

# Data protection declaration

Unless stated otherwise below, the provision of your personal data is neither legally nor contractually obligatory, nor required for conclusion of a contract. You are not obliged to provide your data. Not providing it will have no consequences. This only applies as long as the processing procedures below do not state otherwise.

"Personal data" is any information relating to an identified or identifiable natural person.

## Server log files

You can use our websites without submitting personal data.

Every time our website is accessed, user data is transferred to us or our web hosts/IT service providers by your internet browser and stored in server log files. This stored data includes for example the name of the site called up, date and time of the request, the IP address, amount of data transferred and the provider making the request. The processing is carried out on the basis of Article 6(1) f) GDPR due to our legitimate interests in ensuring the smooth operation of our website as well as improving our services.

## Contact

### Responsible person

Contact us at any time. The person responsible for data processing is: delicando GmbH, Nöstlstraße 2, 8160 Weiz Österreich, +43 3172 32 10, support@delicando.com

### Proactive contact of the customer by e-mail

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

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

If the initial contact occurs for other reasons, this data processing takes place on the basis of Article 6(1)(f) GDPR for the purposes of our overriding, legitimate interest in handling and responding to your request. ***In this case, on grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out on the basis of Article 6(1)(f) GDPR.***

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

### Collection and processing when using the contact form

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

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

If the initial contact occurs for other reasons, this data processing takes place on the basis of Article 6(1)(f) GDPR for the purposes of our overriding, legitimate interest in handling and responding to your request. ***In this case, on grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out on the basis of Article 6(1)(f) GDPR.***

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

### Collection and processing in case of applications via e-mail

In case of interest, website visitors may apply to vacancies advertised on our website by e-mail. We only collect your personal data to the extent provided by you. This includes your contact details (e.g., name, e-mail address, telephone number), details of your professional qualifications and training, details of further professional training and performance-specific evidence.

The purpose of this data processing is to contact you and to decide on the establishment of an employment relationship with you. The provision of the data is necessary to carry out the application procedure. The processing of your personal data takes place on the basis of Art. 6 para. 1(b) GDPR in conjunction with Art. 26 para. 1 Federal Data Protection Act (BDSG) for the implementation of pre-contractual measures (undergoing the application procedure as an initiation of the employment contract).

If you have given us permission for the processing of personal data for the inclusion in our pool of applicants, e.g., by checking a checkbox, the processing takes place on the basis of Art. 6 para. 1(a) GDPR. You can revoke your consent at any time without affecting the legality of the processing carried out on the basis of your consent until the revocation.

If specific categories of personal data within the meaning of Art. 9 para. 1 of the GDPR are requested from the applicants, such as information on the degree of severe disability, this is carried out on the basis of Art. 9 para. 2(b) GDPR, so that we can exercise the rights arising from labor law and the social security and social protection legislation and fulfill our obligations in this regard.

We will store your personal data as long as this is necessary for the decision about your application. Your data will then be deleted after six months at the latest, provided that you have not consented to further processing and use. If an employment relationship is established following the application procedure, the data provided will be further processed and then transferred to the personnel file for the purposes of implementing the employment relationship pursuant to Art. 6 para. 1 (b) GDPR in conjunction with Art. 26 Para. 1 of the Federal Data Protection Act (BDSG).

### Collection and processing when using the application form

When using the application form, we collect your personal data only to the extent provided by you. This includes your contact details (e.g., name, e-mail address, telephone number), details of your professional qualifications and training, details of further professional training and performance-specific evidence.

The purpose of this data processing is to contact you and to decide on the establishment of an employment relationship with you. The provision of the data is necessary to carry out the application procedure. The processing of your personal data takes place on the basis of Art. 6 para. 1(b) GDPR in conjunction with Art. 26 para. 1 Federal Data Protection Act (BDSG) for the implementation of pre-contractual measures (undergoing the application procedure as an initiation of the employment contract).

If you have given us permission to process personal data for inclusion in our pool of applicants, e.g., by checking a checkbox, the processing takes place on the basis of Art. 6 para. 1(a) GDPR. You can revoke your consent at any time without affecting the legality of the processing carried out on the basis of your consent until the revocation.

If specific categories of personal data within the meaning of Art. 9 para. 1 of the GDPR are requested from the applicants, such as information on the degree of severe disability, this is carried out on the basis of Art. 9 para. 2(b) GDPR, so that we can exercise the rights arising from labor law and the social security and social protection legislation and fulfill our obligations in this regard.

We will store your personal data as long as this is necessary for the decision about your application. Your data will then be deleted after six months at the latest, provided that you have not consented to further processing and use. If an employment relationship is established following the application procedure, the data provided will be further processed and then transferred to the personnel file for the purposes of implementing the employment relationship pursuant to Art. 6 para. 1 (b) GDPR in conjunction with Art. 26 Para. 1 of the Federal Data Protection Act (BDSG).

## **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 or a review**

When you comment on/review an article or post, 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/review and to display comments/reviews.

By submitting the comment/review, you agree to the processing of the transmitted data. The processing is carried out on the basis of Art. 6 para. 1 lit. a GDPR with your consent. You can withdraw your consent at any time 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.

When your comment/review is published the name and email address you have entered will be published.

### **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.

## **Shipping companies      Merchandise management**

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

We forward your email address to the shipping company in the course of contractual processing, if you have explicitly agreed to this in the order process. The forwarding is for the purpose of informing you by email on the shipping status of your order. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us or the transport company without affecting the legality of the processing carried out with your consent up to the withdrawal.

### **Use of an external merchandise management system**

We use a merchandise management system in the course of order processing for the purposes of contractual processing. For this purpose your personal data as collected in the course of the order will be sent to  
L.i.S.A Software GmbH, Sponheimerstraße 20, 9020 Klagenfurt

## **Payment service providers      Credit check**

### **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](#) in the associated data privacy policy.

### **The use of PayPal Check-Out**

We use the PayPal Check-Out payment service of PayPal (Europe) S.à.r.l. et Cie, S.C.A. (22-24 Boulevard Royal L-2449, Luxembourg; "PayPal") on our website. The data processing serves the purpose of being able to offer you payment via the payment service. With the selection and use of payment via PayPal, credit card via PayPal, direct debit via PayPal or "Pay Later" via PayPal, the data required for payment processing is transmitted to PayPal in order to be able to fulfill the contract with you with the selected payment method. This

processing is based on Art. 6 para. 1 lit. b DSGVO.

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

#### Credit card via PayPal, direct debit via PayPal & "Pay later" via PayPal.

For individual payment methods such as credit card via PayPal, direct debit via PayPal or "Pay later" via PayPal, PayPal reserves the right, if necessary, to obtain credit information on the basis of mathematical-statistical methods using credit agencies. For this purpose, PayPal transmits the personal data required for a credit check to a credit agency and uses the information received about the statistical probability of a payment default for a weighed decision on the establishment, implementation or termination of the contractual relationship. The credit information may include probability values (score values), which are calculated on the basis of scientifically recognized mathematical-statistical methods and in the calculation of which, among other things, address data are included. Your interests worthy of protection are taken into account in accordance with the statutory provisions. The data processing serves the purpose of credit assessment for a contract initiation. The processing is carried out on the basis of Art. 6 (1) lit. f DSGVO for our overriding legitimate interest in protecting against payment default when PayPal makes advance payments.

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 by notifying PayPal. The provision of the data is necessary for the conclusion of the contract with the payment method requested by you. Failure to provide it will result in the contract not being concluded with the payment method you have chosen.

#### Local third-party providers

When paying via the payment method of a local third-party provider, the data required for payment processing is transmitted to PayPal. This processing takes place on the basis of Art. 6 para. 1 lit. b DSGVO. For the execution of this payment method, the data may then be forwarded by PayPal to the respective provider. This processing takes place on the basis of Art. 6 para. 1 lit. b DSGVO. Local third-party providers may be, for example:

- Sofort (SOFORT GmbH, Theresienhöhe 12, 80339 Munich, Germany).
- giropay (Paydirekt GmbH, Stephanstr. 14-16, 60313 Frankfurt am Main, Germany)

#### Purchase on account via PayPal

When paying via the payment method purchase on account, the data required to process the payment is first transmitted to PayPal. For the execution of this payment method, the data is then transmitted by PayPal to Ratepay GmbH (Franklinstraße 28-29, 10587 Berlin; "Ratepay") in order to be able to fulfill the contract with you with the selected payment method. This processing is based on Art. 6 para. 1 lit. b DSGVO. Ratepay may conduct a credit check on the basis of mathematical-statistical methods using credit agencies according to the procedure already described above. The data processing serves the purpose of credit assessment for contract initiation. The processing is carried out on the basis of Art. 6 (1) lit. f DSGVO from our overriding legitimate interest in protecting against payment default when Ratepay makes advance payments. For more information on data protection and which credit agencies Ratepay uses, please visit <https://www.ratepay.com/legal-payment-dataprivacy/> and <https://www.ratepay.com/legal-payment-creditagencies/>.

For more information on data processing when using PayPal, please see the associated privacy policy at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

#### 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>

#### Use of Klarna payment options

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

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

#### "Pay Later" (invoice), "Pay Now" (payment by direct debit), "Financing" (hire purchase)

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

Further information, in particular to which credit agencies Klarna passes on your personal data, can be found for Germany

at [https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de\\_de/credit\\_rating\\_agencies](https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_de/credit_rating_agencies) and for Austria at [https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de\\_at/credit\\_rating\\_agencies](https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_at/credit_rating_agencies). General information about Klarna can be found for Germany at: <https://www.klarna.com/de/> and for Austria at <https://www.klarna.com/at/>. Your personal data will be treated by Klarna in accordance with the applicable data protection regulations and as specified in Klarna's data protection policy for Germany at: [https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de\\_de/privacy](https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_de/privacy) and for Austria at: [https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de\\_at/privacy](https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_at/privacy).

## Cookies

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

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

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

Microsoft Edge: <https://support.microsoft.com/de-de/microsoft-edge/cookies-in-microsoft-edge-1b6schen-63947406-40ac-c3b8-57b9-2a946a29ae09>

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

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

### technically necessary cookies

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

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

## Analysis Advertising tracking

### Use of Google Analytics 4

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

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

### Use of mouseflow

Our website uses the analysis tool from Mouseflow ApS (Flaesketorvet 68, 1711 Copenhagen, Denmark, "Mouseflow").

The processing of data serves for personalisation and to analyse this website and its visitors. Mouseflow uses technologies such as cookies, tracking pixels and scripts. Cookies facilitate recognition of your internet browser. In this process the following information, inter alia, can be collected: IP address, click path, information on the browser and operating system you are using, pages visited, time spent on our website, content viewed, location data. A usage profile can be generated from this data under a pseudonym. The web tracking tool mouseflow records randomly selected individual visits (only with anonymised IP address). A record of mouse movements and clicks is then produced with the intent of playing back a sample of individual website visits and deriving potential improvements for the website. The data collected with mouseflow technologies will not be used to identify the website user personally in future or combined with personal data on the bearer of the pseudonym without the separately issued consent of the affected party.

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

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

### Use of Matomo

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

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

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

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



after a maximum of 24 hours.

The use of comparable technologies is carried out with your consent on the basis of Section 25 para. 1 sentence 1 of the German Telecommunications-Telemedia Data Protection Act (TTDSG) in conjunction with Art. 6 para. 1 lit. a GDPR.

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

#### **Use of Hotjar**

On our website we use the analysis tool provided by Hotjar Ltd. (Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julians STJ1000, Malta; "Hotjar").

The data processing serves the purpose of designing, optimising and analysing our website according to your needs.

The tool is used to randomly record the movements of visitors to the website. This creates a protocol of mouse movements, scrolling behaviour, dwell time and clicks on the website (what is known as the heat map).

For this purpose Hotjar uses, among other things, cookies. These can involve the collection of, among other things, the following information: IP address (in anonymous form), information about the device you are using (screen size, devices, unique device identifier), information about the browser you are using, location data (country only), preferred language for displaying the website, operating system used. Detailed information on the cookies used and the function and the storage period of these can be found here:

<https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies>

This data is used to create user profiles under a pseudonym. The data is not used to personally identify the visitor of the website and is not merged with personal data of the bearer of the pseudonym. Hotjar is contractually prohibited from selling the collected data to other third parties.

Your data may be transferred to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Hotjar is not certified under the TAPF. The data transfer takes place on the basis of appropriate protective measures, among other things. Hotjar will provide you with further information on the measures taken upon request.

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.

For more information about data protection when using Hotjar, please visit: <https://www.hotjar.com/legal/policies/privacy/#enduserenglish>

#### **Use of Meta Pixel**

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

Meta and we are jointly responsible for the collection of your data and the transfer of this data to Meta when the service is integrated. The basis for this is an agreement between us and Meta on the joint processing of personal data, in which the respective responsibilities are defined. The agreement is available at <https://de-de.facebook.com/legal/terms/businessgoals>. According to this agreement, we are responsible in particular for the fulfilment of the information obligations in accordance with Arts 13 and 14 GDPR, for compliance with the security requirements of Art. 32 GDPR with regard to the correct technical implementation and configuration of the service, and for compliance with the obligations in accordance with Arts 33 and 34 GDPR, insofar as a violation of the protection of personal data affects our obligations under the agreement on joint processing. Meta is responsible for enabling the rights of the data subject in accordance with Arts 15-20 GDPR, for complying with the security requirements of Art. 32 GDPR with regard to the security of the service, and for complying with the obligations of Arts 33 and 34 GDPR, insofar as a breach of personal data protection concerns Meta's obligations under the joint processing agreement. The application serves to address the visitor to the website with interest-related advertising on the social networks Facebook and Instagram. We have implemented Meta's remarketing tag on our website for this purpose. This tag sets up a direct connection to Meta's servers when you visit our website. This informs the Meta server which of our web pages you have visited. Meta assigns this information to your personal Facebook and/or Instagram user account. When you visit the social networks Facebook or Instagram, you will then be shown personalised, interest-related ads.

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

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

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

For this purpose, you can deactivate the remarketing function "Custom Audiences". You can find more detailed information on Meta's collection and use of data and your associated rights and options for protecting your privacy in Meta's privacy policy:

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

#### **Use of Google Ads conversion tracking**

Our website uses the online marketing program "Google Ads", including conversion tracking (evaluation of user actions). Google conversion tracking is a service operated by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google").

If you click on adverts placed by Google, a cookie is placed on your computer for conversion tracking. These cookies have limited validity, do not contain any personal data and thus cannot be used for personal identification. If you visit certain pages on our website and the cookie has not yet expired, we and Google can recognise that you have clicked on the advert and were forwarded to this page. Every Google Ads customer receives a different cookie. It is therefore not possible to track cookies relating to the websites of Ads customers.

The information collected using the conversion cookie serves the purpose of producing conversion statistics. This allows us to find out the total number of users who have clicked on our adverts and were forwarded to a page equipped with a conversion tracking tag. However, they do not receive any information with which could be used to personally identify users.

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

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

#### **Use of TikTok Pixel**

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

The purpose of the data processing is to identify and analyze our customers' website access and to better target our customers by running

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

Your data may be transferred to third countries such as the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). TikTok is not certified under the TADPF. The data transfer takes place, among other things, on the basis of standard contractual clauses as suitable guarantees for the protection of personal data, which can be viewed at: [https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc\\_en](https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en). The use of cookies or comparable technologies takes place with your consent on the basis of Art. 25 para. 1 p. 1 Telecommunication and Telemedia Data Protection Act (TTDSG) in conjunction with Art. 6 para. 1(a) GDPR. The processing of your personal data takes place with your consent on the basis of Art. 6 para. 1(a) GDPR. You can revoke the consent at any time without affecting the legality of the processing carried out on the basis of your consent until the revocation.

For more information on data protection please visit: <https://www.tiktok.com/legal/new-privacy-policy?lang=de-DE> and <https://ads.tiktok.com/i18n/official/policy/controller-to-controller>.

## Plug-ins

### Use of the Google Tag Manager

Our website uses the Google Tag Manager from Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google"). This application manages JavaScript tags and HTML tags which are used in particular to implement tracking and analysis tools. The data processing serves to facilitate the needs-based design and optimisation of our website. The Google Tag Manager itself neither stores cookies nor processes personal data. It does, however, enable the triggering of further tags which may collect and process personal data. You can find more detailed information on the terms and conditions of use and data protection at <https://www.google.com/intl/de/tagmanager/use-policy.html>

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

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 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 reCAPTCHA and the associated data protection declaration at:

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

### Use of Cloudflare

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

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

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

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

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

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

### Embedding of the idealo logo

The logo of our partner, idealo (idealo internet GmbH, Ritterstraße 11, 10969 Berlin), is embedded on our website. When you access our website, information will automatically be sent to idealo's server via the browser used on your device. This information will be stored temporarily in a server log file for 7 days. The following information is recorded without any action by you and stored until it is automatically deleted:

- IP address of the requesting computer,
- date and time of the access,
- name and URL of the file retrieved,
- website from which the access occurred (referrer URL),
- browser used and, if applicable, the operating system of your computer as well as the name of your access provider.

The temporary storage of the IP address by the system is necessary to enable provision of the website. The IP address must therefore be stored for the duration of the session. Storage in log files takes place in order to guarantee functionality of the website. The data are also used to optimise the website and guarantee security of the information technology systems. These data are not stored together with other personal data. The legal basis for the processing of data is Article 6(1)(1)(f) GDPR.

### Using Font Awesome

We use Font Awesome from Fonticons Inc. on our website (307 S Main St., Suite 202, Bentonville, AR, 72712-9214 USA "Font Awesome"). The data processing serves the purpose of the uniform display of fonts and icons on our website. In order to load the fonts, a connection to the Font Awesome servers is established when the page is accessed.

For this purpose, cookies can be used. Among other things, your IP address and information about the browser you are using is processed and transmitted to Font Awesome. Your data may be transferred to third countries, such as the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Font Awesome is not certified under the TADPF. 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 information on data processing and data protection at [https://fontawesome.com/privacy and at](https://fontawesome.com/privacy-and-at) <https://fontawesome.com/support>.

## ***Rights of persons affected and storage duration***

### **Duration of storage**

After contractual processing has been completed, the data is initially stored for the duration of the warranty period, then in accordance with the retention periods prescribed by law, especially tax and commercial law, and then deleted after the period has elapsed, unless you have agreed to further processing and use.

### **Rights of the affected person**

If the legal requirements are fulfilled, you have the following rights according to art. 15 to 20 GDPR: Right to information, correction, deletion, restriction of processing, data portability. You also have a right of objection against processing based on art. 6 (1) GDPR, and to processing for the purposes of direct marketing, according to art. 21 (1) GDPR.

### **Right to complain to the regulatory authority**

You have the right to complain to the regulatory authority according to art. 77 GDPR if you believe that your data is not being processed legally.

### **Right to object**

If the data processing outlined here is based on our legitimate interests in accordance with Article 6(1)f) GDPR, you have the right for reasons arising from your particular situation to object at any time to the processing of your data with future effect.

If the objection is successful, we will no longer process the personal data, unless we can demonstrate compelling legitimate grounds for the processing that outweigh your interests or rights and freedoms, or the processing is intended for the assertion, exercise or defence of legal claims.

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