

# 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.

## Contact

### Responsible person/Data protection officer

Contact us at any time. The contact details of the person responsible for data processing can be found in our legal notice.

You can contact our data protection officers directly at: Petra Kempf (VBS Hobby Service), An den Bauernwiesen 15, 21394 Kirchgellersen, Deutschland, [datenschutz@kempf-consulting.de](mailto:datenschutz@kempf-consulting.de), Tel: +49 (0) 4135 80 88 990, Fax: +49 (0) 4135 80 88 998

### 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. By submitting your message you agree to the processing of your transmitted data. 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. 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 is transferred here for example to the shipping companies and dropshipping providers, payment service providers, service providers for handling the order and IT service providers that you have selected. We will comply strictly with legal requirements in every case. The scope of data transmission is restricted to a minimum.

## Contact      Evaluations

### Use of your personal data for the sending of postal advertising

We will use your personal data (name, address) that we have received in the process of the sale of goods or services to send you postal advertising, unless you have objected to this use. The provision of these data is necessary for conclusion of an agreement. Failure to provide it will prevent the conclusion of any agreement.

The processing will be carried out on the basis of Article 6(1)(f) GDPR for the purposes of our legitimate interest in direct advertising. ***You can object to this use of your address information at any time by contacting us.*** You will find the contact details for exercising your right to object in our imprint.

### Use of your email address for mailing of newsletters

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

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

### 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.

## Payment service providers

### Use of PayPal

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

### Use of Amazon Payments

We use Amazon Payments payment service on our website, from Amazon Payments Europe s.c.a. (38 avenue John F. Kennedy, L-1855 Luxembourg; "Amazon Payments").

The processing of data enables you to pay using the Amazon Payments payment service.

To integrate this payment service it is essential that Amazon Payments collects, stores, and analyses data when accessing the website (e.g. IP address, device type, operating system, browser type, device location). Cookies may be used for this purpose. Cookies allow your internet browser to be recognised.

This data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in 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 and carried out in accordance with Article 6(1)(f) GDPR.**

By selecting and using "Amazon Payments", the data required for payment processing will be submitted to Amazon Payments to execute the agreement with you using the selected payment method. The data is processed on the basis of Article 6(1)(b) GDPR.

Further information on data processing when using the Amazon Payments payment service can be found in the associated data privacy policy at: <https://pay.amazon.com/de/help/201212490>

## Cookies

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

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

Using the links below, you can find out how to manage cookies (or deactivate them, among other things) in major browsers:

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

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

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

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

### technically necessary cookies

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

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

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

## Analysis Advertising Communication

### Use of the Google Analytics

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

Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity and to provide other services to the website operator relating to website and internet use. In this process the following information, inter alia, can be collected: IP address, date and time of the website access, click path, information on the browser and the device you are using, the pages visited, referrer URL (website via which you accessed our website), location data, purchasing activities. The IP address transmitted from your browser within the scope of Google Analytics is not associated with any other data held by Google.

Google Analytics uses technology such as cookies, web storage in the browser and tracking pixels which enable an analysis of your use of the website. The information generated by these regarding your use of this website is usually transferred to a Google server in the USA and stored there. IP anonymisation is activated on this website. Google uses this to shorten your IP address beforehand within Member States of the European Union or in other signatories to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there.

The data processing, particularly the placing of cookies, is carried out with your consent on the basis of Article 6(1)(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.google.com/analytics/terms/de.html> and/or at <https://www.google.de/intl/de/policies/> and at <https://policies.google.com/technologies/cookies?hl=de>.

#### **Use of Facebook Pixel**

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

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

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

Your data may be transmitted to the USA.

The data processing, particularly the placing of cookies, is carried out with your consent on the basis of Article 6(1)(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 Facebook's collection and use of data and your associated rights and options for protecting your privacy in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

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

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

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

This application serves to analyse visitor behaviour and visitor interests.

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

Your data may be transmitted to the USA.

The data processing, particularly the placing of cookies, is carried out with your consent on the basis of Article 6(1)(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/>

#### **Use of the "Zendesk Chat" live chat system**

Our website uses Zendesk Inc.'s live chat system (1019 Market Street, 6th Floor, San Francisco, California 94103, USA; "Zendesk").

The system serves to facilitate communication between you and us in our role as provider. A usage profile can be generated from this data under a pseudonym. Cookies are used for this purpose. Cookies facilitate recognition of your internet browser.

Your data may be transmitted to the USA.

If Zendesk transmits the data to third countries not covered by an adequacy decision, this will occur on the basis of binding internal data protection provisions according to Article 47 GDPR. These provisions can be found at <https://d1eipm3vz40hy0.cloudfront.net/pdf/ZENDESK-BCR-Processor-Policy.pdf> and <https://d1eipm3vz40hy0.cloudfront.net/pdf/ZENDESK-BCR-Controller-Policy.pdf>.

The data processing, particularly the placing of cookies, is carried out with your consent on the basis of Article 6(1)(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 Zendesk's collection and use of data and your associated rights and options for protecting your privacy in Zendesk's privacy policy at: <https://www.zendesk.com/company/customers-partners/privacy-policy/>.

## **Plug-ins and others**

#### **Use of the Google Tag Manager**

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

#### **Use of 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 Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA)  
<https://www.facebook.com/policy.php>

Instagram by Instagram LLC. (1601 Willow Road, Menlo Park, CA 94025, USA) <https://help.instagram.com/155833707900388>

Pinterest by Pinterest Inc. (635 High Street, Palo Alto, CA, 94301, USA) <https://policy.pinterest.com/en/privacy-policy>

Twitter by Twitter Inc. (1355 Market Street, Suite 900, San Francisco, CA 94107, USA) <https://twitter.com/privacy>

#### **Use of Google reCAPTCHA**

Our website uses the reCAPTCHA service by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the data controller responsible for your data if you have your habitual residence in the European Economic Area or Switzerland. Google Ireland Limited is therefore the company affiliated with Google which is responsible for processing your data and for compliance with applicable data protection laws.

The request serves to distinguish whether the input was made by a human or automatic machine processing. For this purpose your input will be transmitted to Google and used by them further. In addition, the IP address and any other data required by Google for the reCAPTCHA service will be transferred to Google. This data will be processed by Google within the EU and potentially also in the USA. Processing is carried out on the basis of Article 6(1)f) GDPR due to our legitimate interest in protecting our website from automated spying, misuse and SPAM. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)f) GDPR.***

You can find more detailed information on Google reCAPTCHA and the associated data protection declaration at:

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

#### **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.

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

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

### ***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.

#### **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.

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