation for already granted consents. The purpose of data processing is to obtain and document the necessary consents to data processing and thus to comply with legal obligations. Cookies can be used for this purpose. Among others, the following information may be collected: IP address, date and time of the page view and consent status. The data processing is carried out in order to fulfil a legal obligation on the basis of Art. 6 para. 1 lit. c GDPR. For more information on data protection at Klaro!, please

visit: <https://heyklaro.com/de/ressourcen/datenschutz>

Use of the VersaCommerce cookie consent tool

On our website we use the cookie consent tool of VersaCommerce Entwicklungs- und Betriebsgesellschaft mbH (Bödekerstraße 22, 30161 Hannover; "VersaCommerce"). The tool allows you to give consent to data processing via the website, in particular the setting of cookies, and to make use of your right of revocation for already granted consents. The purpose of data processing is to obtain and document the necessary consents to data processing and thus to comply with legal obligations. Cookies can be used for this purpose. Among others, the following information may be collected: IP address, date and time of the page view and consent status. The data processing is carried out in order to fulfil a legal obligation on the basis of Art. 6 para. 1 lit. c GDPR. For more information on VersaCommerce data protection please visit:

<https://www.versacommerce.de/legal/datenschutz>.

Use of the PS 1.7 - Cookie Consent Tool

On our website we use the PS 1.7 - Cookie & Consent Manager by onlineshop-Module.de / Gurkcitv Internetmarketing (Igelweg 5, 65428 Rüsselsheim, Germany) on our website. The plug-in enables you to give consent to data processing via the website, in particular the setting of cookies, as well as to make use of your right of revocation for already granted consents. The purpose of data processing is to obtain necessary consents for data processing. This involves the use of cookies, by means of which, among other things, the consent status is recorded. This data will not be passed on to other third parties. The data processing is carried out in order to fulfil a legal obligation on the

basis of Art. 6 para. 1 lit. c GDPR. For more information on data protection at Onlineshop-Module.de / Gurkcity Internetmarketing please visit: <https://www.onlineshop-module.de/datenschutz.html> and on the module used visit <https://www.onlineshop-module.de/prestashop-cookie-richtlinie.html>.

Use of the Cookie-Consent-Tools by JTL

On our website we use the cookie-consent tool of the JTL-Software-GmbH Rheinstrasse 7, 41836 Hueckelhoven; "JTL").

The tool allows you to give consent to data processing via the website, in particular the setting of cookies, and to make use of your right of revocation for already granted consents. The purpose of data processing is to obtain and document the necessary consents in data processing and thus to comply with legal obligations. For this purpose cookies can be used. Among others, the following information can be collected: IP address, date and time of page view, and consent status.

Data processing is carried out in order to fulfill a legal obligation on the basis of Art. 6 par. 1(c) GDPR.

For more information on data protection please visit: <https://www.jtl-software.de/datenschutz>.

Use of GDPR/DSGVO cookie management

We use GDPR/DSGVO cookie management from iSense LLC (855 W Maude Ave, Mountain View, CA 94043, USA; "iSenseLabs") on our website.

The service enables you to give consent to data processing via the website, in particular, the setting of cookies, and to exercise your right of revocation for any consent already given. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies are used for this purpose, with which your consent status is stored.

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). iSenseLabs is not certified according to the TADPF.

Data processing is carried out to fulfil a legal obligation on the basis of Art. 6 para. 1 lit. c GDPR.

More information on data protection at iSenseLabs Next can be found at: <https://isenselabs.com/pages/privacypolicy>.

Use of the Shopify Consent Tool (Shopify Privacy & Compliance)

We use the "Shopify Privacy & Compliance" consent tool from Shopify International Ltd (Victoria Buildings, 2nd Floor, 1-2 Haddington Road, Dublin 4, D04 XN32, Ireland; "Shopify") on our website. Shopify is a company affiliated with Shopify Inc (151 O'Connor Street, Ground Floor, Ottawa, Ontario, K2P 2L8, Canada).

The tool enables you to give your consent to data processing via the website, in particular the setting of cookies, and to make use of your right to withdraw consent you have already given. The purpose of data processing is to obtain and document the necessary consent for data processing and thus to comply with legal obligations. Cookies may be used for this purpose. User information, including your IP address, is collected and transmitted to Shopify.

Your data may be transferred to third countries outside the EU, in particular to Canada and the USA, and processed there. The EU Commission has issued an adequacy decision for Canada. For the USA, there is an adequacy decision by the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Shopify is not certified according to the TADPF.

This data transfer takes place on the basis of contractual obligations that are comparable to those of the EU Commission's standard contractual clauses.

The data processing is carried out to fulfil a legal obligation on the basis of Art. 6 para. 1 lit. c GDPR.

You can find more information on data protection at Shopify at <https://www.shopify.com/ca/legal/privacy>.

Analysis Advertising tracking Partner program

Use of Adobe Analytics

On our website, we use the web analytics service Adobe Analytics from Adobe Systems Incorporated (345 Park Avenue, San Jose, CA 95110, USA; "Adobe").

Data processing is used to analyse this website and the user behaviour of its visitors as well as for marketing and advertising purposes. For this purpose, cookies are used which enable the browser to be recognised and thus enable more precise statistics. The following information may be collected and transmitted to Adobe: IP address, date and time of page view, click path, information about the browser and device you are using, information about the operating system you are using, pages visited, referrer URL (website from which you accessed our website), location data, purchasing activities. Adobe uses the information obtained on our behalf to evaluate your use of the website, to compile reports on website activity and to provide further services to the website operator in connection with website and internet use. The data recorded is generally transmitted to an Adobe server in the USA and stored there. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Adobe has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Adobe has activated IP encryption. As a result, your IP address will be irreversibly anonymised by Adobe within member states of the European Union or in other states that are party to the Agreement on the European Economic Area.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

Further information on data processing and data protection at Adobe Analytics can be found at <https://www.adobe.com/de/privacy.html>, at <https://www.adobe.com/de/analytics/general-data-protection-regulation.html> and at <https://docs.adobe.com/content/help/de-DE/analytics/technotes/privacy-overview.html>.

Use of Google Analytics 4

We use the Google Analytics web analytics service provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google") on our website.

The data processing serves the purpose of analyzing this website and its visitors as well as for marketing and advertising purposes. To this end, Google will use the information obtained on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. In this context, the following information may be collected, among others: IP address, date and time of page view, click path, information about the browser you are using and the device you are using (device), pages visited, referrer URL (website from which you accessed our website), location data, purchase activity. Your data may be linked by Google to other data, such as your search history, your personal accounts, your usage data from other devices, and any other data Google may have about you.

Your IP address will first be truncated by us on our own servers. Google thus only receives pseudonymised data.

Google uses technologies such as cookies, web storage in the browser and tracking pixels that enable an analysis of your use of the website. The use of cookies or similar technologies takes place with your consent on the basis of § 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a DSGVO.

The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a DSGVO. You may revoke your consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent until revocation.

We also use the Google Signals service in this context. Google Signals enables cross-device tracking. Hence, your data can be analysed across devices if you have enabled "personalised advertising" in your account settings and your end devices are linked to your Google account. This makes it possible to identify which device is searching for products and then return to complete purchases on another device, such as a tablet. The cross-device reports created in this context contain only aggregated data. We therefore only receive statistics generated on the basis of Google Signals. To prevent Google Signals from collecting and storing data across devices, you can deactivate the "personalised advertising" function in your Google Account settings. For more information, please visit <https://support.google.com/ads/answer/2662922?hl=de>. For more information on data processing and data protection for Google Signals, please visit <https://support.google.com/analytics/answer/7532985?hl=en>.

We use the extended implementation of the consent mode (Advanced Consent Mode). In this case, user data is transmitted to Google in the form of "pings" even if consent has not been granted. These pings may contain the following information, among others: IP address to derive the IP country (the IP address is not logged), date and time of the page view, URL of the pages visited, user agent, referrer URL (website from which you accessed our website) or information about the triggering of website events such as a conversion. On the basis of this information, Google models user data in order to be able to carry out a comprehensive usage analysis despite the refusal of consent.

The information generated by this about your use of this website is usually transferred to a Google server in the USA and stored there. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Google has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Both Google and US government agencies have access to your data.

For more information on terms of use and data protection, please visit <https://policies.google.com/technologies/partner-sites> and <https://policies.google.com/privacy?hl=de&gl=de> and <https://business.safety.google/privacy/>.

Use of etracker

Our website uses technologies by etracker GmbH (Erste Brunnenstraße 1, 20459 Hamburg, "etracker"). The processing of data serves to analyse this website and its visitors. Data is collected and stored for this purpose. For this purpose cookies may be used to facilitate recognition of your internet browser. In this process the following information, inter alia, can be collected: IP address, information on the browser and operating system you are using, data and time of the visit, time zone, referrer URL (website via which you accessed our website). A usage profile can be generated from this data under a pseudonym. The data collected with etracker 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 use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 find more detailed information on etracker's function and data protection at <https://www.etracker.com/en/data-privacy/>.

Use of LiveZilla

Our website uses the analysis tool from LiveZilla GmbH (Byk-Gulden-Straße 18, 78224 Singen, "LiveZilla").

The processing of data serves to analyse this website and its visitors. Data is collected and saved for marketing and optimisation purposes. A usage profile can be generated from this data under a pseudonym. Cookies may be deployed for this purpose. Cookies facilitate recognition of your internet browser. The data collected with LiveZilla 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 use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

Use of PHP Web Stat

Our website uses the analysis tool PHP Web Stat from PHP Web Stat (Sternbuschweg 2, 46562 Voerde, "PHP Web Stat").

The processing of data serves to analyse this website and its visitors. Data is collected and saved for marketing and optimisation purposes. A usage profile can be generated from this data under a pseudonym. Cookies may be deployed for this purpose. Cookies facilitate recognition of your internet browser. The data collected with PHP Web Stat 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 use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

Use of Matomo

Our website uses the analysis tool Matomo by InnoCraft Ltd. (150 Willis St, 6011 Wellington, New Zealand; "Matomo").

The processing of data serves to analyse this website and its visitors. This can involve the collection of, among other things, the following information: (anonymised) IP address, information about the browser and device you are using, files you have clicked or downloaded, clicks on links to third-party websites, referrer URL (website from which you accessed our website), URL of our website, number of visits, time of your first visit, date and time of your visit, time zone, location data. From this data, user profiles can be created under a pseudonym. The data collected with Matomo technologies will not be used to identify the website user personally in future or combined with personal data on the bearer of the pseudonym.

Your data will be transferred to a third country outside the European Union for which an adequacy decision by the EU Commission exists.

No cookies are used for this purpose. Data is collected by means of data protection-friendly fingerprinting, whereby the visitor ID is renewed after a maximum of 24 hours.

The processing of your personal data is based on Art. 6 para. 1 lit. 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.***

The use of Matomo and the associated collection and storage of data can be deactivated at any time with effect for the future:

You can find more information Matomo's privacy policy at <https://matomo.org/matomo-cloud-privacy-policy/> and <https://matomo.org/gdpr-analytics/>.

Using Uptrends Real User Monitoring

We use the web analysis service Real User Monitoring from Uptrends GmbH (Niermannsweg 11 - 15, D-40699 Erkrath, Germany; "Uptrends") on our website.

The processing of data serves to analyse this website and its performance experienced by customers. To this end, Uptrends will use the information obtained on behalf of the operator of this website to evaluate the use of the website by all website visitors and provide us with information that enables us to improve the user experience on our website. The following pieces of information, among others, may be collected: anonymised IP address, if applicable, date and time the page was viewed, information about the browser, operating system and device used to view the page, pages visited and location data. This data is only stored temporarily by Uptrends and is deleted immediately after a geolocation allocation has been made. Uptrends does not use cookies. Data is only transmitted to Uptrends servers via a script file

integrated into our website. The data will not be passed on to other third parties.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR out of our outweighing legitimate interest in the needs-based and expedient design of the website. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of your personal data.***

For more information on data protection at Uptrends, please visit <https://www.uptrends.de/datenschutzrichtlinie-und-impressum> and <https://www.uptrends.de/support/kb/rum/rum-und-nutzer-datenschutz>.

Use of Trackboxx

We use the web analysis service Trackboxx of Christian Pust (Dorfstr. 12, D-22956 Grönwohld, Germany; "Trackboxx").

The processing of data serves to analyse this website and its visitors. For this purpose, the information obtained is used to evaluate the use of the website and to provide us with information and statistics that enable us to improve the user experience on our website. This can involve the collection and transmission to Trackboxx of, among other things, the following information: IP address, page views, origin, bounce rate and information about the terminal device you are using. Trackboxx does not use cookies. Your IP address and other parameters are used once to generate a code ("hash") that is assigned to an anonymous visitor ID for the duration of your visit to our website. Tracking after leaving our website or recognition when visiting our website again is not possible. The data is stored anonymously on servers in Germany. The data will not be passed on to other third parties.

The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

To receive more information about data protection at Trackboxx, please visit <https://trackboxx.com/datenschutzerklaerung/>

Use of SalesViewer

We use the "SalesViewer" web analysis service of SalesViewer® GmbH (Bongardstraße 29, 44787 Bochum; "SalesViewer") on our website as part of our order processing setup.

Data collection and data processing serve the purpose of optimising this website, as well as marketing and advertising purposes. To this end, SalesViewer Technology will use a javascript-based tracking code to collect and use company-related information, which includes: Company name, origin and industry of the visiting company, keyword, visitor behaviour (e.g. click path, date and time of the page view and its duration). The so-called hashing function is used so that the data cannot be traced back. From the data recorded in this way, user profiles can be created using pseudonyms. However, a personal identification of the user is not possible through this. SalesViewer does not use cookies. Your data will not be passed on to other third parties.

Your personal data is processed on the basis of Art. 6 Para. 1 Letter f GDPR due to our overriding legitimate interest in identifying our customers and targeting them with interest-based 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.***

To prevent the collection and storage of data by SalesViewer across devices, you can set an opt-out cookie at <https://www.salesviewer.com/de/opt-out>. 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, information will be sent to SalesViewer again.

You can find more information on the terms of use and data protection at <https://www.salesviewer.com/de/datenschutzerklaerung>.

Using Heat Map

We use the Heat Map Inc. analysis tool on our website (6724 Monroe Ave, Eldersburg, Maryland 21784, USA, "HeatMap") as part of order processing. The data processing serves the purpose of the needs-based design, optimisation and analysis of our website.

The tool records movements of site visitors on the website. This creates a log of mouse movements, scrolling behaviour, length of stay and clicks on the website (so-called heat map). For this purpose, Heat Map uses cookies, among other things. The following information can be collected: Information about the device you are using (screen size, devices, unique device identifier), information about the browser you are using, location data (exclusively for the country). User profiles under a pseudonym can be created from this data. The data is not used to personally identify the visitor to the website and is not combined with the personal data of the bearer of the pseudonym.

Your data may be transferred to third countries such as the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). HeatMap is not certified under the TAPF. The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 find more information about the collection and use of your data by Heat Map at: <https://heatmap.com/privacy>

Use of Shopify Analytics

We use the statistical and analytical functions of Shopify International Ltd. (Victoria Buildings, 2nd Floor, 1-2 Haddington Road, Dublin 4, D04 XN32, Ireland; "Shopify") on our website as part of an order processing. Shopify is an affiliated company of Shopify Inc. (151 O'Connor Street, Ground Floor, Ottawa, Ontario, K2P 2L8, Canada).

The processing of data serves to analyse this website and its visitors. For this purpose, data is stored for marketing and optimisation purposes and provided in reports, analyses and statistics. In the process, the following device information is collected and processed, among others: Web browser information, IP address, time zone and some of the cookies installed on your device. When you navigate the website, information is also collected on websites or products accessed, the referrer URL (website from which you accessed our website), and information on how you interact with the website. This is done using technologies such as cookies and web beacons, tags and pixels

(electronic files that collect information about how you navigate the website).

Your data may be transferred to third countries outside the EU, in particular to Canada and the USA, and processed there. The EU Commission has issued an adequacy decision for Canada. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Shopify is not certified under the TADPF. This data transfer takes place on the basis of contractual obligations that are comparable to those of the EU Commission's standard contractual clauses.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 Para. 1 Sentence 1 TDDDG in conjunction with Art. 6 Para. 1 Letter a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 find more detailed information on data protection at Shopify at <https://www.shopify.com/de/legal/datenschutz>, information on the order processing agreement at <https://www.shopify.com/de/legal/dpa> and information on the cookies used at <https://www.shopify.com/de/legal/cookies>.

Use of shopware Analytics

We use the 'shopware Analytics' analysis tool from shopware AG (Ebbinghoff 10, 48624 Schöppingen, Germany; 'shopware') on our website.

Shopware and we are jointly responsible for the collection of your data when using the service and the transmission of this data to shopware. The basis for this is an agreement between us and shopware on the joint processing of personal data, in which the respective responsibilities are defined. Accordingly, shopware is responsible for all obligations, with the exception of obtaining your consent for the use of cookies or comparable technologies and the fulfilment of these information obligations. This applies in particular to the granting of data subject rights in accordance with Art. 15 - 21 GDPR. You can also assert your data subject rights against us; we will then forward your enquiry to shopware accordingly.

The purpose of data processing is to analyse this website and its visitors. For this purpose, data is stored for marketing and optimisation purposes and made available in reports, analyses and statistics. The following information may be collected and processed: the customer group, pages visited, click paths, date and time of the visit, information about the end device used (resolution, resolution density, operating system), referrer URL, information about the browser used, locale, search queries and the time zone.

Cookies or comparable technologies are used for this purpose.

The use of cookies or comparable technologies takes place with your consent on the basis of § 25 para. 1 sentence 1 TDDDG i.V.m. Art. 6 para. 1 lit. a GDPR. The processing of your personal data takes place with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

Further information on shopware Analytics can be found at <https://docs.shopware.com/de/shopware-6-de/erweiterungen/shopware-analytics>.

Use of Microsoft Clarity

We use the "Microsoft Clarity" analytics tool from Microsoft Ireland Operations Limited (One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland; "Microsoft") on our website. Microsoft is a company affiliated with Microsoft Corporation (One Microsoft Way, Redmond, Washington 98052, USA).

The purpose of data processing is the needs-based design, optimisation and analysis of our website. The tool is used to record the movements of randomly chosen page visitors on the website. This creates a log of mouse movements, scrolling behaviour, length of stay and clicks on the website (so-called heat map).

Cookies or comparable technologies are used for this purpose. The following information, among others, may be collected: IP address, time of access, click path, information about the device you are using (device type, screen size and resolution, unique device identifier, operating system), information about the browser you are using (browser type and browser version), location data, preferred language for displaying the website, subpages visited, length of visit, content viewed, website or file requested.

User profiles are created from this data under a pseudonym. The data is not used to personally identify the visitor to the website and is not merged with personal data of the bearer of the pseudonym. Microsoft is contractually prohibited from selling the collected data to other third parties.

Your data may be transferred to the USA. The EU Commission has issued an adequacy decision for the USA, the Trans-Atlantic Data Privacy Framework (TADPF). Microsoft has certified itself in accordance with the TADPF and has therefore undertaken to comply with European data protection principles.

The use of cookies or comparable technologies takes place with your consent on the basis of § 25 para. 1 sentence 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data takes place with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

Detailed information on the cookies used and their function can be found at <https://learn.microsoft.com/en-us/clarity/setup-and-installation/cookie-list>. Information on the storage duration of the information collected can be found at <https://learn.microsoft.com/en-us/clarity/setup-and-installation/data-retention>. Further information on data protection when using Microsoft Clarity can be found at <https://learn.microsoft.com/en-us/clarity/faq#privacy>, <https://learn.microsoft.com/en-us/clarity/setup-and-installation/clarity-data> and <https://clarity.microsoft.com/terms>. General information on data protection at Microsoft can be found at <https://privacy.microsoft.com/de-de/privacystatement>.

Use of Meta Pixel

We use Meta Pixel from Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; "Meta") on our website.

Meta and we are jointly responsible for the collection of your data and the transfer of this data to Meta when the service is integrated. The basis for this is an agreement between us and Meta on the joint processing of personal data, in which the respective responsibilities are defined. The agreement is available at <https://de-de.facebook.com/legal/terms/businessstools>. According to this agreement, we are responsible in particular for the fulfilment of the information obligations in accordance with Arts 13 and 14 GDPR, for compliance with the security requirements of Art. 32 GDPR with regard to the correct technical implementation and configuration of the service, and for compliance with the obligations in accordance with Arts 33 and 34 GDPR, insofar as a violation of the protection of personal data affects our obligations under the agreement on joint processing. Meta is responsible for enabling the rights of the data subject in accordance with Arts 15-20 GDPR, for complying with the security requirements of Art. 32 GDPR with regard to the security of the service, and for complying with the obligations of Arts 33 and 34 GDPR, insofar as a breach of personal data protection concerns Meta's obligations under the joint processing agreement.

The application serves to address the visitor to the website with interest-related advertising on the social networks Facebook and Instagram. We have implemented Meta's remarketing tag on our website for this purpose. This tag sets up a direct connection to Meta's servers when you visit our website. This informs the Meta server which of our web pages you have visited. Meta assigns this information to your personal Facebook and/or Instagram user account. When you visit the social networks Facebook or Instagram, you will then be shown personalised, interest-related ads.

The application also serves the purpose of creating conversion statistics. This allows us to find out the total number of users who have clicked our adverts and were forwarded to a page equipped with a conversion tracking tag as well as what actions are taken after being redirected to this website. However, they do not receive any information which could be used to personally identify users.

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Meta has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

For this purpose, you can deactivate the remarketing function "Custom Audiences". You can find more detailed information on Meta's collection and use of data and your associated rights and options for protecting your privacy in Meta'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 Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google").

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. We use the extended implementation of the consent mode (Advanced Consent Mode). In this case, user data is transmitted to Google in the form of "pings" even if consent has not been granted. These pings may contain the following information, among others: IP address to derive the IP country (the IP address is not logged), date and time of the page view, URL of the pages visited, user agent, referrer URL (website from which you accessed our website) or information about the triggering of website events such as a conversion. On the basis of this information, Google models user data in order to be able to carry out a comprehensive usage analysis despite the refusal of consent.

Your data may be transmitted to Google LLC servers in the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Google has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 will find more information as well as Google's data privacy policy at:

<https://www.google.com/policies/privacy/> and <https://business.safety.google/privacy/>

Use of Google AdSense

Our website uses the AdSense function by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google").

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. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Google has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

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.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 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/> and <https://business.safety.google/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 Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google").

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 Google LLC servers in the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Google has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 find more detailed information on Google remarketing as well as the associated data privacy policy at:

<https://www.google.com/privacy/ads/> and <https://business.safety.google/privacy/>

Use of Microsoft Advertising

Our website uses Microsoft Advertising from Microsoft Corporation (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA; "Microsoft").

The processing of data serves the purposes of marketing and advertising and the purpose of measuring the success of the advertising measures (conversion tracking). 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. It is, however, not possible to identify this user personally through this process. Microsoft Advertising uses technology such as cookies and tracking pixels which make it possible to analyse your use of the website. If you click on adverts placed by Microsoft Advertising, a cookie is placed on your computer for conversion tracking. This cookie has limited validity and cannot be used for personal identification. If you visit certain pages on our website and the cookie has not yet expired, we and Microsoft can recognise that you have clicked on the advert and were forwarded to this page. In this process the following information, inter alia, can be collected: IP address, identifiers (indicators) assigned by Microsoft, information on the browser and device you are using, Referrer URL (website via which you accessed our website), URL of our website.

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Microsoft has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

More information on data protection and the cookies used by Microsoft can be found at: <https://privacy.microsoft.com/de-de/privacystatement>

Use of the HubSpot

We use the Marketing Hub software of HubSpot, Inc. (25 First Street Cambridge, MA 02141, USA; "HubSpot" with a branch office in Ireland HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland) on our website as part of a commissioned processing.

The data processing serves the purpose of analysing our website and its visitors as well as analysing and evaluating our marketing campaigns and to better address customers by placing targeted advertisements. For this purpose, cookies are used which enable the browser to be recognised. User information, including your IP address, is recorded and transmitted to HubSpot. From the data recorded in this way, user profiles can be created using pseudonyms. Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). HubSpot has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 find more detailed information on HubSpot's collection and use of data and your associated rights and options for protecting your

privacy in HubSpot's privacy policy: <https://legal.hubspot.com/de/privacy-policy> and <https://legal.hubspot.com/de/dpa>.

Use of AdButler

We use AdButler from SparkLIT Networks Inc (201 - 1001 Wharf Street Victoria, BC, Canada; "AdButler") on our website.

This function serves to address the visitor to the website with interest-related advertising. Cookies may be used for this purpose, which enable recognition of the browser. In the process, the following information, among other things, may be collected and transmitted to AdButler: Referrer URL, pages visited on our website, date and time of visit. From the data recorded in this way, user profiles can be created using pseudonyms. However, a personal identification of the user is not possible through this.

Your data may be transferred to third countries such as the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). AdButler is not certified under the TADPF. The data transfer takes place, among other things, on the basis of standard contractual clauses as suitable guarantees for the protection of personal data, which can be viewed at: https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDD in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 find more information about data protection at AdButler at: <https://www.adbutler.com/agreements.spark?agreement=privacy>.

Use of TikTok Pixel

On our website we use TikTok Pixel by TikTok Technology Limited (10 Earlsfort Terrace, Dublin, D02 T380, Ireland; "TikTok Ireland") and by TikTok Information Technologies UK Limited (6th Floor, One London Wall, London, EC2Y 5EB, United Kingdom; "TikTok UK"). Both companies are the joint controllers (hereinafter referred to as "TikTok").

The purpose of the data processing is to identify and analyze our customers' website access and to better target our customers by running targeted ads and to evaluate the effectiveness of ads on TikTok. TikTok uses technologies such as cookies and pixels that allow your browser to be recognized. Among others, the following information can be collected and transmitted to TikTok: Date and time of the visit, information about the browser and device type you are using, screen resolution, IP address. TikTok can associate this information with your personal TikTok user account. Using pseudonyms, user profiles can be created from the data collected in this way. However, it is not possible to personally identify the users in this way.

Your data may be transferred to third countries such as the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). TikTok is not certified under the TADPF. The data transfer takes place, among other things, on the basis of standard contractual clauses as suitable guarantees for the protection of personal data, which can be viewed at:

https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en.

The use of cookies or comparable technologies takes place with your consent on the basis of Art. 25 para. 1 p. 1 TDDD in conjunction with Art. 6 para. 1(a) GDPR. The processing of your personal data takes place with your consent on the basis of Art. 6 para. 1(a) GDPR. You can revoke the consent at any time without affecting the legality of the processing carried out on the basis of your consent until the revocation.

For more information on data protection please visit: <https://www.tiktok.com/legal/page/eea/privacy-policy/de> and

<https://ads.tiktok.com/i18n/official/policy/controller-to-controller>.

Use of Criteo

We use the technology of the provider Criteo SA (32 Rue Blanche, 75009 Paris, France; "Criteo") on our website. The application serves the purpose of targeting visitors to the website with interest-based advertising, as personalized banner ads on other websites (so-called publishers). For this purpose, Criteo uses technologies such as cookies, which enable recognition of your browser.

In the process, the following information, among others, may be collected and transmitted to Criteo: Referrer URL, pages visited on our website, date and time of the visit, advertising ID of your smartphone, information about the browser and device you use, shopping cart content. From the data collected in this way, usage profiles can be created using pseudonyms. However, a personal identification of users is not possible as a result.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDD in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

For more information on data processing and data protection, please

visit <https://www.criteo.com/de/privacy> and <https://www.criteo.com/de/privacy/how-we-use-your-data/>.

Use of the ADCELL partner program

We use the "ADCELL" partner program of Firstlead GmbH (Rosenfelder Str. 15-16, 10315 Berlin; "ADCELL").

ADCELL and we are jointly responsible for the collection of your data and the transmission of this data to ADCELL when you integrate the service. An agreement between us and ADCELL on the joint processing of personal data constitutes the basis for this. The agreement is available at <https://www.adcell.de/datenverarbeitung>. Accordingly, we and ADCELL are equally responsible for the fulfilment of the obligations under the GDPR, in particular for the fulfilment of the information obligations under Art. 13, 14 GDPR and granting of data subject rights under Art. 15 - 21 GDPR.

If you click on adverts with a partner link, ADCELL places a cookie on your computer for conversion tracking. These cookies ensure the correct billing for the partner program by recording the success of an advert. Cookies identify the fact that you have clicked on an advert and

can track the origin of the order with the advertiser. ADCELL also uses tracking pixels. These enable information such as the number of visitors to the pages of the website to be analysed.

The information generated by the cookies and tracking pixels about the use of this website (including the IP address) and delivery of advertising formats is transferred to an ADCELL server and stored there. ADCELL can also identify that the partner link was clicked on this website. Under certain circumstances, ADCELL can pass on this (anonymised) information to its contractual partners, although data such as the IP address is never combined with other stored data.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

Using the Amazon Partner Program

We use the "AmazonPartnerNet" partner program from Amazon EU S.a.r.l. (5 Rue Plaetis, L-2338 Luxembourg; "Amazon").

We have configured advertising on our website as links to offers on various Amazon websites. Amazon uses cookies. These cookies ensure the correct billing for the partner program. By using cookies, Amazon can identify when you have clicked on an advertising link and can trace the origin of an order generated via the advertising link. Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Amazon has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

The data privacy policy with detailed information on the use of the data by Amazon can be found at https://www.amazon.de/gp/help/customer/display.html/ref=footer_privacy?ie=UTF8&nodeId=3312401

Use of the Awin Partner Programme

We use the partner programme "Awin" of AWIN AG (Eichhornstraße 3, 10785 Berlin; "Awin").

If you click on an advertisement provided with a partner link, Awin will place a cookie for conversion tracking on your computer. These cookies ensure the correct billing for the partner programme by recording the success of an advertisement. Cookies identify the fact that you have clicked on an advertisement and can track the origin of the order with the advertiser. In addition, Awin uses so-called fingerprinting. This enables the device you are using to be recognised.

Among other things, Awin can recognise that the partner link on this website has been clicked on or viewed. Awin records, among other things, your transaction data (such as order value, product type, sales channel, use of a voucher) and your user name in the form of an individual sequence of numbers, so that no identity is ascertainable, but it does, however, contain information on the specific user actions and the end device used by the user.

Your data may be transferred to third countries such as the USA. For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, among other things, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at:

https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

The data protection policy with detailed information on the use of data by Awin can be found at

<https://www.awin.com/de/datenschutzerklarung>.

Use of the eBay Partner Programme

We use the eBay partner programme of eBay GmbH (Albert-Einstein-Ring 2-6, 14532 Kleinmachnow; "eBay")

When you click on an advertisement with a partner link, eBay places a conversion tracking cookie on your computer. These cookies ensure the correct billing for the partner programme by recording the success of an advertisement. Cookies identify the fact that you have clicked on an advertisement and can track the origin of the order with the advertiser. In addition, the device and browser you use can be recognised.

Your data may be transferred to third countries such as the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). eBay is not certified under the TADPF. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available

at: https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

The data protection declaration with detailed information on the use of data by eBay can be found at

<https://partnernetwork.ebay.com/page/network-agreement#privacy-notice>.

Plug-ins

Use of the Google Tag Manager

Our website uses the Google Tag Manager from Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google"). 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 social plug-ins

Our website uses social network plug-ins. The integration of social plug-ins and the data processing associated with this serves the purpose of optimising the advertising for our products.

The integration of social plug-ins involves a connection between your computer and the servers of the service provider of the social network which then instructs your web browser to display the plug-in on that web page, provided you have expressly consented to this. In this process, both your IP address as well as the information on which web pages you have visited will be transmitted to the provider's servers. This happens regardless of whether you are registered with or logged into the social network. The information is transferred even if users are not registered or logged in. Should you be connected simultaneously with one or more of your social network accounts, the collected information may also be assigned to your corresponding profiles. When using the plug-in functions (e.g. by pressing the appropriate button), this information will also be assigned to your user account. You can therefore prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

The following social networks are integrated in our website through social plug-ins. You can find more detailed information on the scope and purpose of collection and use of the data and your associated rights and options for protecting your privacy in the provider's privacy policy via the link.

Facebook by Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland).

Meta Platforms Ireland and we are jointly responsible for the collection of your data and the transfer of this data to Facebook when the service is integrated. The basis for this is an agreement between us and Meta Platforms Ireland on the joint processing of personal data, in which the respective responsibilities are defined. The agreement is available at https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible in particular for the fulfilment of the information obligations in accordance with Art. 13, 14 GDPR, for compliance with the security requirements of Art. 32 GDPR with regard to the correct technical implementation and configuration of the service, and for compliance with the obligations in accordance with Art. 33, 34 GDPR, insofar as a violation of the protection of personal data affects our obligations under the agreement on joint processing. Meta Platforms Ireland is responsible for enabling the rights of the data subject in accordance with articles 15-20 of the GDPR, for complying with the security requirements of article 32 of the GDPR with regard to the security of the service, and for complying with the obligations of articles 33, 34 of the GDPR, insofar as a breach of personal data protection concerns Meta Platforms Ireland's obligations under the joint processing agreement.

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Meta has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

For more information on data protection please visit: <https://www.facebook.com/about/privacy/>.

Instagram by Meta Platforms Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland):

<https://help.instagram.com/155833707900388>

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Meta has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland)

<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). LinkedIn has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Pinterest by Pinterest Inc. (635 High Street, Palo Alto, CA, 94301, USA)

<https://policy.pinterest.com/en/privacy-policy>

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Pinterest is not certified under the TADPF.

X (X Corp., 1355 Market Street, Suite 900 San Francisco, CA 94103, USA)

<https://twitter.com/privacy>

<https://twitter.com/personalization>

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). X has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Use of social plug-ins via “Shariff”

Our website uses social network plug-ins. We use data protection-compliant “Shariff” buttons to ensure that you retain control over your data. No connection is made to the social network servers and no data submitted without your explicit consent. “Shariff” was developed by specialists at the computer magazine c't. It enables more personal privacy in the network and replaces the usual social network "share" buttons. You can find more information on the Shariff project here <https://www.heise.de/ct/artikel/Shariff-Social-Media-Buttons-mit-Datenschutz-2467514.html>.

When you click the buttons a pop-up window appears, allowing you to log on with the relevant provider using your data. It is only after you actively login that a direct connection to the social network is set up. By logging in, you give your permission for the transfer of your data to the respective social media provider. At this time, information such as your IP address and which websites you have visited is transmitted. Should you be connected simultaneously with one or more of your social network accounts, the information collected is also assigned to your corresponding profiles. Therefore, you can only prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts. The social networks listed below are integrated with the “Shariff” function. You can find more detailed information on the scope and purpose of collection and use of the data, your associated rights and options for protecting your privacy in the provider’s privacy policy via the link.

Facebook by Meta Platforms Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland):

<https://www.facebook.com/policy.php>

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Meta has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Instagram by Meta Platforms Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland) <https://help.instagram.com/155833707900388>.

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Meta has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland)

<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). LinkedIn has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

X (X Corp., 1355 Market Street, Suite 900 San Francisco, CA 94103, USA)

<https://twitter.com/privacy>

<https://twitter.com/personalization>

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). X has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Use of social plug-ins via the “2-click solution”

Our website uses social network plug-ins via the “2-click solution”. No connection is made to the social network servers and no data submitted without your explicit consent. Standard integration of plug-ins set up a connection between your computer and the provider’s servers when you call up pages on our website which contain such a plugin, allowing the plug-in to be shown on the web page by a notice sent to your browser. Both your IP address and the fact that you have visited our web pages are transmitted to the provider’s servers. This happens regardless of whether you are registered with or logged into the social network. The information is transferred even if users are not registered or logged in. If you are also logged into the social network, this information is also assigned to your user profile. When you use plug-in functions (e.g. activate the button) this information is also assigned to your user account, which you can only prevent by logging out before using the plug-in. To ensure that you retain control over your data we have decided to initially deactivate the corresponding button. This is shown by the greyed-out button. No connection is made to the social network servers and no data submitted without your explicit consent - in the form of activation of the button. Only when you activate the button does it become active (highlighted) and set up a direct connection to the social network’s servers. By logging in, you give your permission for the transfer of your data to the respective social media provider. At this time, information such as your IP address and which websites you have visited is transmitted. Should you be connected simultaneously with one or more of your social network accounts, the information collected is also assigned to your corresponding profiles. Therefore, you can only prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts.

The social networks listed below are integrated with the “2-click function”. You can find more detailed information on the scope and purpose of collection and use of the data, your associated rights and options for protecting your privacy in the provider’s privacy policy via the link.

Facebook by Meta Platforms Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland):

<https://www.facebook.com/policy.php>

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Meta has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Instagram by Meta Platforms Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland):

<http://instagram.com/legal/privacy/>

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Meta has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland):

<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

Your data may be transferred to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). LinkedIn has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

X (X Corp., 1355 Market Street, Suite 900 San Francisco, CA 94103, USA)

<https://twitter.com/privacy>

<https://twitter.com/personalization>

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). X has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Use of Facebook Connect

Our website uses the single sign-on function Facebook Connect from Meta Platforms Ireland Ltd. (Grand Canal Harbour, Dublin, D02, Ireland; "Facebook").

Meta Platforms Ireland and we are jointly responsible for the collection of your data and the transfer of this data to Facebook when the service is integrated. The basis for this is an agreement between us and Meta Platforms Ireland on the joint processing of personal data, in which the respective responsibilities are defined. The agreement is available at https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible in particular for the fulfilment of the information obligations in accordance with Art. 13, 14 GDPR, for compliance with the security requirements of Art. 32 GDPR with regard to the correct technical implementation and configuration of the service, and for compliance with the obligations in accordance with Art. 33, 34 GDPR, insofar as a violation of the protection of personal data affects our obligations under the agreement on joint processing. Meta Platforms Ireland is responsible for enabling the rights of the data subject in accordance with articles 15-20 of the GDPR, for complying with the security requirements of article 32 of the GDPR with regard to the security of the service, and for complying with the obligations of articles 33, 34 of the GDPR, insofar as a breach of personal data protection concerns Meta Platforms Ireland's obligations under the joint processing agreement.

This function enables website visitors to log on to the website via their already existing Facebook account. The processing of data serves the purpose of verification during registration, personalisation and for interest-related advertising. To offer this function on the website a connection to the Facebook servers is established. Cookies are used for this purpose. In this process the following information, inter alia, can be collected and transmitted to Facebook: IP address, browser information, referrer URL (website via which you accessed our website), location data. This happens regardless of whether you are registered with or logged into the social network. The information is transferred even if users are not registered or logged in. Should you be connected simultaneously with one or more of your social network accounts, the collected information may also be assigned to your corresponding profiles. You can therefore prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts. Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Meta has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

When using the single sign-on function the Facebook profile of the website visitor is connected with a customer account for this website. In this case we receive personal data of the user through Facebook, as stated in the login process. This can include the following information, inter alia: Name, address, public profile information (e.g. name profile picture, age, gender), email address, friends list, "Likes" information. The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 find more detailed information on the terms and conditions of use and data protection at

<https://www.facebook.com/about/privacy/>.

Use of Google reCAPTCHA

We use the reCAPTCHA service provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google") on our website under a data processing agreement. The purpose of this check is to distinguish between input by a human and automated, machine-based processing. To this end, your input is transmitted to Google and processed there. In addition, the IP address and, where applicable, other data required by Google for the reCAPTCHA service are transmitted to Google. This data is processed by Google within the European Union and, where applicable, also transmitted to servers of Google LLC in the USA. An adequacy decision by the European Commission is in place for the USA, namely the Trans-Atlantic Data Privacy Framework (TADPF). Google has obtained certification under the TADPF and is therefore committed to complying with European data protection principles.

The use of cookies or similar technologies takes place with your consent on the basis of Section 25(1) sentence 1 of the TDDDG in conjunction with Article 6(1)(a) of the GDPR. The processing of your personal data takes place with your consent on the basis of Article 6(1)(a) of the GDPR. You may withdraw your consent at any time without this affecting the lawfulness of the processing carried out on the basis of your consent prior to its withdrawal.

Use of Google invisible reCAPTCHA

Our website uses the invisible reCAPTCHA service by reCAPTCHA der Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Irland; "Google"). This serves to distinguish whether the input was made by a human or automatic machine processing. In the background, Google collects and analyses usage data which is also used by invisible reCaptcha to distinguish between regular users and bots. For this purpose your input will be transmitted to Google and further used there. In addition, the IP address and, where applicable, other data required by Google for the invisible reCAPTCHA service will be transmitted to Google. This data will be processed by Google within the European Union and, where necessary, also in the USA.

For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Google has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 find more detailed information on Google reCAPTCHA and the associated data privacy policy at:

<https://www.google.com/recaptcha/intro/android.html>

and <https://www.google.com/privacy>.

Use of hCaptcha

We use the hCaptcha service of Intuition Machines Inc. (1065 SW 8th St #704, Miami, FL 33130, USA; 'hCaptcha') on our website as part of order processing.

hCaptcha serves to protect our website from spam and misuse by automated access (bots). By implementing hCaptcha, we ensure that certain actions on our website are only carried out by real people, which guarantees the security and integrity of our online services.

When hCaptcha is used, the following data may be collected and processed IP address of the user, information about the end device used (e.g. browser and operating system), mouse movements and interactions on the website, time spent on the website, input behaviour of the user. Your data may be transferred to the USA. An adequacy decision of the EU Commission is in place for the USA, the Trans-Atlantic Data Privacy Framework (TADPF). hCaptcha has certified itself in accordance with the TADPF and is therefore committed to complying with European data protection principles.

The use of cookies or comparable technologies takes place with your consent on the basis of § 25 para. 1 sentence 1 TDDDG i.V.m. Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

You can find more information on data processing and data protection at hCaptcha at <https://www.hcaptcha.com/gdpr>.

Use of Cloudflare

On our website, we use the Content Delivery Network, Cloudflare CDN of Cloudflare Inc. (101 Townsend St, San Francisco, CA 94107, USA; "Cloudflare"). This is a supranational network of servers in different data centres with which our web server connects and via which certain contents of our website are delivered.

The purpose of the data processing is to optimise the loading times of our website in order to make our offer more user-friendly.

This can involve the collection of, among other things, the following information: IP address, system configuration information, information about the traffic from and to customer websites (server log files).

Your data may be transferred to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Cloudflare has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Processing is carried out on the basis of Article 6(1)(f) GDPR for the purposes of our legitimate interest in 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 your personal data and carried out on the basis of Article 6(1)(f) GDPR.***

For more information about privacy when using Cloudflare, please visit <https://www.cloudflare.com/de-de/privacypolicy/>.

Use of All In One WP Security & Firewall

On our website, we use the security plug-in "All In One WP Security & Firewall" from Tips and Tricks HQ.

The data processing serves the purpose of increasing the security and protection of our website and to detect security gaps. To this end,

cookies may be used to collect user data such as your IP address. The data is only stored on our servers. The data will not be passed on to third parties.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 find more information on data processing when using the plug-in at <https://de.wordpress.org/plugins/all-in-one-wp-security-and-firewall/> and <https://www.tipsandtricks-hq.com/wordpress-security-and-firewall-plugin>.

Use of Wordfence

We use the Wordfence security plugin from Defiant Inc. (00 5th Ave Ste 4100, Seattle, WA 98104, USA "Wordfence") on our website as part of order processing. Data processing is used in particular to protect against viruses and malware, to detect and defend against brute force and DDoS attacks. For this purpose, Wordfence uses cookies to categorise website visitors as questionable or harmless. For this purpose, the IP address of the website visitor is stored on the Wordfence servers. IP addresses classified as harmless are placed on a whitelist. Dubious IP addresses, on the other hand, are placed on a blacklist. For this purpose, our website establishes a permanent connection to the Wordfence servers so that Wordfence can compare its databases with the access requests sent to our website and block them if necessary.

Your data will be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Wordfence is not certified under the TADPF. The data transfer takes place, among other things, on the basis of standard contractual clauses as suitable guarantees for the protection of personal data, which can be viewed at:

<https://www.wordfence.com/standard-contractual-clauses/>.

The use of cookies or comparable technologies takes place with your consent on the basis of Section 25 para. 1 sentence 1 of the TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. 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 find more detailed information on Wordfence's collection and use of data and your associated rights and options for protecting your privacy in Wordfence's privacy policy: <https://www.wordfence.com/privacy-policy/> and <https://www.wordfence.com/help/general-data-protection-regulation/#standard-contractual-clauses>.

Use of Cloudfront

Our website uses the Cloudfront CDN content delivery network provided by Amazon Web Services EMEA SARL (38 avenue John F. Kennedy, L-1855, Luxembourg; "Cloudfront").

This is a supra-regional network of servers in various data centers to which our web server connects and through which certain content on our website is delivered.

The data processing serves the purpose of optimizing the loading times of our website and thus making our offer more user-friendly.

The following information, among others, may be collected: IP address, system configuration information, information about traffic to and from customer websites (so-called server log files).

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Cloudfront has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Processing is carried out on the basis of Article 6(1)(f) GDPR for the purposes of our legitimate interest in 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 your personal data and carried out on the basis of Article 6(1)(f) GDPR.*

For more information on data protection when using Cloudfront, please

visit https://docs.aws.amazon.com/de_de/AmazonCloudFront/latest/DeveloperGuide/data-protection-summary.html and https://d1.awsstatic.com/legal/aws-gdpr/AWS_GDPR_DPA.pdf.

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. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). YouTube has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

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>).

Use of the authorized.by Badge

On our website we use the “authorized.by Badge” from Stayble Market GmbH (Theresienstraße 66, 80333 Munich; “Stayble Market”). The data processing serves the purpose of displaying and confirming to you our status as an authorised partner of the manufacturers whose products we distribute.

To display the badge, it is necessary that your data (e.g. IP address, device type, operating system, browser type) be transmitted to Stayble Market when you access the website.

This data processing is performed on the basis of Article 6(1)(f) of GDPR due to our predominant interest in the optimal marketing of our product and in proving ourselves to be authorised partners of the manufacturers whose products we distribute. ***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) of GDPR.***

More information on data protection at Stayble Market can be found at: <https://www.authorized.by/datenschutz/>

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.

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.

You can lodge a complaint with, among others, the supervisory authority responsible for us, which you may reach at the following contact details:

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen
Postfach 20 04 44
40102 Düsseldorf
Tel.: +49 211 384240
Fax: +49 211 38424999
E-Mail: poststelle@ldi.nrw.de

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.