



Data protection declaration

10.01.2023

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 person responsible for data processing is: Petra Kempf (VBS Hobby Service GmbH), An den Bauernwiesen 15, 21394 Kirchgellersen Deutschland, +49 (0) 4135 80 88 990, datenschutz@kempf-consulting.de

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, 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.

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.

WhatsApp Business

If you communicate with us via WhatsApp, we use the WhatsApp Business version of WhatsApp Ireland Limited for this (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; "WhatsApp"). If you have your residence outside the European Economic Area, this service is provided by WhatsApp Inc. (1601 Willow Road, Menlo Park, CA 94025, USA).

The purpose of the data processing is to handle and respond to your contact request. For this purpose we collect and process your mobile phone number registered with WhatsApp and, if provided, your name and additional data to the extent provided by you. We use a mobile device for the service, the address book of which stores exclusively the data of users who have contacted us via WhatsApp. Disclosure of personal data to WhatsApp shall not take place unless you have already consented to this with respect to WhatsApp.

Your data are transmitted by WhatsApp to servers of Meta Platforms Inc. in the USA.

For the USA, no adequacy decision from the EU Commission is available. 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://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_de.

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 providing quick and easy communication as well as 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 personal data 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.

For more information on terms of service and privacy when using WhatsApp, please visit <https://www.whatsapp.com/legal/#terms-of-service> and <https://www.whatsapp.com/legal/#privacy-policy>.

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.

Evaluations Advertising

Data collection when you post a comment

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

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

Use of your 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, Credit check

Use of PayPal

On our website we use the PayPal payment service of PayPal (Europe) S.à.r.l. et Cie, S.C.A. (22-24 Boulevard Royal L-2449, Luxembourg; "PayPal"). The data processing serves the purpose of offering you payment via the payment service. By selecting and using payment via PayPal, the data required for processing the payment will be transmitted to PayPal in order to enable us 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.

All PayPal transactions are subject to PayPal Privacy Policy. You can find these at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

Use of PayPal Plus

On our website we use the PayPal Plus payment service of PayPal (Europe) S.à.r.l. et Cie, S.C.A. (22-24 Boulevard Royal L-2449, Luxembourg; "PayPal"). The data processing serves the purpose of offering you payment via the payment service. By selecting and using payment via PayPal, credit card via PayPal, direct debit via PayPal, the data required for payment processing is transmitted to PayPal in order to enable us to fulfil the contract with you by means of the selected payment method. This processing is carried out on the basis of Art. 6 para. 1 lit. b GDPR.

For individual payment methods such as credit card via PayPal, direct debit via PayPal, PayPal reserves the right, if necessary, to obtain a credit report on the basis of mathematical-statistical procedures using credit reporting agencies. For this purpose, PayPal transmits the personal data required for credit assessment to a credit agency and uses the obtained information on the statistical probability of a payment default in order to reach a reasonable 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 check for contract initiation. The processing is carried out on the basis of art. 6 para. 1 lit. f GDPR due to our overriding legitimate interest in protection against payment default if PayPal 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 at any time by notifying PayPal. The provision of the data is necessary for the conclusion of the contract with the payment method of your choice. Failure to provide such data shall mean that the contract cannot be concluded with the payment method you have selected.

Use of PayPal Express

Our website uses the payment service PayPal Express from PayPal (Europe) S.à.r.l. et Cie, S.C.A. (22-24 Boulevard Royal, L-2449 Luxembourg; "PayPal").

The processing of data enables us to offer you the option of paying via the PayPal Express payment service. To integrate this payment service it is essential that PayPal collects, stores, and analyses data when you access 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.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR out of our overriding legitimate interest in a customer-oriented offer of different 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.

By selecting and using "PayPal Express", the data required for payment processing will be submitted to PayPal 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 Paypal Express payment service can be found here www.paypal.com/de/webapps/mpp/ua/privacy-full?locale.x=de_DE#Updated_PS in the associated data privacy policy.

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.

The use of cookies or comparable technologies is based on § 15 para. 3 p. 1 TMG. The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR out of our overriding legitimate interest in a customer-oriented offer of different 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.

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>.

Data collection and processing as part of a credit check

When paying in advance, e.g. by invoice or direct debit, we reserve the right to obtain a credit report on the basis of mathematical and statistical processes using infoscure Consumer Data GmbH, Rheinstraße 99, 76532 Baden-Baden. For this purpose we will transmit the personal data required for a credit assessment to the above company and use the information received on the statistical likelihood of a payment default for a balanced decision on the justification, execution or termination of the contractual relationship. The credit check can include probability values (score values) which are calculated on the basis of scientifically recognised mathematical and statistical procedures, taking address information among other things into account. Your interests worthy of protection will be taken into account in accordance with legal requirements. The data processing is for the purpose of credit checking for initiation of contract. Processing is carried out on the basis of art. 6 (1) lit. f GDPR due to our justified interest in protection from payment default when paying in advance. You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR by contacting us, for reasons relating to your personal situation. The provision of data is required for conclusion of contract with your desired payment method. Failure to provide it will mean that the contract cannot be concluded with your desired payment method.

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

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

Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

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 TTDSG. 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.

Analyse, Advertising tracking, Partner program

Use of the Google Analytics

Our website uses the web analysis service Google Analytics from Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google").

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. Google relies on standard contractual clauses as suitable guarantees for the protection of personal data, available at:

<https://policies.google.com/privacy/frameworks> and <https://business.safety.google/adsprocessorterms/>. Both Google and the US government authorities have access to your data. Google may combine your data with other data, such as your search history, personal accounts, usage data from other devices and any other information Google has about you.

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 use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TTDSG 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.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 Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, 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 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. For the USA, no adequacy decision from the EU Commission is available. 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.facebook.com/legal/EU_data_transfer_addendum. The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TTDSG 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 Facebook's collection and use of data and your associated rights and options for protecting your privacy in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

Use of Google Ads conversion tracking

Our website uses the online marketing program "Google Ads", including conversion tracking (evaluation of user actions). Google conversion tracking is a service operated by Google 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.

Your data may be transmitted to the USA. For the USA, no adequacy decision from the EU Commission is available. 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://policies.google.com/privacy/frameworks> and <https://business.safety.google/adscontrollerterms/>. The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TTDSG 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.de/policies/privacy/>

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

Our website uses the remarketing or "similar target groups" function by Google 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 the USA. For the USA, no adequacy decision from the EU Commission is available. 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://policies.google.com/privacy/frameworks>.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TTDSG 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/>

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://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_de.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TTDSG 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 "MessageBird" live chat system

We use the live chat system of MessageBird B.V. (Trompenburgstraat 2C, 1079 TX Amsterdam, The Netherlands; "Messagebird") on our website. The system serves the purpose of communication between you and us as providers. From this data, usage profiles can be created under a pseudonym.

MessageBird collects and uses your IP address, the number of messages sent or received, the length of the messages, your location and the terminal device used, how the messages were routed and whether the connection was successful or not. For more information, please refer to MessageBird's privacy policy.

MessageBird's privacy policy can be found here: <https://www.messagebird.com/de/legal/privacy/>.

The legal basis for data processing is Art. 6 (1) f) DSGVO (legitimate interest). We have an interest in ensuring and guaranteeing the technical processes, e.g. pairing a terminal device to a user account. For this, additional legal basis is Art. 6 para. 1 lit. b) DSGVO (fulfilment of the contract). We have entered into an order processing agreement with Messagebird. MessageBird is a company in the Netherlands and operates under Dutch law and is therefore subject to EU data protection law.

Voucher offers from Sovendus GmbH

If you are interested in a voucher offer from Sovendus GmbH, Moltkestr. 11, 76133 Karlsruhe (Sovendus) and click on the voucher banner, we will transmit your title, name and e-mail address in encrypted form to Sovendus for the purpose of preparing the voucher (Art. 6 para.1 b, f DSGVO). Prior to this, the IP address is already transmitted, used by Sovendus exclusively for data security purposes and usually anonymized after seven days. In addition, for billing purposes, we transmit pseudonymized order number, order value with currency, session ID, coupon code and time stamp to Sovendus.

For more information on the processing of your data by Sovendus, please refer to the online privacy policy at:

Germany: www.sovendus.de/datenschutz

Austria: www.sovendus.at/datenschutz

Switzerland: www.sovendus.ch/datenschutz

Mouseflow

This website uses Mouseflow, a web analytics tool provided by Mouseflow ApS, Flaesketorvet 68, 1711 Copenhagen, Denmark. Data processing is for the purpose of analyzing this website and its visitors. For this purpose, data is collected and stored for marketing and optimization purposes. From this data, usage profiles can be created under a pseudonym. Cookies can be used for this purpose. With the web analysis tool Mouseflow, randomly selected individual visits (only with anonymized IP address) are recorded.

This creates a log of mouse movements and clicks with the intention of randomly replaying individual website visits and deriving potential improvements for the website. The data collected with Mouseflow will not be used to personally identify the visitor to this website without the separately granted consent of the person concerned and will not be merged with personal data about the bearer of the pseudonym. The processing is carried out on the basis of Art. 6 (1) f) DSGVO from the legitimate interest in direct customer communication and in the design of the website in line with requirements. You have the right to object at any time to this processing of personal data concerning you based on Art. 6 (1) f) DSGVO for reasons arising from your particular situation.

To do so, you can deactivate a recording on all websites that use Mouseflow globally for your currently used browser under the following link: <https://mouseflow.de/opt-out/>

Kameleoon

Kameleoon is a SaaS solution that enables A/B testing and web personalization. Kameleoon's customers and partners use the solution to gain a better understanding of how their website is being used, as well as to provide their customers with an optimized user experience. Kameleoon does not store any personal data in the process. However, you can object to the use of Kameleoon at any time by clicking on the following link: <https://www.vbs-hobby.com/#kameleoonOptout=true>

CrossEngage

We would like to show you individualized content based on previous and current use of this website in order to make our offer more interesting for you as a user, therefore we use CrossEngage, a service of CrossEngage GmbH, Bertha-Benz-Str.5, 10557 Berlin. By using CrossEngage, we can, for example, show you individualized content and offers. CrossEngage is a cross-channel marketing platform with the aim of enabling a personalized customer approach in real time across all channels.

The legal basis for the use is Art. 6 para.1 sentence 1a DSGVO (your consent). If you have consented to the use of CrossEngage, user data from all relevant data sources will be consolidated and made available for the design and execution of effective campaigns. Among other things, your email address is shared with CrossEngage to send you emails based on behavior, among other things. In order to be able to design and play out this content, various cookies are set when you use this website, some of which have an unlimited duration and some of which are deleted after 12 months. We transfer the data collected via the cookies pseudonymized to CrossEngage for evaluation.

You can find further information under <https://www.crossengage.io/de/datenschutzerklaerung/>.

Criteo

This website integrates the retargeting technology of Criteo SA, 32 Rue Blanche, 75009 Paris. By using this technology, it is possible to show you advertisements on third-party sites (so-called publisher sites) for products that you have viewed on this website. Criteo collects information about your usage behavior on this website through the use of tracking cookies and similar technologies that are placed in your browser and through the use of advertising IDs in environments that do not support cookies - for example, apps. These technologies allow Criteo to analyze trends and identify the interests of individual users with respect to websites and apps. Criteo

uses these technologies to tag visitors on its partners' websites and apps. Users tagged by Criteo receive a technical ID. At no time does Criteo collect personal data that makes identification possible, such as names or addresses. Criteo only analyzes the products viewed or the search behavior and the pages visited on the website of the partner for which Criteo delivers advertising. In order to deliver personalized advertising to you and provide you with a seamless online experience, Criteo may synchronize the IDs of the different browsers you use. ("ID Synchronization") Thanks to its ID synchronization technology, Criteo is always able to provide you with the most relevant ads - regardless of the browser or device you are using - without Criteo having to collect and process personal data such as names or addresses for this purpose. To this end, Criteo uses exact linking methods based on the technical data collected by means of the Criteo technologies used - such as the IDs of our advertising partners or encrypted e-mail addresses that the partners pass on to Criteo. You can view more information about Criteo's data protection at <https://www.criteo.com/de/privacy/>.

Rechtsgrundlage für diese Datenverarbeitung ist Artikel 6 Absatz 1 Buchstabe a) DSGVO.

The legal basis for this data processing is Article 6(1)(a) DSGVO.

We only use the cookies required for this service (so-called marketing cookies) with your consent. You can object to the processing of your data for the pseudonymous analysis of your surfing behavior by Criteo at any time by using the following unsubscribe link: <https://www.criteo.com/de/privacy/> or revoke your consent in our Cookie Center

Plug-ins und Sonstiges

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 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 der 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, no adequacy decision from the EU Commission is available. For the USA, no adequacy decision from the EU Commission is available. 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.facebook.com/legal/EU_data_transfer_addendum.

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, no adequacy decision from the EU Commission is available. For the USA, no adequacy decision from the EU Commission is available. 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://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_de.

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

<https://about.pinterest.com/de/privacy-policy>

Your data may be transmitted to the USA. For the USA, no adequacy decision from the EU Commission is available. For the USA, no adequacy decision from the EU Commission is available.

Twitter by Twitter Inc. (1355 Market Street, Suite 900, San Francisco, CA 94107, USA)

<https://twitter.com/privacy>

Your data may be transmitted to the USA. For the USA, no adequacy decision from the EU Commission is available. For the USA, no adequacy decision from the EU Commission is available.

Use of Google reCAPTCHA

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

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.

For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at <https://policies.google.com/privacy/frameworks>.

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 Google invisible reCAPTCHA

Our website uses the invisible reCAPTCHA service by eCAPTCHA 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, no adequacy decision from the EU Commission is available. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at <https://policies.google.com/privacy/frameworks>.

The processing is carried out on the basis of Article 6(1)f) GDPR due to our legitimate interest in protecting our website against 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 privacy policy 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. For the USA, no adequacy decision from the EU Commission is available.

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://policies.google.com/privacy/frameworks>.

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.

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 den Datenschutz Niedersachsen
Prinzenstraße 5
30159 Hannover
Tel.: +49 511 1204500
Fax: +49 511 1204599
E-Mail: poststelle@lfd.niedersachsen.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.