

# Data Protection Declaration

## 1) Information on the Collection of Personal Data and Contact Details of the Controller

**1.1** We are pleased that you are visiting our website and thank you for your interest. On the following pages, we inform you about the handling of your personal data when using our website. Personal data is all data with which you can be personally identified.

**1.2** The controller in charge of data processing on this website, within the meaning of the General Data Protection Regulation (GDPR), is Oliver Swiezak, TiedUp, Glasbläserallee 18, 10245 Berlin, Deutschland, Tel.: 01637763625, E-Mail: info@cabincrew.store. The controller in charge of the processing of personal data is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data.

**1.3** This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g. orders or inquiries to the controller). You can recognize an encrypted connection by the character string https:// and the lock symbol in your browser line.

## 2) Data Collection When You Visit Our Website

When using our website for information only, i.e. if you do not register or otherwise provide us with information, we only collect data that your browser transmits to our server (so-called "server log files"). When you visit our website, we collect the following data that is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the moment of access
- Amount of data sent in bytes
- Source/reference from which you came to the page
- Browser used
- Operating system used
- IP address used (if applicable: in anonymized form)

Data processing is carried out in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data will not be passed on or used in any other way. However, we reserve the right to check the server log files subsequently, if there are any concrete indications of illegal use.

## 3) Cookies

To make visiting our website attractive and to enable the use of certain functions, we use so-called cookies on various pages. These are small text files that are stored on your end device. Some of the cookies we use are deleted after the end of the browser

session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your terminal and enable us or our partner companies (third-party cookies) to recognize your browser on your next visit (persistent cookies). If cookies are set, they collect and process specific user information such as browser and location data as well as IP address values according to individual requirements. Persistent cookies are automatically deleted after a specified period, which may vary depending on the cookie. You can check the duration of the respective cookie storage in the overview of the cookie settings of your web browser.

In some cases, cookies are used to simplify the ordering process by saving settings (e.g. remembering the content of a virtual shopping basket for a later visit to the website). If personal data are also processed by individual cookies set by us, the processing is carried out in accordance with Art. 6 (1) point b GDPR either for the execution of the contract or in accordance with Art. 6 (1) point f GDPR to safeguard our legitimate interests in the best possible functionality of the website and a customer-friendly and effective design of the page visit.

Please note that you can set your browser in such a way that you are informed about the setting of cookies and you can decide individually about their acceptance or exclude the acceptance of cookies for certain cases or generally. Each browser differs in the way it manages the cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You will find these for the respective browsers under the following links:

- Internet Explorer:

<https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>

- Firefox:

<https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop>

- Chrome: <https://support.google.com/chrome/answer/95647?hl=en&hlrm=en>

- Safari: <https://support.apple.com/en-gb/guide/safari/sfri11471/mac>

- Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

Please note that the functionality of our website may be limited if cookies are not accepted.

## **4) Contacting Us**

### **4.1 - Wix Chat**

This website collects and stores anonymous data using technology from Wix HQ, 6350671, Nema Tel Aviv St 40, Tel Aviv-Yafo, Israel ("Wix") for the purpose of web analytics and to operate the live chat system used to respond to live support requests. From this anonymised data, user profiles can be created under a pseudonym. Cookies can be used for this purpose. Cookies are small text files that are stored locally in the cache of the site visitor's Internet browser. The cookies enable the recognition of the

Internet browser. If the information collected in this way contains a personal reference, it is processed in accordance with Art. 6 Para. 1 letter f GDPR on the basis of our justified interest in effective customer service and the statistical analysis of user behaviour for optimisation purposes.

The data collected with Wix technologies will not be used to personally identify the visitor of this website and will not be merged with personal data about the bearer of the pseudonym without the separately given consent of the person concerned. In order to avoid the storage of Wix cookies, you can set your internet browser to prevent cookies from being stored on your computer in the future or to delete already stored cookies. However, switching off all cookies may mean that some functions on our website can no longer be executed. You can object to the collection and storage of data for the purpose of creating a pseudonymised user profile at any time with effect for the future by sending us your objection informally by e-mail to the e-mail address stated in the imprint.

Further information on data protection at Wix can be found on the following website: <https://de.wix.com/about/privacy>

In the case of the transfer of data to Wix in Israel, the adequacy decision of the European Commission ensures the appropriate level of data protection.

#### **4.2 Our Own Evaluation Reminder (No Dispatch by a Customer Evaluation System)**

We use your e-mail address as a one-off reminder for submitting an evaluation of your order using our own evaluation system, provided you have given us your express consent during or after placing your order in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time by sending a message to the controller responsible for data processing.

**4.3** When you contact us (e.g. via contact form or e-mail), personal data is collected. Which data is collected in the case of a contact form can be seen from the respective contact form. This data is stored and used exclusively for the purpose of responding to your request or for establishing contact and for the associated technical administration. The legal basis for processing data is our legitimate interest in responding to your request in accordance with Art. 6 (1) point f GDPR. If your contact is aimed at concluding a contract, the additional legal basis for the processing is Art. 6 (1) point b GDPR. Your data will be deleted after final processing of your enquiry; this is the case if it can be inferred from the circumstances that the facts in question have been finally clarified, provided there are no legal storage obligations to the contrary.

#### **4.4 WhatsApp Business**

We offer visitors to our website the opportunity to contact us via the WhatsApp news service of WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. For this purpose, we use the so-called "Business Version" of WhatsApp.

If you contact us via WhatsApp in connection with a specific business transaction (e.g. an order placed), we will store and use the mobile telephone number you use at WhatsApp and - if provided - your first name and surname in accordance with Art. 6 para. 1 lit. b. GDPR to process and answer your request. Based on the same legal basis,

we will ask you via WhatsApp to provide further data (order number, customer number, address or e-mail address), if necessary, in order to be able to allocate your enquiry to a specific transaction.

If you use our WhatsApp contact for general enquiries (e.g. about the range of services, availability or our website), we will store and use the mobile phone number you use at WhatsApp and - if provided - your first and last name in accordance with Art. 6 Para. 1 lit. f GDPR based on our justified interest in the efficient and prompt provision of the requested information.

Your data will always be used only to answer your request via WhatsApp. Your data will not be passed on to third parties.

Please note that WhatsApp Business gains access to the address book of the mobile device we use for this purpose and automatically transfers telephone numbers stored in the address book to a server of the parent company Meta Platforms Inc. in the USA. To operate our WhatsApp Business account, we use a mobile device whose address book saves only the WhatsApp contact data of those users who have also contacted us via WhatsApp.

This ensures that each person whose WhatsApp contact data is stored in our address book has already consented to the transmission of his WhatsApp telephone number from the address books of his chat contacts in accordance with Art. 6 Para. 1 lit. a GDPR when using the app on his device for the first time by accepting the WhatsApp terms of use. The transmission of data of such users who do not use WhatsApp and/or have not contacted us via WhatsApp is therefore excluded.

For the purpose and scope of data collection and the further processing and use of data by WhatsApp, as well as your rights and setting options for protecting your privacy, please refer to WhatsApp's data protection information:  
<https://www.whatsapp.com/legal/?eea=1#privacy-policy>

#### **4.5 - Own form for price suggestions**

On our website, we offer customers the possibility of submitting a price suggestion for selected articles via an electronic form at which they would purchase the article. Pursuant to art. 6 (1) point b GDPR, we collect and store certain personal data of the enquirer (such as name and email address) during the electronic transmission of the form for the processing of the price proposal and use them to subsequently inform the enquirer about a rejection or acceptance of the proposal or to submit a counterproposal. The data provided via the form shall be used strictly for the purpose of collecting and allocating the price proposal and for a decision on its acceptance regarding the possible preparation of a contract conclusion. After the final processing of a price proposal request, the personal data will be deleted, unless there are legal retention periods to the contrary.

## **5) Data Processing When Opening a Customer Account and for Contract Processing**

Pursuant to Art. 6 (1) point b GDPR, personal data will continue to be collected and processed to the extent required in each case if you provide us with this data when opening a customer account. The data required for opening an account can be found in the input mask of the corresponding form on our website. Deletion of your customer account is possible at any time and can be done by sending a message to the above address of the person responsible. After deletion of your customer account, your data will be deleted, provided that all contracts concluded via it have been fully processed, no legal retention periods are opposed and no legitimate interest on our part in the continued storage exists.

## **6) Use of Client Data for Direct Advertising**

### **6.1 Subscribe to our e-mail newsletter**

If you register for our e-mail newsletter, we will regularly send you information about our offers. The only mandatory data for sending the newsletter is your e-mail address. The provision of further data is voluntary and will be used to address you personally. We use the so-called double opt-in procedure for sending the newsletter. This means that we will only send you an e-mail newsletter once you have expressly confirmed that you consent to receiving newsletters. We will then send you a confirmation e-mail asking you to confirm that you wish to receive the newsletter in future by clicking on an appropriate link.

By activating the confirmation link, you give us your consent for the use of your personal data pursuant to Art. 6 (1) point a GPPR. When you register for the newsletter, we store your IP address entered by your Internet service provider (ISP) as well as the date and time of registration for the purpose of tracing any possible misuse of your e-mail address at a later date. The data collected by us when you register for the newsletter is used exclusively for the promotional purposes by way of the newsletter. You can unsubscribe from the newsletter at any time via the link provided for this purpose in the newsletter or by sending a corresponding message to the responsible person named at the beginning. After unsubscribing, your e-mail address will be deleted from our newsletter distribution list immediately, unless you have expressly consented to further use of your data, or we reserve the right to a more extensive use your data which is permitted by law and about which we inform you in this declaration.

### **6.2 Sending the newsletter to existing customers**

If you have provided us with your e-mail address when purchasing products, we reserve the right to regularly send you offers for products similar to those already purchased by e-mail. Pursuant to Section 7 (3) German law against unfair competition, we do not need to obtain separate consent from you. In this respect, data processing is carried out solely on the basis of our legitimate interest in personalized direct advertising pursuant to Art. 6 (1) point f GDPR. If you have initially objected to the use of your e-mail address for this purpose, we will not send you an e-mail. You are entitled to object to the future

use of your e-mail address for the aforementioned advertising purpose at any time by notifying the controller named at the beginning of this document. In this regard, you only have to pay the transmission costs according to the basic tariffs. Upon receipt of your objection, the use of your e-mail address for advertising purposes will cease immediately.

### **6.3 - Newsletter via Ascend by Wix**

Our email newsletters are sent via the technical service provider Wix, HQ, 6350671, Nema Tel Aviv St 40, Tel Aviv-Yafo, Israel ("Wix") to whom we pass on the data you provided when registering for the newsletter. This transfer takes place in accordance with Art. 6 para. 1 lit. f GDPR and serves our legitimate interest in using an effective, secure and user-friendly newsletter system. Within the scope of the aforementioned services of Wix, data may also be transmitted to Wix Inc., 500 Terry A. Francois Boulevard, San Francisco, California 94158, USA, as part of further processing on behalf of Wix.

Wix uses this information to send and statistically evaluate the newsletter on our behalf. For the evaluation, the emails sent contain so-called web beacons or tracking pixels, which are single-pixel image files stored on our website. This makes it possible to determine whether a newsletter message has been opened and which links, if any, have been clicked on. With the help of so-called conversion tracking, it can also be analysed whether a predefined action (e.g., purchase of a product on our website) has taken place after clicking on the link in the newsletter. In addition, technical information is recorded (e.g., time of retrieval, IP address, browser type and operating system). The data is collected exclusively in pseudonymised form and is not linked to your other personal data; direct personal reference is excluded. This data is used exclusively for the statistical analysis of newsletter campaigns. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients.

If you wish to object to the data analysis for statistical evaluation purposes, you must unsubscribe from the newsletter.

In the event that data is transferred to Wix in Israel, the adequate level of data protection is guaranteed by adequacy decision of the European Commission.

We have concluded an order processing agreement with Wix, by which we oblige Wix to protect our customers' data and not to pass it on to third parties.

You can obtain further information on data protection from Wix at the following website: <https://www.wix.com/about/privacy>

### **6.4 Notification by e-mail of stock availability**

If our online shop provides the possibility of informing you by e-mail about the time of availability for selected, temporarily unavailable items, you can subscribe to our e-mail notification service for product availability. If you register for our e-mail notification service for product availability, we will send you a one-time message by e-mail about the availability of the article you have selected. The only mandatory information needed to send this notification is your e-mail address. The indication of further data is voluntary and is used if appropriate, in order to be able to address you personally. We use the so-called double opt-in procedure when sending this notification. This means that we will only send you a corresponding notification after you have expressly confirmed that you

agree to receive such a message. We will then send you a confirmation e-mail asking you to click on a link to confirm that you wish to receive such notification.

By activating the confirmation link, you consent to the use of your personal data in accordance with Art. 6 (1) point a GDPR. When you register for our e-mail notification service for product availability, we store your IP address as registered by the internet service provider (ISP) as well as the date and time of registration in order to be able to track any possible misuse of your e-mail address at a later time. The data collected by us when you register for our e-mail notification service regarding the availability of goods is used exclusively for the purpose of informing you about the availability of a particular item in our online shop. You can cancel the e-mail notification service for the availability of goods at any time by sending a corresponding message to the controller in charge of data processing named at the beginning. After you have unsubscribed, your e-mail address will be deleted immediately from our distribution list, unless you have expressly consented to the further use of your data or unless we reserve the right to make further use of your data in accordance with the law about which we inform you in this declaration.

## **7) Processing of Data for the Purpose of Order Handling**

**7.1** Insofar as necessary for the processing of the contract for delivery and payment purposes, the personal data collected by us will be passed on to the commissioned transport company and the commissioned credit institution in accordance with Art. 6 (1) lit. b GDPR.

If we owe you updates for goods with digital elements or for digital products on the basis of a corresponding contract, we will process the contact data (name, address, e-mail address) provided by you when placing the order in order to inform you personally by suitable means of communication (e.g. by post or e-mail) about upcoming updates within the legally stipulated period of time within the framework of our statutory duty to inform pursuant to Art. 6 (1) lit. c GDPR. Your contact details will be used strictly for the purpose of informing you about updates owed by us and will only be processed by us for this purpose to the extent necessary for the respective information.

In order to process your order, we also work together with the following service provider(s), who support us in whole or in part in the execution of concluded contracts. Certain personal data is transmitted to these service providers in accordance with the following information.

### **7.2 Use of Payment Service Providers**

#### **- Apple Pay**

If you choose the payment method "Apple Pay" of Apple Distribution International (Apple), Hollyhill Industrial Estate, Hollyhill, Cork, Ireland, the payment processing is carried out via the "Apple Pay" function of your terminal device operated with iOS, watchOS or macOS by debiting a payment card deposited with "Apple Pay". Apple Pay uses security features built into the hardware and software of your device to protect

your transactions. In order to release a payment, it is therefore necessary to enter a code previously defined by you and to verify it using the "Face ID" or "Touch ID" function of your terminal.

For the purpose of payment processing, your information provided during the ordering process, along with information about your order, will be transmitted to Apple in encrypted form. Apple then encrypts this data again with a developer-specific key before the data is transmitted to the payment service provider of the payment card stored in Apple Pay for payment processing. The encryption ensures that only the website from which the purchase was made can access the payment information. After the payment is made, Apple sends your device account number and a transaction-specific dynamic security code to the originating website to confirm the payment.

If personal data is processed in the described transmissions, the processing is carried out exclusively for the purpose of payment processing in accordance with Art. 6 Para. 1 lit. b GDPR.

Apple retains anonymised transaction data, including the approximate amount of the purchase, the approximate date and time and whether the transaction was completed successfully. Anonymisation completely excludes any personal reference. Apple uses the anonymised data to improve Apple Pay and other Apple products and services.

When you use Apple Pay on iPhone or the Apple Watch to complete a purchase made through Safari on Mac, the Mac and the authorization device communicate through an encrypted channel on Apple's servers. Apple does not process or store this information in any format that can identify you personally. You can disable the ability to use Apple Pay on your Mac in your iPhone preferences. Go to "Wallet & Apple Pay" and disable "Allow payments on Mac".

For more information about Apple Pay privacy, please visit the following web address: <https://support.apple.com/en-gb/HT203027>

- Paypal

When you pay via PayPal, credit card via PayPal, direct debit via PayPal or - if offered - "purchase on account" or "payment by instalments" via PayPal, we transmit your payment data to PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal"). The transfer takes place in accordance with Art. 6 (1) point b GDPR and only insofar as this is necessary for payment processing.

PayPal reserves the right to carry out credit checks for the payment methods credit card via PayPal, direct debit via PayPal or, if offered, "purchase on account" or "payment by installments" via PayPal. For this purpose, your payment data may be passed on to credit agencies on the basis of PayPal's legitimate interest in determining your solvency pursuant to Art. 6 (1) point f GDPR. PayPal uses the result of the credit assessment in relation to the statistical probability of non-payment for the purpose of deciding on the provision of the respective payment method. The credit report can contain probability values (so-called score values). If score values are included in the result of the credit report, they are based on recognized scientific, mathematical-statistical methods. The calculation of the score values includes, but is not limited to, address data. For further information on data protection law, including the credit agencies used, please refer to PayPal's data protection declaration at:



<https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>.

You can object to this processing of your data at any time by sending a message to PayPal. However, PayPal may still be entitled to process your personal data if this is necessary for contractual payment processing.

- Paypal Checkout

This website uses PayPal Checkout, an online payment system from PayPal, which consists of PayPal's own payment methods and local payment methods from third-party providers.

When paying via PayPal, credit card via PayPal, direct debit via PayPal or - if offered - "Pay Later" via PayPal, we pass on your payment data to PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal") as part of the payment processing. The transfer takes place in accordance with Art. 6 Para. 1 lit. b GDPR and only insofar as this is necessary for the payment processing.

For the payment methods credit card via PayPal, direct debit via PayPal or - if offered - "pay later" via PayPal - PayPal reserves the right to conduct a credit check. For this purpose, your payment data may be passed on to credit agencies in accordance with Art. 6 Para. 1 lit. f GDPR on the basis of PayPal's legitimate interest in determining your solvency. PayPal uses the result of the credit check in terms of the statistical probability of non-payment for the purpose of deciding on the provision of the respective payment method. The creditworthiness information may contain probability values (so-called score values). Insofar as score values are included in the result of the credit report, they have their basis in a scientifically recognised mathematical-statistical procedure. The calculation of the score values includes, but is not limited to, address data. You can object to this processing of your data at any time by sending a message to PayPal. However, PayPal may still be entitled to process your personal data if this is necessary for the contractual processing of payments.

If you select the PayPal payment method "purchase on account", your payment data will first be transmitted to PayPal in preparation for payment, whereupon PayPal will forward this data to Ratepay GmbH, Franklinstraße 28-29, 10587 Berlin ("Ratepay") in order to process the payment. The legal basis in each case is Art. 6 para. 1 lit. b GDPR. In this case, RatePay carries out an identity and creditworthiness check on its own behalf to determine solvency in accordance with the principle already mentioned above and passes on your payment data to credit agencies on the basis of the legitimate interest in determining solvency in accordance with Art. 6 Para. 1 lit. f GDPR. A list of the credit agencies that Ratepay may use can be found here:

<https://www.ratepay.com/legal-payment-creditagencies/>

If you use the payment method of a local third-party provider, your payment data will first be passed on to PayPal in preparation for the payment in accordance with Art. 6 para. 1 lit. b GDPR. Depending on your selection of an available local payment method, PayPal will then transmit your payment data to the corresponding provider in order to carry out the payment in accordance with Art. 6 Para. 1 lit. b GDPR:

- Sofort (SOFORT GmbH, Theresienhöhe 12, 80339 Munich, Germany)
- iDeal (Currence Holding BV, Beethovenstraat 300 Amsterdam, Netherlands)
- giropay (Paydirekt GmbH, Stephanstr. 14-16, 60313 Frankfurt am Main, Germany)
- bancontact (Bancontact Payconiq Company, Rue d'Arlon 82, 1040 Brussels, Belgium)

- blik (Polski Standard Płatności sp. z o.o., ul. Czerniakowska 87A, 00-718 Warsaw, Poland)
- eps (STUZZA Studiengesellschaft für Zusammenarbeit im Zahlungsverkehr GmbH, Frankgasse 10/8, 1090 Vienna, Austria)
- MyBank (PRETA S.A.S, 40 Rue de Courcelles, F-75008 Paris, France)
- Przelewy24 (PayPro SA, Kanclerska 15A, 60-326 Poznań, Poland)

For further information on data protection, please refer to PayPal's privacy policy:

<https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

- Wix Payments

If you choose the payment method Wix Payments, the payment will be processed via the payment system of Wix HQ, 6350671, Nemał Tel Aviv St 40, Tel Aviv-Yafo, Israel (hereinafter referred to as "Wix "). Wix Payments enables payments via all major credit card formats and, depending on the region, via additional payment methods. The individual payment methods offered by Wix Payments will be communicated to you on our website.

In the case of payments via Wix Payments, your payment data (e.g. payment amount, information on the means of payment used, details of the payee) as well as your confirmation that the payment data is correct will be collected, processed and transferred by Wix to the credit institution commissioned with the payment in accordance with Art. 6 (1) point b GDPR. This processing will only take place to the extent necessary for the execution of the payment. Wix will then authenticate the payment using the authentication procedure provided for you at your bank.

In this context, data may also be transferred to Wix Inc., 500 Terry A. Francois Boulevard, San Francisco, California 94158, USA, for further processing on behalf of Wix Inc.

You can find further information about Wix's data protection at the following website:

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

## **8) Online Marketing**

### **8.1 Facebook pixel for creating custom audiences (with Cookie Consent Tool)**

Within our online offer, the so-called "Facebook pixel" of the social network Facebook is applied. It is operated by Meta Platforms Ireland Limited, 4 Grand Canal Quay, Square, Dublin 2, Ireland (hereinafter "Facebook").

If a user clicks on an advertisement placed by us, which is displayed on Facebook, an addition is added to the URL of our linked page by Facebook pixels. If our page allows data to be shared with Facebook via pixels, this URL parameter is written into the user's browser via a cookie, which is set by the linked page itself. This cookie is then read by Facebook Pixel and enables the data to be forwarded to Facebook.

With the help of the Facebook pixel, Facebook is able to determine visitors of our online offer as a target group for the presentation of ads (so-called "Facebook ads").

Accordingly, the Facebook pixel to display Facebook ads placed by us will be presented only to Facebook users who have shown an interest in our online offer or who demonstrate certain characteristics (e.g., interest in certain topics or products determined by means of the websites visited) which we will transmit to Facebook

(so-called "custom audiences"). When using Facebook pixels, we also want to ensure that our Facebook ads match the potential interest of users and are not annoying. This allows us to evaluate the effectiveness of Facebook ads for statistical and market research purposes by tracking whether users were forwarded to our website after clicking on a Facebook ad ("conversion").

The collected data is anonymous and does not provide us with any information about the user's identity. However, the data is stored and processed by Facebook to enable a connection to the respective user profile and to allow Facebook to use the data for its own advertising purposes in accordance with the Facebook Data Usage Guidelines (<https://www.facebook.com/about/privacy/>). The data may enable Facebook and its partners to serve advertisements on and off Facebook.

The data processing associated with the use of the Facebook Pixel is only carried out with your express consent in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future. To exercise your revocation, remove the tick next to the setting for the "Facebook Pixel" in the "Cookie Consent Tool" embedded on the website.

## **8.2 - Google Ads Conversion-Tracking**

This website uses the online advertising program "Google Ads" and, within the scope of Google Ads, the conversion tracking of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). We use Google Ads to draw attention to our attractive offers on external websites with the help of advertising media (so-called Google Adwords). We can determine how successful the individual advertising measures are in relation to the data of the advertising campaigns. Our aim is to show you advertising that is of interest to you, to make our website more interesting for you and to achieve a fair calculation of the advertising costs incurred.

The conversion tracking cookie is set when a user clicks on an ad placed by Google. Cookies are small text files that are stored on your end device. These cookies usually lose their validity after 30 days and are not used for personal identification. If the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognize that the user clicked on the ad and was redirected to this page. Each Google Ads customer receives a different cookie. Cookies cannot therefore be tracked across Google Ads clients' websites. The information obtained using the conversion cookie is used to create conversion statistics for Google Ads customers who have opted in to conversion tracking. Clients learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that can be used to personally identify users.

The use of Google Ads may also result in the transmission of personal data to the servers of Google LLC. in the USA.

Details on the processing triggered by Google Ads Conversion Tracking and on Google's handling of data from websites can be found here:

<https://policies.google.com/technologies/partner-sites>.

All of the processing described above, in particular the setting of cookies for reading out information on the end device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 (1) a GDPR. You can revoke your

consent at any time with effect for the future by deactivating this service in the "Cookie Consent Tool" provided on the website.

You can also permanently object to the setting of cookies by Google Ads conversion tracking by downloading and installing the Google browser plug-in available at the following link:

<https://www.google.com/settings/ads/plugin?hl=en>

In order to address users whose data we have received in the context of business or business-like relationships in a more interest-oriented advertising manner, we use a customer matching function in the context of Google Ads. For this purpose, we transmit one or more files with aggregated customer data (primarily email addresses and telephone numbers) electronically to Google. Google does not have access to clear data, but automatically encrypts the information in the customer files during the transmission process using a special algorithm. The encrypted information can then only be used by Google to assign it to existing Google accounts that the data subjects have set up. This enables personalized advertising to be played via all Google services linked to the respective Google account.

Customer data will only be transferred to Google if you have given us your express consent to do so in accordance with Art. 6 (1) a GDPR. You can revoke this consent at any time with effect for the future. Further information on Google's data protection measures in relation to the customer matching function can be found here:

[https://support.google.com/google-ads/answer/6334160?hl=en&ref\\_topic=10550182](https://support.google.com/google-ads/answer/6334160?hl=en&ref_topic=10550182)

Google's privacy policy can be viewed here: <https://policies.google.com/privacy>

- Google Marketing Platform

This website uses the online marketing tool Google Marketing Platform of the operator Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("GMP"). GMP uses cookies to serve ads relevant to users, to improve campaign performance reports or to prevent a user from seeing the same ads more than once. Google uses a cookie ID to identify which ads are shown in which browser and to prevent them from being shown more than once.

In addition, GMP can use cookie IDs to record so-called conversions that relate to ad requests. This is the case, for example, when a user sees a GMP advertisement and later, using the same browser, calls up the advertiser's website and makes a purchase via this website. According to Google, GMP cookies contain no personal information. Due to the marketing tools used, your browser automatically establishes a direct connection with the Google server. We have no influence on the scope and further use of the data collected by Google through the use of these tools and therefore inform you as follows according to our state of knowledge: By integrating GMP, Google receives the information that you have called up the corresponding part of our website or clicked on an advertisement from us. If you are registered with a Google service, Google can allocate the visit to your account. Even if you are not registered with Google or have not logged in, it is possible that the provider will find out and save your IP address. In the context of the use of GMP, personal data may also be transmitted to the servers of Google LLC. in the USA.

All processing described above, in particular the reading of information on the end device used, is only carried out if you have given us your express consent to do so in

accordance with Art. 6 (1) point a GDPR. Without this consent, GMP will not be used during your visit to the site.

You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the "Cookie Consent Tool" provided on the website.

You can obtain further information about the data protection regulations of GMP by Google at the following Internet address:

<https://policies.google.com/privacy?gl=de&hl=en>

### **8.3 Use of Affiliate Programs**

- Amazon Partner Program (AmazonPartnerNet)

We participate in the Amazon EU S.a.r.l., 38 avenue John F. Kennedy, L-1855 Luxembourg (hereinafter "Amazon") partner program AmazonPartnerNet. In this context, we have placed advertisements on our website as links that lead to offers on various Amazon websites. Amazon uses cookies, which are small text files that are stored on your end device to be able to trace the origin of orders generated via such links. Among other things, Amazon can recognize that you have clicked on the partner link on our website. This information is required for payment processing between us and Amazon. If the information also contains personal data, the described processing is carried out on the basis of our legitimate financial interest in the processing of commission payments with Amazon in accordance with Art. 6 (1) point f GDPR. Further information on Amazon's use of data can be found in the Amazon.de Privacy Policy at

[https://www.amazon.de/gp/help/customer/display.html?language=en\\_GB&nodeId=201644950](https://www.amazon.de/gp/help/customer/display.html?language=en_GB&nodeId=201644950)

If you wish to block the evaluation of user behavior via cookies, you can set your browser so that you are informed about the setting of cookies, and decide individually whether to accept them or exclude the acceptance of cookies in certain cases or in general. You can also deactivate interest-based ads on Amazon via the link:

<https://www.amazon.de/gp/help/customer/display.html?nodeId=201645090>.

To the extent required by law, we have obtained your consent to the processing of your data as described in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future. In order to exercise your right of withdrawal, please follow the procedure described above.

## **9) Web Analysis Services**

### **9.1 Google (Universal) Analytics**

This website uses Google (Universal) Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). Google (Universal) Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website (including the abbreviated IP address) is usually transferred to a Google server and stored there and may also be transferred to the servers of Google LLC. in the USA.

This website uses Google (Universal) Analytics exclusively with the extension "\_anonymizeIp()", which ensures anonymization of the IP address by shortening it and excludes the possibility of direct personal reference. Through the extension, your IP address will be shortened by Google within member states of the European Union or in other signatory states of the Agreement on the European Economic Area before. Only in exceptional cases will the full IP address be transferred to a server of Google LLC. in the USA and shortened there. On our behalf, Google will use this information to evaluate your use of the website, to compile reports on the website activities and to provide us with further services related to the use of the website and the Internet. The IP address transmitted by your browser within the framework of Google (Universal) Analytics is not combined with other Google data.

Via a special function called "Demographics", Google Analytics also enables the compilation of statistics with statements about the age, gender and interests of site visitors based on an evaluation of interest-related advertising and with the use of third-party information. This allows the definition and differentiation of user groups of the website for the purpose of target-group-optimized marketing measures. However, data sets collected via "Demographics" cannot be assigned to a specific person. Details on the processing operations initiated and on Google's handling of data collected from websites can be found here:

<https://policies.google.com/technologies/partner-sites?hl=en>

All the processing described above, in particular the setting of Google Analytics cookies for reading information on the terminal device used, is only carried out if you have given us your express consent in accordance with Art. 6 Para. 1 letter a GDPR. Without this consent, the use of Google Analytics during your visit to our website will not take place. You can withdraw your consent at any time with effect for the future. To exercise your right of withdrawal of consent, please deactivate this service in the "Cookie-Consent-Tool" provided on the website. We have concluded a data processing agreement with Google for the use of Google Analytics, which obliges Google to protect the data of our site visitors and not to pass it on to third parties.

For the transmission of data from the EU to the USA, Google relies on so-called standard data protection clauses of the European Commission, which are intended to ensure compliance with the European data protection level in the USA.

Further information about Google (Universal) Analytics can be found here:

<https://policies.google.com/privacy?hl=en&gl=en>

## **9.2 Google (Universal) Analytics without cookies with Google Signals**

This website uses Google (Universal) Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google").

This website uses Google (Universal) Analytics exclusively without the use of cookies, which means that the service does not set cookies on your end device at any time. Instead, the local memory of your browser is used to store an individual ID assigned by Google (Universal) Analytics, which enables an analysis of your use of the website. For this purpose, the ID is used to process certain user information.

The information generated by the ID about your use of this website (including the

abbreviated IP address) is usually transferred to a Google server and stored there, and may also be transferred to the servers of Google LLC. in the USA.

This website uses Google (Universal) Analytics exclusively with the extension "\_anonymizeIp()", which ensures anonymization of the IP address by shortening it and excludes any direct personal reference. Through the extension, your IP address will be shortened by Google within member states of the European Union or in other signatory states of the Agreement on the European Economic Area before. Only in exceptional cases will the full IP address be transferred to a Google LLC. server in the USA and shortened there. On our behalf, Google will use this information to evaluate your use of the website, to compile reports on the website activities and to provide us with further services related to the use of the website and the Internet. The IP address transmitted by your browser within the framework of Google (Universal) Analytics is combined with other Google data.

Via a special function called "Demographics", Google Analytics also enables the compilation of statistics with statements about the age, gender and interests of site visitors based on an evaluation of interest-related advertising and with the use of third-party information. This allows the definition and differentiation of user groups of the website for the purpose of target-group-optimized marketing measures. However, data sets collected via "Demographics" cannot be assigned to a specific person. Details on the processing operations initiated and on Google's handling of data collected from websites can be found here:

<https://policies.google.com/technologies/partner-sites?hl=en>

All processing described above will only be carried out if you have given us your express consent in accordance with Art. 6 Para. 1 letter a GDPR. Without this consent, the use of Google Analytics during your visit to our website will be omitted.

You can revoke your consent at any time with effect for the future. To exercise your right of withdrawal of consent, you can download and install the browser plugin available under the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en>

As an alternative to the browser plugin or within browsers on mobile devices, you can revoke your consent by clicking on the following link to set an opt-out cookie that will prevent Google Analytics from collecting data within this website in the future (this opt-out cookie only works in this browser and only for this domain. If you delete your cookies in this browser, you will need to click this link again):

[Disable Google Analytics](javascript:gaOptout())

We have concluded a data processing agreement with Google for the use of Google Analytics, which obliges Google to protect the data of our site visitors and not to pass it on to third parties.

For the transmission of data from the EU to the USA, Google relies on so-called standard data protection clauses of the European Commission, which are intended to ensure compliance with the European data protection level in the USA.

Further information about Google (Universal) Analytics can be found here:

<https://policies.google.com/privacy?hl=en&gl=en>

This website also uses the Google Signals service as an extension of Google Analytics.

With Google Signals, we can have Google generate cross-device reports (so-called "cross device tracking"). If you have activated "personalized ads" in your settings in your Google Account and you have linked your Internet-capable devices to your Google Account, Google can analyze user behavior across devices and create database models based on this, if you have given the appropriate consent for the use of Google Analytics in accordance with Art. 6 para. 1 letter a GDPR (see above). The registrations and device types of all visitors to the site who were logged into a Google account and have performed a conversion are considered. The data shows, among other things, on which device you clicked on a display for the first time and on which device the corresponding conversion took place. We do not receive any personal data from Google, but only statistics based on Google Signals. You have the option of deactivating the "personalized ads" function in the settings of your Google account and thus turn off the cross-device analysis. To do so, follow the instructions on this page:

<https://support.google.com/ads/answer/2662922?hl=en>

Further information about Google Signals can be found here:

<https://support.google.com/analytics/answer/7532985?hl=en>

## **10) Site Functionalities**

### **10.1 Facebook with 2-Click Solution**

Our website uses so-called social plugins ("plugins") of the social network Facebook operated by Meta Platforms Ireland Limited, 4 Grand Canal Quay, Square, Dublin 2, Ireland ("Facebook").

If you wish to increase the protection of your data when visiting our website, the plugins are initially deactivated and integrated into the page by means of a so-called "2-click" solution. Deactivated plug-ins are highlighted in gray. This integration ensures that no connection to the Facebook servers is established when a page of our website containing such plug-ins is called up. Your browser only establishes a direct connection to Facebook's servers when you activate the plug-ins and thus give your consent to the transfer of data in accordance with Art. 6 (1) point a GDPR. The content of the respective plugin is directly transmitted to your browser and integrated into the page. The plugin then sends data (including your IP address) to Facebook. We have no control over the amount of data Facebook collects using those plugins. As far as we know, Facebook will in any case be informed about our websites you have visited currently and in the past. By integrating the plugins, Facebook receives the information that your browser has accessed the corresponding page of our website, even if you do not have a Facebook profile or are not currently logged in. The information collected (including your IP address) is directly transmitted from your browser to a server of Facebook in the USA and stored there. When you interact with the plugins, the relevant information is also directly transmitted to a server of Facebook and stored there. The information is also published on Facebook and signaled to your contacts.

You can revoke your consent at any time by deactivating the activated plugin by clicking the button again. However, the revocation has no influence on the data that has already been transmitted to Facebook.

The purpose and scope of the data collection and the further processing and use of the



data by Facebook, as well as your rights and setting options for the protection of your privacy, can be found in the Facebook data protection declaration at:  
<https://www.facebook.com/policy.php>

#### **10.2 Facebook with Shariff Solution**

Our website uses so-called social plugins ("plugins") of the social network Facebook operated by Facebook Ireland Limited, 4 Grand Canal Quay, Square, Dublin 2, Ireland ("Facebook").

If you wish to increase the protection of your data when visiting our website, these buttons are not fully integrated into the page as plug-ins and only fully operational when using an HTML link. This type of integration ensures that no connection to servers of Facebook is established when a page of our website containing such buttons is called up. When you click on the button, a new browser window opens and calls up the Facebook page, where you can interact (if necessary, after entering your login data) with the plugins contained there.

The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as your rights and setting options for the protection of your privacy, can be found in the Facebook data protection declaration at:  
<https://www.facebook.com/policy.php>

#### **10.3 Instagram with Shariff Solution**

Our website uses so-called social plugins ("plugins") of the Instagram online service operated by Instagram LLC, 1601 Willow Rd, Menlo Park, CA 94025, USA ("Instagram"). If you wish to increase the protection of your data when visiting our website, these buttons are not fully integrated into the page as plug-ins and only fully operational when using an HTML link. This type of integration ensures that no connection to Instagram's servers is established when you access a page on our website that contains such buttons. When you click the button, a new browser window opens and opens the Instagram page, where you can interact with the plugins (if necessary, after entering your login data).

Please refer to Instagram's privacy policy for the purpose and scope of data collection and the further processing and use of data by Instagram and your rights and setting options for protecting your privacy at: <https://help.instagram.com/155833707900388/>

#### **10.4 LinkedIn with Shariff Solution**

Our website uses so-called social plugins ("plugins") of the online service LinkedIn, which is operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA ("LinkedIn").

If you wish to increase the protection of your data when visiting our website, these buttons are not fully integrated into the page as plug-ins and only operational when using an HTML link. This type of integration ensures that no connection to Twitter's servers is established when a page of our website containing such buttons is accessed. When you click on the button, a new browser window opens and opens the Twitter page, where you can interact with the plugins (if necessary, after entering your login data). The purpose and scope of the data collection and the further processing and use of the data by Twitter, as well as your relevant rights and setting options for the protection of

your privacy, can be found in LinkedIn's data protection declaration at:  
<https://www.linkedin.com/legal/privacy-policy>

### **10.5 Use of YouTube Videos**

This website uses the YouTube embedding function for display and playback of videos offered by the provider YouTube, which belongs to Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 ESW5, Ireland ("Google").

To this end, the extended data protection mode is used to ensure, according to provider information, that user information will only be stored once the playback function of the video is started. When the playback of embedded YouTube videos is started, the provider sets "YouTube" cookies to collect information about user behavior. According to indications from YouTube, the use of those cookies is intended, among other things, to record video statistics, to improve user-friendliness and to avoid improper actions. If you are logged in to Google, your information will be directly associated with your account when you click on a video. If you do not wish to be associated with your profile on YouTube, you must log out before activating the button. Google saves your data (even for users who are not logged in) as usage profiles and evaluates them. You have the right to object to the creation of these user profiles, whereby you must contact YouTube to exercise this right. When using YouTube, personal data may also be transmitted to the servers of Google LLC. in the USA.

Regardless of whether the embedded video is played back, a connection to the Google network "double click" is established when visiting this website. This may trigger further data processing beyond our control.

All processing described above, in particular the setting of cookies for the reading of information on the end device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 (1) point a GDPR. Without this consent, Youtube-Videos will not be used during your visit to the website.

You can revoke your consent at any time with effect for the future. If you wish to exercise your right of revocation, please deactivate this service in the "Cookie Consent Tool" provided on the website.

Further information on YouTube's privacy policy can be found at:  
[www.google.com/policies/privacy/](http://www.google.com/policies/privacy/).

### **10.6 Google Translate**

On this website we also use the reCAPTCHA function of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). This function is mainly used to distinguish whether an entry is made by a natural person or misused by automatic and automated processing. The service includes the sending of the IP address and possibly other data required by Google for the reCAPTCHA service to Google. The use of Google reCAPTCHA may also result in the transmission of personal data to the servers of Google LLC. in the USA.

Further information about Google reCAPTCHA and Google's privacy policy can be found at: <https://policies.google.com/privacy?hl=en-GB>

You can revoke your consent at any time with effect for the future. To exercise your

revocation, deactivate this service in the "Cookie Consent Tool" provided on the website.

## **11) Rights of the Data Subject**

**11.1** The applicable data protection law grants you the following comprehensive rights of data subjects (rights of information and intervention) vis-à-vis the data controller with regard to the processing of your personal data:

- Right of access by the data subject pursuant to Art. 15 GDPR: You shall have the right to receive the following information: The personal data processed by us; the purposes of the processing; the categories of processed personal data; the recipients or categories of recipients to whom the personal data have been or will be disclosed; the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period; the existence of the right to request from the controller rectification or erasure of personal data or restriction of processing personal data concerning the data subject or to object to such processing; the right to lodge a complaint with a supervisory authority; where the personal are not collected from the data subject, any available information as to their source; the existence of automated decision-making, including profiling and at least in those cases, meaningful information about the logic involved, as well as the significance and envisaged consequences of such processing for the data subject; the appropriate safeguards pursuant to Article 46 when personal data is transferred to a third country.

- Right to rectification pursuant to Art. 16 GDPR: You have the right to obtain from the controller without undue delay the rectification of inaccurate personal data concerning you and/or the right to have incomplete personal data completed which are stored by us.

- Right to erasure ("right to be forgotten") pursuant to Art. 17 GDPR: You have the right to obtain from the controller the erasure of personal data concerning you if the conditions of Art. 17 (2) GDPR are fulfilled. However, this right will not apply for exercising the freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the establishment, exercise or defense of legal claims.

- Right to restriction of processing pursuant to Art. 18 GDPR: You have the right to obtain from the controller restriction of processing your personal data for the following reasons: As long as the accuracy of your personal data contested by you will be verified. If you oppose the erasure of your personal data because of unlawful processing and you request the restriction of their use instead. If you require the personal data for the establishment, exercise or defense of legal claims, once we no longer need those data for the purposes of the processing. If you have objected to processing on grounds relating to your personal situation pending the verification whether our legitimate grounds override your grounds.

- Right to be informed pursuant to Art. 19 GDPR: If you have asserted the right of rectification, erasure or restriction of processing against the controller, he is obliged to

communicate to each recipient to whom the personal data has been disclosed any rectification or erasure of personal data or restriction of processing, unless this proves impossible or involves disproportionate effort. You have the right to be informed about those recipients.

- Right to data portability pursuant to Art. 20 GDPR: You shall have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format or to require that those data be transmitted to another controller, where technically feasible.

- Right to withdraw a given consent pursuant to Art. 7 (3) GDPR: You have the right to withdraw your consent for the processing of personal data at any time with effect for the future. In the event of withdrawal, we will immediately erase the data concerned, unless further processing can be based on a legal basis for processing without consent. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

- Right to lodge a complaint pursuant to Art. 77 GDPR: Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement if you consider that the processing of personal data relating to you infringes the GDPR.

## **11.2 RIGHT TO OBJECT**

IF, WITHIN THE FRAMEWORK OF A CONSIDERATION OF INTERESTS, WE PROCESS YOUR PERSONAL DATA ON THE BASIS OF OUR PREDOMINANT LEGITIMATE INTEREST, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THIS PROCESSING WITH EFFECT FOR THE FUTURE ON THE GROUNDS THAT ARISE FROM YOUR PARTICULAR SITUATION.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED. HOWEVER, WE RESERVE THE RIGHT TO FURTHER PROCESSING IF WE CAN PROVE COMPELLING REASONS WORTHY OF PROTECTION FOR PROCESSING WHICH OUTWEIGH YOUR INTERESTS, FUNDAMENTAL RIGHTS AND FREEDOMS, OR IF THE PROCESSING SERVES TO ASSERT, EXERCISE OR DEFEND LEGAL CLAIMS.

IF WE PROCESS YOUR PERSONAL DATA FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR PERSONAL DATA WHICH ARE USED FOR DIRECT MARKETING PURPOSES. YOU MAY EXERCISE THE OBJECTION AS DESCRIBED ABOVE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED FOR DIRECT ADVERTISING PURPOSES.

## **12) Duration of Storage of Personal Data**

The duration of the storage of personal data is based on the respective legal basis, the purpose of processing and - if relevant - on the respective legal retention period (e.g. commercial and tax retention periods).

If personal data is processed on the basis of an express consent pursuant to Art. 6 (1) point a GDPR, this data is stored until the data subject revokes his consent.

If there are legal storage periods for data that is processed within the framework of legal or similar obligations on the basis of Art. 6 (1) point b GDPR, this data will be routinely deleted after expiry of the storage periods if it is no longer necessary for the fulfillment of the contract or the initiation of the contract and/or if we no longer have a justified interest in further storage.

When processing personal data on the basis of Art. 6 (1) point f GDPR, this data is stored until the data subject exercises his right of objection in accordance with Art. 21 (1) GDPR, unless we can provide compelling grounds for processing worthy of protection which outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

If personal data is processed for the purpose of direct marketing on the basis of Art. 6 (1) point f GDPR, this data is stored until the data subject exercises his right of objection pursuant to Art. 21 (2) GDPR.

Unless otherwise stated in the information contained in this declaration on specific processing situations, stored personal data will be deleted if it is no longer necessary for the purposes for which it was collected or otherwise processed.