

## Introduction

Unless otherwise stated below, the provision of your personal data is neither legally or contractually required, nor necessary for the conclusion of a contract. You are not obliged to provide the data. Failure to provide it will have no consequences. This applies only to the extent that no indication to the contrary is made in the subsequent processing operations. "Personal data" means any information relating to an identified or identifiable natural person.

## Server-Logfiles

You can visit our website without providing any personal information. Every time you access our website, usage data is transmitted by your internet browser and stored in log data (server log files). This stored data includes, for example, the name of the page accessed, the date and time of access, the volume of data transferred and the requesting provider. This data is used exclusively to ensure the trouble-free operation of our website and to improve our services. It is not possible to assign this data to a specific person.

## Collection and processing when using the contact form

When using the contact form, we collect your personal data (name, e-mail address, message text) only to the extent provided by you. The data processing serves the purpose of contacting you. By sending your message, you consent to the processing of the transmitted data. The processing is based on Art. 6 (1) lit. a DSGVO with your consent. You can revoke your consent at any time by notifying us, without affecting the lawfulness of the processing carried out on the basis of the consent until revocation. We will only use your email address to process your request. Your data will then be deleted unless you have consented to further processing and use.

## Customer account

When opening a customer account, we collect your personal data to the extent specified there. The data processing serves the purpose of improving your shopping experience and simplifying order processing. The processing is based on Art. 6 (1) lit. a DSGVO with your consent. You can revoke your consent at any time by notifying us, without affecting the lawfulness of the processing carried out on the basis of the consent until revocation. Your customer account will then be deleted.

## Collection, processing, use and handling of personal data for orders

When you place an order, we collect and use your personal data only insofar as this is necessary for the fulfilment and processing of your order and for dealing with your enquiries. The provision of the data is necessary for the conclusion of the contract. Failure to provide the data means that no contract can be concluded. The processing is based on Art. 6 (1) lit. b DSGVO and is necessary for the fulfilment of a contract with you. Your data will not be passed on to third parties without your express consent. The only exceptions to this are our service partners whom we need to process the contractual relationship or service providers whom we use in the context of order processing. In addition to the recipients named in the respective clauses of this data protection declaration, these are, for example, recipients of the following categories:

Shipping service providers, payment service providers, merchandise management service providers, service providers for order processing, web hosts, IT service providers and dropshipping merchants. In all cases, we strictly observe the legal requirements. The scope of data transfer is limited to a minimum.

## Forwarding of the e-mail address to shipping companies for information about the shipping status

We pass on your e-mail address to the transport company as part of the contract processing, provided you have expressly agreed to this in your customer account. The purpose of this transfer is to inform you about the shipping status by e-mail. The processing is based on Art. 6 (1) lit. a DSGVO with your consent. You can revoke your consent at any time by notifying us or the transport company without affecting the lawfulness of the processing carried out on the basis of the consent until the revocation.

## Use of PayPal

All PayPal transactions are subject to the PayPal privacy policy. You can find this under <https://www.paypal.com/myaccount/privacy/privacyhub>

## Cookies

Cookies are very small text files used by Internet sites that your browser stores on your computer and can send certain information to us or, if applicable, to a third party.

Transient cookies are automatically deleted when you close the browser. These include, in particular, session cookies. These store a so-called session ID, with which various requests from your browser can be assigned to the joint session. This enables your computer to be recognised when you return to our website. Session cookies are deleted when you log out or close the browser.

Persistent cookies are deleted automatically after a predefined period of time, which may differ depending on the cookie. Unlike transient cookies, deletion does not occur automatically when the browser is closed. However, you can also delete the cookies at any time in the security settings of your browser.

Cookies that are absolutely necessary to provide a service expressly requested by the user ("necessary cookies") are processed by us within the scope of our legitimate interest in providing and operating the website on the basis of Art. 6 (1) sentence 1 lit. f DSGVO.

The following necessary cookies are set when you visit our website:

- Name: fe\_typo\_user; Purpose: Identification of the client; Storage duration: Session.
- Name: cookieconsent\_status; Purpose: storage of the cookie setting; Storage duration: 1 year

In addition, further information is stored or accessed on your terminal device that is not absolutely necessary to provide a service expressly requested by the user. The storage or access only takes place if you give your consent.

Details on the type of information, purpose of the processing, storage period of the information as well as possible recipients of the data can be found in the further course of this data protection declaration. The data collected from you in this way is pseudonymised by technical precautions. It is therefore no longer possible to assign the data to your person. The data will not be stored together with any other personal data about you.

***You have the right to object at any time to this processing of personal data relating to you based on Art. 6 (1) f DSGVO for reasons arising from your particular situation.***

You can set your browser so that it generally does not accept cookies or only certain cookies are stored or not stored. You can revoke any consent you may have given to the processing of data by means of cookies at any time by deleting the corresponding cookies directly via your browser settings. You can find out more about this in the help system of your browser. If your browser rejects all cookies, it is possible that not all functions of this website can be used.

You can find out how to manage (including deactivate) cookies in the most important browsers by clicking on the links below:

- Safari: <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>
- Chrome Browser: <https://support.google.com/accounts/answer/61416?hl=en>
- Internet Explorer: <https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>

## Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site.

- *Name: \_\_ga; Purpose: To record how often a visitor visits the website. For this purpose, a unique user ID as well as the date and time of the first visit and the number of all visits are stored. Storage period: 14 months*
- *Name: \_\_gid; Purpose: Used to determine how a user moves around the web pages. For this purpose, the start time of the first visit and the web page calls with the exact time at which the user accesses the website are stored in order to calculate the duration of a website visit. Storage period: 14 months*
- *Name: \_\_gat\_\_gtag\_\_; Purpose: Throttling the request rate to the server. Storage duration: 14 months*

On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by Google by downloading the browser plugin available at the following link [<https://tools.google.com/dlpage/gaoptout?hl=en>] and install or, alternatively, withdraw your consent by clicking on the following link (see link below).

This website uses Google Analytics with the extension "`__anonymizeIp()`". This means that IP addresses are processed in abbreviated form in order to exclude the possibility of a direct link to a person.

We use Google Analytics to analyse and regularly improve the use of our website. The statistics obtained enable us to improve our offer and make it more interesting for you as a user. The legal basis for the use of Google Analytics is your consent in accordance with Art. 6 Para. 1 S. 1 lit. a DSGVO.

You can find more information on Google's use of data, setting and objection options on the Google website: [https://support.google.com/analytics/answer/6004245?hl=en&ref\\_topic=2919631](https://support.google.com/analytics/answer/6004245?hl=en&ref_topic=2919631)

## Fanpages

In order to provide customers, partners or otherwise interested parties with up-to-date information and to get in touch with them, we operate so-called "fan pages" on the following social networks in addition to our own website: YouTube

The data processing here takes place through the provider of the social media platform. Data processing outside the European Union cannot be ruled out. The provider of the platform may provide us with aggregated usage data, but we do not have access to personal data if you merely visit the fan page. The legal basis for data processing is Art. 6 para. 1 lit. f DSGVO. In the case of consent in the form of an opt-in ("tick box", "activate button") or any other form of obtaining consent, the legal basis is Art. 6 (1) lit. a DSGVO. Consent can be revoked at any time without giving reasons to the person to whom it was given, with effect for the future. Since the data processing is carried out by the provider of the platform, we recommend that you contact the respective provider of the platform for your rights to information, correction, deletion, data portability and objection in the context of visiting our Fanpage. Of course, we will support you in exercising your rights if necessary.

In addition, cookies may be set on your terminal device. You can find the purposes and legal basis for the use of cookies under "Cookies" in this data protection declaration or on the data protection declarations of the platform provider.

You can find more information under the following links: - YouTube: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; <https://www.google.com/policies/privacy/partners/?hl=de>.

## Duration of storage

After the contract has been fully processed, the data will initially be stored for the duration of the warranty period, thereafter taking into account statutory, in particular tax and commercial law retention periods, and then deleted after expiry of the period, unless you have consented to further processing and use.

## Rights of the data subject

If the legal requirements are met, you have the following rights under Articles 15 to 20 of the GDPR: the right to information, to rectification, to deletion, to restriction of processing, to data portability. In addition, you have the right to object to processing based on Art. 6 (1) f DSGVO and to processing for the purpose of direct marketing in accordance with Art. 21 (1) DSGVO. Contact us if you wish. You can find the contact details in our imprint.

## Data Protection Officer according to Art. 13 para. 1 lit. b DSGVO

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## Right of appeal to the supervisory authority

In accordance with Art. 77 DSGVO, you have the right to complain to the supervisory authority if you believe that the processing of your personal data is not lawful.

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