

## Privacy policy

### Introduction and Overview

We have written this privacy statement (version 17.06.2021-121764497) in order to explain to you, in accordance with the requirements of the General Data Protection Regulation (EU) 2016/679 and applicable national laws, which personal data (data for short) we as the controller - and the processors (e.g. providers) commissioned by us - process, will process in the future and what lawful options you have. The terms used are to be understood as gender-neutral.

In short: We inform you comprehensively about the data we process about you.

Data protection statements usually sound very technical and use legal terminology. This privacy statement, on the other hand, is intended to describe the most important things to you as simply and transparently as possible. As far as transparency is concerned, technical terms are explained in a reader-friendly way, links to further information are provided and graphics are used. In this way, we inform you in clear and simple language that we only process personal data in the course of our business activities if there is a corresponding legal basis. This is certainly not possible by providing the most concise, unclear and legalistic explanations possible, as is often standard practice on the Internet when it comes to data protection. I hope you find the following explanations interesting and informative and perhaps there is one or two pieces of information you did not know.

If you still have questions, we would like to ask you to contact the responsible office mentioned below or in the imprint, to follow the links provided and to look at further information on third party sites. Our contact details can of course also be found in the imprint.

### Scope of application

This data protection declaration applies to all personal data processed by us in the company and to all personal data processed by companies commissioned by us (order processors). By personal data, we mean information within the meaning of Art. 4 No. 1 DSGVO, such as a person's name, e-mail address and postal address. The processing of personal data ensures that we can offer and invoice our services and products, whether online or offline. The scope of this privacy policy includes:

- all online presences (websites, online shops) that we operate
- social media sites and email communications
- mobile apps for smartphones and other devices

In short, the data protection declaration applies to all areas in which personal data is processed in the company via the aforementioned channels in a structured manner. If we enter into legal relationships with you outside of these channels, we will inform you separately where applicable.

### Legal basis

In the following privacy statement, we provide you with transparent information on the legal principles and regulations, i.e. the legal bases of the General Data Protection Regulation, which enable us to process personal data.

As far as EU law is concerned, we refer to REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016, which you can of course read online on EUR-Lex, the gateway to EU law, at <https://eur-lex.europa.eu/legal-content/DE/TXT/?uri=celex%3A32016R0679>.

We only process your data if at least one of the following conditions applies:

1. consent (Article 6(1)(a) DSGVO): you have given us your consent to process data for a specific purpose. An example would be the storage of your entered data of a contact form.
2. contract (Article 6(1)(b) DSGVO): In order to fulfil a contract or pre-contractual obligations with you, we process your data. For example, if we conclude a sales contract with you, we need personal information in advance.

Legal obligation (Article 6(1)(c) of the GDPR): If we are subject to a legal obligation, we process your data. For example, we are legally obliged to keep invoices for accounting purposes. These usually contain personal data.

4. legitimate interests (Article 6(1)(f) DSGVO): In the case of legitimate interests that do not restrict your fundamental rights, we reserve the right to process personal data. For example, we need to process certain data in order to operate our website in a secure and economically efficient manner. This processing is therefore a legitimate interest.

Further conditions such as the performance of recordings in the public interest and the exercise of public authority as well as the protection of vital interests do not generally occur with us. If such a legal basis should be relevant, it will be indicated at the appropriate place.

In addition to the EU Regulation, national laws also apply:

In Austria, this is the Federal Act on the Protection of Individuals with regard to the Processing of Personal Data (Data Protection Act), or DSG for short.

In Germany, the Federal Data Protection Act, or BDSG for short, applies.

If other regional or national laws apply, we will inform you about them in the following sections.

Contact details of the responsible person

If you have any questions about data protection, you will find the contact details of the responsible person or office below: [d.serttas@goldendometravel.at](mailto:d.serttas@goldendometravel.at).

Storage period

Rights under the General Data Protection Regulation

According to Article 13 of the GDPR, you have the following rights to ensure fair and transparent processing of data:

You have a right of access under Article 15 GDPR to know whether we are processing data about you. If this is the case, you have the right to receive a copy of the data and to know the following information:

the purpose for which we are processing it;

the categories, i.e. types, of data being processed;

who receives this data and, if the data is transferred to third countries, how security can be guaranteed;

how long the data will be stored;

the existence of the right to rectification, erasure or restriction of processing and the right to object to processing;

that you can lodge a complaint with a supervisory authority (links to these authorities can be found below);

The origin of the data if we have not collected it from you;

whether profiling is carried out, i.e. whether data is automatically analysed to arrive at a personal profile of you.

You have a right to rectification of data under Article 16 of the GDPR, which means that we must rectify data if you find errors.

You have the right to erasure ("right to be forgotten") under Article 17 of the GDPR, which specifically means that you may request the deletion of your data.

According to Article 18 of the GDPR, you have the right to restriction of processing, which means that we may only store the data but not use it any further.

According to Article 19 of the GDPR, you have the right to data portability, which means that we will provide you with your data in a common format upon request.

You have a right to object under Article 21 of the GDPR, which entails a change in processing after enforcement.

If the processing of your data is based on Article 6(1)(e) (public interest, exercise of official authority) or Article 6(1)(f) (legitimate interest), you may object to the processing. We will then check as soon as possible whether we can legally comply with this objection.

The fact that we only store personal data for as long as is absolutely necessary for the provision of our services and products applies as a general criterion with us. This means that we delete personal data as soon as the reason for processing the data no longer exists. In some cases, we are legally obliged to store certain data even after the original purpose has ceased to exist, for example for accounting purposes.

Should you wish your data to be deleted or revoke your consent to data processing, the data will be deleted as soon as possible and insofar as there is no obligation to store it.

We will inform you about the specific duration of the respective data processing below, provided we have further information on this.

If data is used to carry out direct marketing, you can object to this type of data processing at any time. We are then no longer allowed to use your data for direct marketing.

If data is used for profiling, you can object to this type of data processing at any time. We may no longer use your data for profiling thereafter.

According to Article 22 of the GDPR, you may have the right not to be subject to a decision based solely on automated processing (for example profiling).

If you believe that the processing of your data violates data protection law or your data protection rights have been violated in any other way, you can complain to the supervisory authority. For Austria, this is the data protection authority, whose website can be found at <https://www.dsb.gv.at/>, and for Germany you can contact the Federal Commissioner for Data Protection and Freedom of Information (BfDI).

In short: You have rights - do not hesitate to contact the responsible body listed above with us!

## Data transfer to third countries


We only transfer or process data to countries outside the EU (third countries) if you consent to this processing, if this is required by law or contractually necessary and in any case only to the extent that this is generally permitted. Your consent is in most cases the most important reason for us to have data processed in third countries. Processing personal data in third countries such as the US, where many software vendors provide services and have their server locations, may mean that personal data is processed and stored in unexpected ways. Where possible, we try to use server locations within the EU where this is offered.

We provide more detailed information about data transfers to third countries, where applicable, at the appropriate points in this privacy policy.


## Communication


### | Communication summary

Data subjects: All those who communicate with us by telephone, e-mail or online form.

 Data processed: e.g. telephone number, name, email address, form data entered. You can find more details on this in the respective contact type used.

 Purpose: processing of communication with customers, business partners, etc.

 Storage period: Duration of the business case and legal requirements.

 Legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit. b DSGVO (contract), Art. 6 para. 1 lit. f DSGVO (legitimate interests).

When you contact us and communicate by telephone, e-mail or online form, personal data may be processed.

The data is processed for the purpose of handling and processing your question and the related business transaction. The data will be stored for the same period of time or as long as required by law.

## Persons concerned

All those who seek contact with us via the communication channels provided by us are affected by the aforementioned processes.

## Telephone

When you call us, the call data is stored pseudonymously on the respective end device and with the telecommunications provider used. In addition, data such as name and telephone number may subsequently be sent by e-mail and stored for the purpose of responding to enquiries. The data is deleted as soon as the business case has been closed and legal requirements permit.

## E-mail

If you communicate with us by e-mail, data may be stored on the respective end device (computer, laptop, smartphone,...) and data is stored on the e-mail server. The data is deleted as soon as the business transaction has been completed and legal requirements permit.

## Online forms

If you communicate with us using online forms, data is stored on our web server and may be forwarded to an e-mail address of ours. The data will be deleted as soon as the business transaction has been completed and legal requirements permit.

#### Legal basis

The processing of data is based on the following legal grounds:


Art. 6 para. 1 lit. a DSGVO (consent): You give us your consent to store your data and to further use it for purposes related to the business case;


Art. 6 para. 1 lit. b DSGVO (contract): There is a need for the performance of a contract with you or a processor such as the telephone provider or we need to process the data for pre-contractual activities, such as the preparation of an offer;


Art. 6 para. 1 lit. f DSGVO (Legitimate Interests): we want to operate customer enquiries and business communication in a professional framework. For this purpose, certain technical facilities such as e-mail programmes, exchange servers and mobile phone operators are necessary in order to be able to operate the communication efficiently.

#### Web hosting

##### | Web hosting summary

 Parties concerned: Visitors to the website

 Purpose: professional hosting of the website and safeguarding its operation

 Data processed: IP address, time of website visit, browser used and other data. More details on this can be found below or with the respective web hosting provider used.

 Storage period: depends on the respective provider, but usually 2 weeks.

Legal basis: Art. 6 para. 1 lit.f DSGVO (Legitimate Interests)

#### What is web hosting?

When you visit websites these days, certain information - including personal data - is automatically created and stored, including on this website. This data should be processed as sparingly as possible and only with justification. By website, by the way, we mean the totality of all web pages on a domain, i.e. everything from the home page (homepage) to the very last sub-page (like this one). By domain, we mean, for example, example.de or sampleexample.com.

If you want to view a website on a screen, you use a programme called a web browser to do so. You probably know some web browsers by name: Google Chrome, Microsoft Edge, Mozilla Firefox and Apple Safari.

This web browser needs to connect to another computer where the website's code is stored: the web server. Running a web server is a complicated and costly task, which is why it is usually done by professional providers. These offer web hosting and thus ensure reliable and error-free storage of website data.

When the browser on your computer (desktop, laptop, smartphone) connects and during data transfer to and from the web server, personal data may be processed. On the one hand, your

computer stores data, on the other hand, the web server must also store data for a while to ensure proper operation.

To illustrate:

Why do we process personal data?

The purposes of data processing are:

To professionally host the website and secure its operation

To maintain operational and IT security

Anonymous evaluation of access behaviour to improve our services and, if necessary, to prosecute or pursue claims.

What data is processed?

Even while you are visiting our website right now, our web server, which is the computer on which this website is stored, usually automatically saves data such as

the complete Internet address (URL) of the website you are visiting (e.g. <https://www.beispielwebsite.de/beispielunterseite.html?tid=121764497>)

browser and browser version (e.g. Chrome 87)

the operating system used (e.g. Windows 10)

the address (URL) of the previously visited page (referrer URL) (e.g. <https://www.beispielquellsite.de/vondabinichgekommen.html/>)

the host name and IP address of the device being accessed (e.g. COMPUTERNAME and 194.23.43.121)

the date and time

in files, the so-called web server log files

How long is data stored?

As a rule, the above data is stored for a fortnight and then automatically deleted. We do not pass on this data, but we cannot rule out the possibility that this data may be viewed by the authorities in the event of unlawful behaviour.


In short, your visit is logged by our provider (the company that runs our website on special computers (servers)), but we do not pass on your data without your consent!

Legal basis

The lawfulness of the processing of personal data in the context of web hosting results from Art. 6 para. 1 lit. f DSGVO (protection of legitimate interests), because the use of professional hosting with a provider is necessary to present the company on the internet in a secure and user-friendly way and to be able to pursue attacks and claims from this if necessary.

Cookies

| Cookies summary

 Affected parties: visitors to the website.

🍪 Purpose: depends on the respective cookie. More details can be found below or from the manufacturer of the software that sets the cookie.

📄 Data processed: Depending on the cookie used. More details can be found below or from the manufacturer of the software that sets the cookie.

📅 Storage period: depends on the respective cookie, can vary from hours to years.

Legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit.f DSGVO (legitimate interests).

What are cookies?

Our website uses HTTP cookies to store user-specific data.

In the following, we explain what cookies are and why they are used so that you can better understand the following privacy policy.

Whenever you browse the internet, you use a browser. Popular browsers include Chrome, Safari, Firefox, Internet Explorer and Microsoft Edge. Most websites store small text files in your browser. These files are called cookies.

One thing cannot be denied: Cookies are really useful little helpers. Almost all websites use cookies. More precisely, they are HTTP cookies, as there are also other cookies for other applications. HTTP cookies are small files that are stored on your computer by our website. These cookie files are automatically placed in the cookie folder, effectively the "brain" of your browser. A cookie consists of a name and a value. When defining a cookie, one or more attributes must also be specified.

Cookies store certain user data about you, such as language or personal page settings. When you return to our site, your browser transmits the "user-related" information back to our site. Thanks to cookies, our site knows who you are and offers you the setting you are used to. In some browsers each cookie has its own file, in others, such as Firefox, all cookies are stored in a single file.

The following graphic shows a possible interaction between a web browser such as Chrome and the web server. Here, the web browser requests a website and receives a cookie back from the server, which the browser uses again as soon as another page is requested.

There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, third-party cookies are created by partner websites (e.g. Google Analytics). Each cookie is to be evaluated individually, as each cookie stores different data. The expiry time of a cookie also varies from a few minutes to a few years. Cookies are not software programmes and do not contain viruses, Trojans or other "pests". Cookies also cannot access information on your PC.

For example, cookie data may look like this

Name: `_ga`

Wert: `GA1.2.1326744211.152121764497-9`

Purpose: to distinguish website visitors

Expiry date: after 2 years

A browser should be able to support these minimum sizes

At least 4096 bytes per cookie

At least 50 cookies per domain

At least 3000 cookies in total

What types of cookies are there?

The question of which cookies we use in particular depends on the services used and is clarified in the following sections of the privacy policy. At this point we would like to briefly discuss the different types of HTTP cookies.

We can distinguish between 4 types of cookies:

Essential cookies

These cookies are necessary to ensure basic functions of the website. For example, these cookies are needed when a user places a product in the shopping basket, then continues surfing on other pages and only later goes to the checkout. These cookies do not delete the shopping cart even if the user closes his browser window.

Purpose cookies

These cookies collect information about user behaviour and whether the user receives any error messages. In addition, these cookies are also used to measure the loading time and the behaviour of the website with different browsers.

Goal-oriented cookies

These cookies provide a better user experience. For example, locations entered, font sizes or form data are saved.

Advertising cookies

These cookies are also called targeting cookies. They are used to provide the user with individually adapted advertising. This can be very practical, but also very annoying.

Usually, when you visit a website for the first time, you are asked which of these cookie types you would like to allow. And of course, this decision is also stored in a cookie.

If you want to know more about cookies and are not afraid of technical documentation, we recommend <https://tools.ietf.org/html/rfc6265>, the Request for Comments of the Internet Engineering Task Force (IETF) called "HTTP State Management Mechanism".

Purpose of processing via cookies

The purpose ultimately depends on the cookie in question. More details can be found below or from the manufacturer of the software that sets the cookie.

What data is processed?

Cookies are little helpers for many different tasks. Unfortunately, it is not possible to generalise about what data is stored in cookies, but we will inform you about the data processed or stored in the following privacy policy.

Storage duration of cookies

The storage period depends on the respective cookie and is specified further below. Some cookies are deleted after less than an hour, others can remain stored on a computer for several years.



You can also influence the storage period yourself. You can delete all cookies manually at any time via your browser (see also "Right to object" below). Furthermore, cookies that are based on consent will be deleted at the latest after revocation of your consent, whereby the legality of the storage remains unaffected until then.

Right of objection - how can I delete cookies?

You decide how and whether you want to use cookies. Regardless of which service or website the cookies originate from, you always have the option of deleting, deactivating or only partially permitting cookies. For example, you can block third-party cookies but allow all other cookies.

If you want to find out which cookies have been stored in your browser, if you want to change or delete cookie settings, you can find this in your browser settings:

Chrome: Delete, activate and manage cookies in Chrome.

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete and manage cookies

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether you allow the cookie or not. The procedure varies depending on the browser. The best way is to search for the instructions in Google with the search term "Delete Cookies Chrome" or "Deactivate Cookies Chrome" in the case of a Chrome browser.

Legal basis

The so-called "Cookie Guidelines" have been in place since 2009. These state that the storage of cookies requires your consent (Article 6 para. 1 lit. a DSGVO). Within the EU countries, however, there are still very different reactions to these directives. In Austria, however, this directive was implemented in § 96 para. 3 of the Telecommunications Act (TKG). In Germany, the Cookie Directive has not been implemented as national law. Instead, this directive was largely implemented in § 15 para.3 of the Telemedia Act (TMG).

For absolutely necessary cookies, even if there is no consent, there are legitimate interests (Article 6 para. 1 lit. f DSGVO), which in most cases are of an economic nature. We want to provide visitors to the website with a pleasant user experience and for this purpose certain cookies are often absolutely necessary.

Where cookies are used that are not strictly necessary, this is only done with your consent. The legal basis in this respect is Art. 6 para. 1 lit. a DSGVO.

In the following sections, you will be informed in more detail about the use of cookies, insofar as the software used uses cookies.

Facebook Pixel Privacy Policy

We use the Facebook Pixel from Facebook on our website. We have implemented code on our website to do this. The Facebook pixel is a snippet of JavaScript code that loads a collection of functions that allow Facebook to track your user actions if you have come to our website via Facebook ads. For example, when you purchase a product on our website, the Facebook pixel is triggered and

stores your actions on our website in one or more cookies. These cookies allow Facebook to match your user data (customer data such as IP address, user ID) with your Facebook account data. Facebook then deletes this data again. The collected data is anonymous and not visible to us and can only be used in the context of ad placements. If you are a Facebook user and are logged in, your visit to our website is automatically assigned to your Facebook user account.

We only want to show our services and products to people who are really interested in them. With the help of Facebook pixels, our advertising measures can be better tailored to your wishes and interests. In this way, Facebook users (provided they have allowed personalised advertising) see suitable advertising. Furthermore, Facebook uses the collected data for analysis purposes and its own advertisements.

In the following, we show you those cookies that were set by integrating Facebook Pixel on a test page. Please note that these are only sample cookies. Different cookies are set depending on the interaction on our website.

Name: `_fbp`

Wert: `fb.1.1568287647279.257405483-6121764497-7`

Purpose: This cookie is used by Facebook to display promotional products.

Expiry date: after 3 months

Name: `fr`

Value: `0aPf312HOS5Pboo2r..Bdeiuf...1.0.Bdeiuf.`

Purpose: This cookie is used to make Facebook Pixel work properly.

Expiry date: after 3 months

Name: `comment_author_50ae8267e2bdf1253ec1a5769f48e062121764497-3`

Value: Name of the author

Purpose: This cookie stores the text and name of a user who leaves a comment, for example.

Expiry date: after 12 months

Name: `comment_author_url_50ae8267e2bdf1253ec1a5769f48e062`

Value: `https%3A%2F%2Fwww.testseite...%2F` (URL of the author)

Purpose: This cookie stores the URL of the website that the user enters in a text field on our website.

Expiry date: after 12 months

Name: `comment_author_email_50ae8267e2bdf1253ec1a5769f48e062`

Value: Author's email address

Purpose: This cookie stores the user's email address if they have provided it on the website.

Expiry date: after 12 months

Note: The cookies mentioned above refer to individual user behaviour. Especially when using cookies, changes can never be ruled out with Facebook.

If you are logged in to Facebook, you can change your settings for advertisements at [https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen) yourself. If you are not a Facebook user, you can generally manage your usage-based online advertising at <http://www.youronlinechoices.com/de/praferenzmanagement/>. There you have the option of selecting providers. There you have the option to deactivate or activate providers.

If you want to learn more about Facebook's privacy policy, we recommend you read the company's own data policy at <https://www.facebook.com/policy.php>.


#### Facebook Automatic Enhanced Matching Privacy Policy


We have also enabled Automatic Advanced Matching as part of the Facebook Pixel feature. This feature of the Pixel allows us to send hashed emails, name, gender, city, state, postcode and date of birth or phone number as additional information to Facebook if you have provided us with this information. This activation allows us to tailor advertising campaigns on Facebook more accurately to people who are interested in our services or products.

#### Payment Providers


##### | Payment Provider Privacy Policy Summary

 Data subjects: Visitors to the website

 Purpose: Enabling and optimising the payment process on our website.

 Data processed: Data such as name, address, bank data (account number, credit card number, passwords, TANs, etc.), IP address and contract data.

More details can be found in the respective payment provider tool used.

 Storage period: depending on the payment provider used.

Legal basis: Art. 6 para. 1 lit. b DSGVO (fulfilment of a contract).

#### What is a payment provider?

We use online payment systems on our website that allow us and you a secure and smooth payment process. In the process, personal data may also be sent to the respective payment provider, stored and processed there, among other things. Payment providers are online payment systems that enable you to place an order via online banking. In this case, the payment processing is carried out by the payment provider you have chosen. We then receive information about the payment made. This method can be used by any user who has an active online banking account with PIN and TAN. There are hardly any banks left that do not offer or accept such payment methods.

#### Why do we use payment providers on our website?

Of course, we want to offer the best possible service with our website and our integrated online shop so that you feel comfortable on our site and use our offers. We know that your time is valuable and that payment processes in particular need to work quickly and smoothly. For these reasons, we offer you various payment providers. You can choose your preferred payment provider and pay in the usual way.

#### What data is processed?

Exactly what data is processed depends, of course, on the respective payment provider. But basically, data such as name, address, bank data (account number, credit card number, passwords, TANs, etc.) are stored. These are necessary data to be able to carry out a transaction at all. In addition, any contractual data and user data, such as when you visit our website, what content you are interested in or which sub-pages you click on, may also be stored. Your IP address and information about the computer you are using are also stored by most payment providers.

The data is usually stored and processed on the servers of the payment providers. We as the website operator do not receive this data. We are only informed whether the payment has worked or not. For identity and creditworthiness checks, payment providers may forward data to the appropriate office. The business and data protection principles of the respective provider always apply to all payment transactions. Therefore, please always check the General Terms and Conditions and the privacy policy of the payment provider. You also have the right to have data deleted or corrected at any time. Please contact the respective service provider regarding your rights (right of revocation, right to information and right to be affected).

#### Duration of data processing

We will inform you about the duration of data processing below if we have further information on this. In general, we only process personal data for as long as is absolutely necessary for the provision of our services and products. If it is required by law, for example in the case of accounting, this storage period may be exceeded. For example, we keep accounting documents relating to a contract (invoices, contract documents, account statements, etc.) for 10 years (§ 147 AO) and other relevant business documents for 6 years (§ 247 HGB) after they are created.

#### Right of objection

You always have the right to information, correction and deletion of your personal data. If you have any questions, you can also contact responsible persons of the payment provider used at any time. Contact details can be found either in our specific privacy policy or on the website of the relevant payment provider.

You can delete, deactivate or manage cookies that payment providers use for their functions in your browser. Depending on which browser you use, this works in different ways. Please note, however, that the payment process may then no longer work.

#### Legal basis

We therefore offer other payment service providers in addition to the traditional banking/credit institutions for the processing of contractual or legal relationships (Art. 6 para. 1 lit. b DSGVO). The privacy statements of the individual payment providers (such as Amazon Payments, Apple Pay or Discover) provide you with a detailed overview of data processing and data storage. In addition, you can always contact the responsible parties if you have any questions about data protection-related topics.

You will find information on the specific payment providers - if available - in the following sections.

#### eps-Überweisung Privacy Policy

We use eps-Überweisung, an online payment service, on our website. The service provider is the Austrian company Stuzza GmbH, Frankgasse 10/8, 1090 Vienna, Austria. You can find out more about the data processed through the use of eps-Überweisung in the data protection declaration at <https://eservice.stuzza.at/de/datenschutzerklaerung.html>.

## iDEAL Privacy Policy

We use iDEAL, a service for payment systems, on our website. The service provider is the Dutch company Currence B.V., Gustav Mahlerplein 33-35, Amsterdam, Noord-Holland 1082 MS, The Netherlands. You can read more about the data processed through the use of iDEAL in the Privacy Policy at <https://www.ideal.nl/en/disclaimer-privacy-statement/>.

## Mastercard Privacy Policy

We use the payment service provider Mastercard on our website. The service provider is the American company Mastercard Inc. The company responsible for the European area is Mastercard Europe SA (Chaussée de Tervuren 198A, B-1410 Waterloo, Belgium). You can find out more about the data processed through the use of Mastercard in the Privacy Policy at <https://www.mastercard.de/de-de/datenschutz.html>.


## Visa Privacy Policy


We use Visa, a global payment provider, on our website. The service provider is the American company Visa Inc. For the European area, the company Visa Europe Services Inc. (1 Sheldon Square, London W2 6TT, United Kingdom) is responsible for Europe. You can find out more about the data processed through the use of Visa in the Privacy Policy at <https://www.visa.de/nutzungsbedingungen/visa-privacy-center.html>.

## Klarna Checkout Privacy Policy

| Klarna Checkout Privacy Policy Summary


 Data subjects: Visitors to the website

 Purpose: Optimisation of the payment process on our website.

 Data processed: Data such as name, address, bank data (account number, credit card number, passwords, TANs, etc.), IP address and contract data.

More details can be found further down in this privacy policy.

Storage period: Data is stored for as long as Klarna needs it for the purpose of processing.

 Legal basis: Art. 6 para. 1 lit. c DSGVO (Legal obligation), Art. 6 para. 1 lit. f DSGVO (Legitimate interests).

### What is Klarna Checkout?

We use the online payment system Klarna Checkout of the Swedish company Klarna Bank AB on our website. Klarna Bank has its head office at Sveavägen 46, 111 34 Stockholm, Sweden. If you choose to use this service, personal data, among other things, will be sent to Klarna, stored and processed. In this privacy policy we would like to give you an overview of Klarna's data processing.

Klarna Checkout is a payment system for orders in an online shop. The user selects the payment method and Klarna Checkout handles the entire payment process. Once a user has made a payment via the Checkout system and entered the relevant data, future online purchases can be made even more quickly and easily. The Klarna system then already recognises the existing customer after entering the email address and postcode.

### Why do we use Klarna Checkout for our website?

Our goal with our website and our integrated online shop is to offer you the best possible service. In addition to the overall experience on the website and alongside our offers, this also includes smooth, fast and secure payment processing of your orders. To ensure this, we use the Klarna Checkout payment system.

What data is stored by Klarna Checkout?

As soon as you decide to use the Klarna payment service and pay via the Klarna Checkout payment method, you also transmit personal data to the company. On the Klarna Checkout page, technical data such as browser type, operating system, our internet address, date and time, language settings, time zone settings and IP address are collected from you and transmitted to Klarna's servers and stored there. This data is also stored if you have not yet completed an order.

When you order a product or service via our shop, you must enter personal data in the fields provided. This data is processed by Klarna for payment processing. In the process, the following personal data (as well as general product information) may be specifically stored and processed by Klarna for creditworthiness and identity checks:

Contact information: Name, date of birth, national ID number, title, billing and shipping address, email address, telephone number, nationality or salary.

Payment information such as credit card details or your account number.

Product information such as consignment number, type of item and price of the product.

In addition, there is also data that can be collected as an option, provided you make a conscious decision to do so. These are, for example, political, religious or ideological convictions or various health data.

Klarna may also collect data itself or through third parties (such as through us or through public databases) about the goods or services you purchase or order, in addition to the data mentioned above. This can be, for example, the shipment number or the type of item ordered, but also information about your creditworthiness, about your income or credit grants. Klarna may also share your personal data with service providers such as software providers, data storage providers or us as a merchant.

When data is automatically entered into a form, cookies are always involved. If you do not want to use this function, you can deactivate these cookies at any time. Further down in the text you will find instructions on how to basically delete, deactivate or manage cookies in your browser. Our tests have shown that no cookies are set by Klarna directly. If you select the payment method "Klarna Sofort" and click on "Order", you will be redirected to the Sofort website. After the successful payment, you will be taken to our thank you page. The following cookie will be set there by sofort.com:

Name: SOFUEB

Wert: e8cipp378mdscn9e17kajlfhv7121764497-4

Purpose: This cookie stores your session ID.

Expiry date: after the browser session ends.

How long and where is the data stored?

Klarna endeavours to store your data only within the EU or the European Economic Area (EEA). However, it may happen that data is transferred outside the EU/EEA. If this happens, Klarna ensures that the data protection is in line with the GDPR and the third country is in an adequacy decision of the European Union. The data is always stored as long as Klarna needs it for the processing purpose.

How can I delete my data or prevent data storage?

You can revoke your consent that Klarna processes personal data at any time. You also always have the right to information, correction and deletion of your personal data. All you have to do is contact the company's company or data protection team by e-mail to [datenschutz@klarna.de](mailto:datenschutz@klarna.de). Via the Klarna website "[My data protection request](#)" you can also contact Klarna directly.

Cookies that Klarna may use for its functions can be deleted, deactivated or managed in your browser. Depending on which browser you're using, this works in different ways. The following instructions show how to manage cookies in your browser:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)






legal basis

For the processing of contractual or legal relationships (Art. 6 para. 1 lit.b GDPR), we also offer the payment service provider Klarna Checkout in addition to conventional banking/credit institutions.

We hope to have offered you a good overview of the data processing by Klarna. If you would like to learn more about the handling of your data, we recommend the Klarna privacy policy 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).

Sofortüberweisung Privacy Policy

| Sofortüberweisung Privacy Policy Summary

 Data subjects: Visitors to the website  Purpose: Optimization of the payment process on our website  Processed data: Data such as name, address, bank data (account number, credit card number, passwords, TANs, etc.), IP address and contract data You can find more details on this below in the privacy policy  Storage period: Data is stored within the legal retention obligation  Legal basis: Art. 6 para. 1 lit.c GDPR (legal obligation), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is an "sofortüberweisung"?

On our website we offer the payment method "Sofortüberweisung" of the company Sofort GmbH for cashless payment. Sofort GmbH has been part of the Swedish company Klarna since 2014, but has its headquarters in Germany, Theresienhöhe 12, 80339 Munich.

If you opt for this payment method, personal data will also be transmitted to Sofort GmbH or Klarna, stored and processed there. With this data protection text we give you an overview of the data processing by Sofort GmbH.

Sofortüberweisung is an online payment system that allows you to place an order via online banking. The payment processing is carried out by Sofort GmbH and we immediately receive information about the payment made. This method can be used by any user who has an active online banking account with PIN and TAN. Only a few banks do not yet support this payment method.

Why do we use "Sofortüberweisung" on our website?

Our goal with our website and our integrated online shop is to offer you the best possible service. In addition to the overall experience on the website and our offers, this also includes a smooth, fast and secure payment processing of your orders. To ensure this, we use "Sofortüberweisung" as a payment system.

What data is stored by "Sofortüberweisung"?

If you make an Sofort transfer via the Sofort/Klarna service, data such as name, account number, bank sort code, subject, amount and date will be stored on the company's servers. We also receive this information via the payment confirmation.

As part of the account cover check, Sofort GmbH checks whether your account balance and overdraft facility covers the payment amount. In some cases, it is also checked whether immediate transfers have been successfully carried out in the last 30 days. Furthermore, your user identification (such as signatory number or contract number) will be collected and stored in abbreviated ("hashed") form and your IP address. For SEPA credit transfers, BIC and IBAN are also stored.

According to the company, no other personal data (such as account balances, sales data, available limits, account lists, mobile phone number, authentication certificates, security codes or PIN/TAN) will be collected, stored or passed on to third parties.

Sofortüberweisung also uses cookies to make your own service more user-friendly. When you order a product, you will be redirected to the Sofort or Klarna website. After the successful payment, you will be redirected to our thank you page. The following three cookies are set here:

Name: SOFUEB

Value: e8cipp378mdscn9e17kajlfhv7121764497-5 Purpose of use: This cookie stores your session ID.

Expiration date: after the browser session has ended

Name: User[user\_cookie\_rules] Value: 1 Purpose of

use: This cookie stores your consent to the use of cookies.

Expiration date: after 10 years

Name: \_ga

Value: GA1.2.69759879.1589470706 Intended

use: By default, analytics.js uses the cookie \_ga to store the user ID. Basically, it serves to distinguish the website visitors. This is a cookie from Google Analytics.

Expiration date: after 2 years

Note: The cookies listed here do not claim to be complete. It may always be that Sofortüberweisung also uses other cookies.

How long and where is the data stored?



All collected data is stored within the legal retention obligation. This obligation can last between three and ten years.

Klarna/Sofort GmbH tries to store data only within the EU or the European Economic Area (EEA). If data is transferred outside the EU/EEA, data protection must comply with the GDPR and the country must be in an adequacy decision of the EU.

How can I delete my data or prevent data storage?

You can revoke your consent that Klarna processes personal data at any time. You also always have the right to information, correction and deletion of your personal data. To do this, you can simply contact the company's privacy team by emailing [datenschutz@sofort.com](mailto:datenschutz@sofort.com).

Possible cookies that Sofortüberweisung uses can be managed, deleted or deactivated in your browser. Depending on your preferred browser, this works in different ways. The following instructions show how to manage cookies in the most common browsers:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

legal basis

For the processing of contractual or legal relationships (Art. 6 para. 1 lit.b DSGVO), we also offer the payment service provider Sofortüberweisung in addition to conventional bank/credit institutions. The successful use of the service also requires your consent (Art. 6 para. 1 lit. a DSGVO) insofar as the approval of cookies is necessary for the use.


If you want to know more about the data processing by the "Sofortüberweisung" of the company Sofort GmbH, we recommend the privacy policy under <https://www.sofort.de/datenschutz.html>.

Stripe Privacy Policy


| Stripe Privacy Policy Summary

 Data subjects: Visitors to the website

 Purpose: Optimization of the payment process on our website

 Data processed: Data such as name, address, bank data (account number, credit card number, passwords, TANs, etc.), IP address and contract data You can find more details on this in this privacy policy

 Storage period: Data will be stored until the cooperation with Stripe is dissolved

 Legal bases: Art. 6 para. 1 lit.b GDPR (contract processing), Art. 6 para. 1 lit. a DSGVO (consent)

What is Stripe?

We use on our website a payment tool of the American technology company and online payment service Stripe. Stripe Payments Europe (Europe Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland) is responsible for customers within the EU. This means that if you choose Stripe as your payment method, your payment will be processed through Stripe Payments. Data that is necessary for the payment process is forwarded to Stripe and stored. In this privacy policy, we give

you an overview of this data processing and storage by Stripe and explain why we use Stripe on our website.

Technology company Stripe offers payment solutions for online payments. With Stripe it is possible to accept credit and debit card payments in our webshop. Stripe handles the entire payment process. A big advantage of Stripe is that you never have to leave our website or shop during the payment process and the payment processing is very fast.

Why do we use Stripe for our website?

Of course, we want to offer the best possible service with our website and our integrated online shop, so that you feel comfortable on our site and use our offers. We know that your time is precious and therefore, especially, payment processing must work quickly and smoothly. In addition to our other payment providers, we have found a partner in Stripe that ensures secure and fast payment processing.

What data is stored by Stripe?

If you choose Stripe as your payment method, personal data from you will also be transmitted to Stripe and stored there. This is transaction data. This data includes, for example, the payment method (i.e. credit card debit cards or account number), bank sort code, currency, the amount and the date of payment. In the case of a transaction, your name, your e-mail address, your billing or shipping address and sometimes your transaction history can also be transmitted. This data is necessary for authentication. Furthermore, Stripe may also collect name, address, telephone number and your country in addition to technical data about your device (such as IP address) for fraud prevention, financial reporting and to be able to offer its own services in full.

Stripe does not sell any of your data to independent third parties, such as marketing agencies or other companies that have nothing to do with the Stripe company. However, the data can be forwarded to internal departments, a limited number of external Stripe partners or for compliance with legal regulations. Stripe also uses cookies to collect data. Here is a selection of cookies that Stripe can set during the payment process:

Name: mValue: edd716e9-d28b-46f7-8a55-e05f1779e84e040456121764497-5E purpose: This cookie appears when you select the payment method. It stores and detects whether you are accessing our website via a PC, tablet or smartphone. Expiration date: after 2 years

Name: \_\_stripe\_midWert: fc30f52c-b006-4722-af61-a7419a5b8819875de9121764497-1E purpose: This cookie is required to perform a credit card transaction. To do this, the cookie stores your session ID.Expiration date: after one year

Name: \_\_stripe\_sidWert: 6fee719a-c67c-4ed2-b583-6a9a50895b122753feEprit: This cookie also stores your ID and is used for the payment process on our website by Stripe. Expiration date: after the end of the session

How long and where is the data stored?

Name: mValue: edd716e9-d28b-46f7-8a55-e05f1779e84e040456121764497-5E purpose: This cookie appears when you select the payment method. It stores and detects whether you are accessing our website via a PC, tablet or smartphone. Expiration date: after 2 years

Name: \_\_stripe\_midWert: fc30f52c-b006-4722-af61-a7419a5b8819875de9121764497-1E purpose: This cookie is required to perform a credit card transaction. To do this, the cookie stores your session ID.Expiration date: after one year

Name: \_\_stripe\_sidWert: 6fee719a-c67c-4ed2-b583-6a9a50895b122753feEprit: This cookie also stores your ID and is used for the payment process on our website by Stripe. Expiration date: after the end of the session

How can I delete my data or prevent data storage?

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there, unless there are suitable guarantees (such as EU standard contractual clauses) between us and the non-European service provider.

You always have the right to information, correction and deletion of your personal data. If you have any questions, you can also contact the Stripe team at any time via <https://support.stripe.com/contact/email>.

Cookies that use Stripe for their functions can be deleted, deactivated or managed in your browser. Depending on which browser you're using, this works in different ways. Please note, however, that the payment process may then no longer work. The following instructions show how to manage cookies in your browser:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

legal basis

For the settlement of contractual or legal relationships (Art. 6 para. 1 lit.b DSGVO), we also offer the payment service provider Sofortüberweisung in addition to conventional banking/credit institutions. The successful use of the service also requires your consent (Art. 6 para. 1 lit. a DSGVO) insofar as the approval of cookies is necessary for the use.

We have now given you a general overview of the processing and storage of the data by Stripe. If you want to get even more and more detailed information, the detailed Stripe privacy policy under <https://stripe.com/at/privacy> serves as a good source.

Facebook Privacy Policy

| Facebook Privacy Policy Summary



Data subjects: Visitorsto the website



Purpose: Optimizationof our service



Processed data: Data such as customer data, data on user behavior, information about your device and your IP address.More details can be found below in the privacy policy.



storage period: until the data is no longer useful for Facebook's purposes



legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit. f DSGVO (legitimate interests)

What are Facebook tools?

We use selected tools from Facebook on our website. Facebook is a social media network owned by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. With the help of these tools, we can offer you and people who are interested in our products and services the best possible offer. In the following, we give an overview of the various Facebook tools, which data is sent to Facebook and how you can delete this data.

In addition to many other products, Facebook also offers the so-called "Facebook Business Tools". That's the official name of Facebook. However, since the term is hardly known, we decided to call them merely Facebook tools. These include:

Facebook-Pixel

social plug-ins (such as the "Like" or "Share" buttons) .B

Facebook Login

Account Kit

APIs (programming interface)

SDKs (collection of programming tools)

Platform Integrations

Plugins

Codes

specifications

Documentation

Technologies and services

Through these tools, Facebook expands services and has the ability to obtain information about user activity outside of Facebook.

Why do we use Facebook tools on our website?

We only want to show our services and products to people who are really interested in them. With the help of advertisements (Facebook ads), we can reach exactly these people. In order for users to be shown suitable advertising, However, Facebook needs information about the wishes and needs of the people. In this way, the company is provided with information about user behaviour (and contact details) on our website. As a result, Facebook collects better user data and can display the appropriate advertising about our products or services to interested people. The tools thus enable tailor-made advertising campaigns on Facebook.

Data about your behavior on our website is called Facebook "event data". These are also used for measurement and analysis services. Facebook can thus create "campaign reports" on the impact of our advertising campaigns on our behalf. Furthermore, analyses give us a better insight into how you use our services, website or products. As a result, we use some of these tools to optimize your user experience on our website. For example, with the social plug-ins, you can share content on our site directly on Facebook.

What data is stored by Facebook tools?

By using individual Facebook tools, personal data (customer data) can be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address can be sent.

Facebook uses this information to match the data it has about you (if you are a Facebook member). Before customer data is transmitted to Facebook, a so-called "hashing" takes place. This means that an arbitrarily large data set is transformed into a string. This is also used to encrypt data.

In addition to the contact details, "event data" is also transmitted. "Event data" refers to the information that we receive about you on our website. For example, which subpages you visit or which products you buy from us. Facebook does not share the information obtained with third parties (such as advertisers), unless the company has explicit permission or is legally obliged to do so. "Event data" can also be linked to contact details. This allows Facebook to offer better personalized advertising. After the already mentioned reconciliation process, Facebook deletes the contact details again.

In order to be able to deliver advertisements in an optimized way, Facebook only uses the event data if it has been combined with other data (which has been collected by Facebook in another way). Facebook also uses this event data for security, protection, development and research purposes. Much of this data is transmitted to Facebook via cookies. Cookies are small text files that are used to store data or information in browsers. Depending on the tools used and depending on whether you are a Facebook member, different number of cookies are created in your browser. In the descriptions of the individual Facebook tools, we go into more detail about individual Facebook cookies. General information about the use of Facebook cookies can also be found on <https://www.facebook.com/policies/cookies>.

How long and where is the data stored?

Basically, Facebook stores data until it is no longer needed for its own services and Facebook products. Facebook has distributed servers all over the world where its data is stored. However, customer data will be deleted within 48 hours after it has been compared with your own user data.

How can I delete my data or prevent data storage?

In accordance with the General Data Protection Regulation, you have the right to information, correction, portability and deletion of your data.

A complete deletion of the data will only take place if you completely delete your Facebook account. And this is how deleting your Facebook account works:

- 1) Click settings on the right side of Facebook.
- 2) Then click on "Your Facebook information" in the left column.
- 3) Now click "Deactivation and deletion".
- 4) Now select "Delete account" and then click on "Next and delete account"
- 5) Now enter your password, click on "Next" and then on "Delete account"

The data that Facebook receives via our site is stored, among other things, via cookies (e.B. social plugins). In your browser, you can deactivate, delete or manage individual or all cookies. Depending on which browser you are using, this works in different ways. The following instructions show how to manage cookies in your browser:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you do not want to have cookies, you can set up your browser so that it always informs you when a cookie is to be set. So you can decide for each individual cookie whether you allow it or not.

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there, unless there are suitable guarantees (such as EU standard contractual clauses) between us and the non-European service provider.

legal basis

If you have consented that data about you can be processed and stored by integrated social media elements, this consent is considered the legal basis for data processing (Art. 6 para. 1 lit. a DSGVO). In principle, your data will also be stored and processed on the basis of our legitimate interest (Art. 6 para. 1 lit. f GDPR) in fast and good communication with you or other customers and business partners. However, we only use the integrated social media elements if you have given your consent. Most social media platforms also set cookies in your browser to store data. Therefore, we recommend that you read our data protection text carefully via cookies and view the privacy policy or the cookie policy of the respective service provider.

We hope we have brought you the most important information about the use and data processing by the Facebook tools. If you want to learn more about how Facebook uses your data, we recommend that you read the data policy on <https://www.facebook.com/about/privacy/update>.

Facebook Social Plug-ins Privacy Policy

On our website, so-called social plug-ins of the company Facebook Inc. are built in. You can recognize these buttons by the classic Facebook logo, such as the "Like" button (the hand with your thumb raised) or by a clear "Facebook Plug-in" label. A social plug-in is a small part of Facebook that is integrated into our site. Each plug-in has its own function. The most used functions are the well-known "Like" and "Share" buttons.

The following social plug-ins are offered by Facebook:

"Save" button

"Like" button, share, send and quote

Page plug-in

comments

Messenger-Plug-in

Embedded posts and video players

Gruppen-Plug-in

On <https://developers.facebook.com/docs/plugins> you will find more detailed information on how the individual plug-ins are used. We use the social plug-ins on the one hand to offer you a better user experience on our site, on the other hand because Facebook can optimize our advertisements.

If you have a Facebook account or have visited [facebook.com](https://www.facebook.com) before, Facebook has already set at least one cookie in your browser. In this case, your browser sends information to Facebook via this cookie as soon as you visit our site or interact with social plug-ins (e.B. dem "Like" button).

The information received will be deleted or anonymized within 90 days. According to Facebook, this data includes your IP address, which website you have visited, the date, time and other information concerning your browser.

In order to prevent Facebook from collecting a lot of data during your visit to our website and connecting it to the Facebook data, you must log out of Facebook during your visit to the website.

If you are not logged in to Facebook or do not have a Facebook account, your browser sends less information to Facebook because you have fewer Facebook cookies. Nevertheless, data such as your IP address or which website you visit can be transmitted to Facebook. We would also like to expressly point out that we do not know exactly about the exact contents of the data. However, according to our current state of knowledge, we try to inform you as well as possible about data processing. You can also find out how Facebook uses the data in the company's data guideline under <https://www.facebook.com/about/privacy/update>.

The following cookies are set in your browser at least when you visit a website with social plug-ins from Facebook:

Name: dprValue: not specified  
Endung: This cookie is used to make the social plug-ins on our website work.  
Expiration date: after the end of session

Name: frValue: 0jiejyh4121764497c2GnlufEJ9.. Bde09j... 1.0.Bde09jE  
purpose: The cookie is also necessary for the plug-ins to function properly.  
Expiration date: after 3 months

Note: These cookies have been set after a test, even if you are not a Facebook member.

If you are logged in to Facebook, you can change your settings for advertisements under [https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen) yourself. If you are not a Facebook user, you can basically manage your usage-based online advertising on <http://www.youronlinechoices.com/de/praeferenzmanagement/>. There you have the possibility to deactivate or activate providers.


If you want to learn more about Facebook's privacy policy, we recommend that you read the company's own data policies on <https://www.facebook.com/policy.php>.

## Instagram Privacy Policy


### | Instagram Privacy Policy Summary

 Data subjects: Visitorsto the website

 Purpose: Optimizationof our service

 Processed data: Data such as data on user behavior, information about your device and your IP address. More details can be found below in the privacy policy.

 storage period: until Instagram no longer needs the data for its purposes

 legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit. f DSGVO (legitimate interests)

## What is Instagram?

We have built Instagram functions on our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Instagram has been a subsidiary of Facebook Inc. since 2012 and is one of the Facebook products. Embedding Instagram content on our website is called embedding. This allows us to show you content such as buttons, photos or videos from Instagram directly on our website. When you visit websites on our website that have integrated an Instagram function, data is transmitted to Instagram, stored and processed. Instagram uses the same systems and technologies as Facebook. Your data will thus be processed across all Facebook companies.

In the following, we want to give you a closer insight into why Instagram collects data, what data it is and how you can largely control data processing. Since Instagram belongs to Facebook Inc., we obtain our information on the one hand from the Instagram guidelines, but on the other hand also from the Facebook data guidelines themselves.

Instagram is one of the most famous social media networks worldwide. Instagram combines the advantages of a blog with the advantages of audiovisual platforms such as YouTube or Vimeo. You can upload photos and short videos to "Insta" (as many of the users casually call the platform), edit them with various filters and also spread them on other social networks. And if you don't want to be active yourself, you can only follow other interesting users.

## Why do we use Instagram on our website?

Instagram is the social media platform that has really gone through the roof in recent years. And, of course, we have also reacted to this boom. We want you to feel as comfortable as possible on our website. That's why a varied preparation of our content is a matter of course for us. Through the embedded Instagram features, we can enrich our content with helpful, fun or exciting content from the Instagram world. Since Instagram is a subsidiary of Facebook, the data collected can also be used for personalized advertising on Facebook. So our advertisements only get people who are really interested in our products or services.

Instagram also uses the collected data for measurement and analysis purposes. We get summarized statistics and thus more insight into your wishes and interests. It is important to mention that these reports do not identify you personally.

## What data is stored by Instagram?

When you come across one of our pages that has Instagram features built in (such as Instagram images or plug-ins), your browser automatically connects to Instagram's servers. Data is sent to Instagram, stored and processed. Regardless of whether you have an Instagram account or not. This includes information about our website, about your computer, about purchases made, about advertisements that you see and how you use our offer. Furthermore, the date and time of your interaction with Instagram are also stored. If you have an Instagram account or are logged in, Instagram stores significantly more data about you.

Facebook distinguishes between customer data and event data. We assume that this is exactly the case with Instagram. Customer data is, for example, name, address, telephone number and IP address. This customer data will not be transmitted to Instagram until you have previously been "hashed". Hashing means that a record is turned into a string. This allows you to encrypt the contact data. In addition, the above-mentioned "event data" will also be transmitted. By "event data", Facebook – and consequently Instagram – understands data about your user behavior. It may also happen that contact



data is combined with event data. The contact details collected will be compared with the data that Instagram already has about you.

Via small text files (cookies), which are usually set in your browser, the collected data is transmitted to Facebook. Depending on the Instagram functions used and whether you have an Instagram account yourself, different amount of data is stored.

We assume that data processing works the same for Instagram as it does for Facebook. This means: if you have an Instagram account or have visited [www.instagram.com](http://www.instagram.com), Instagram has at least set a cookie. If this is the case, your browser sends information to Instagram via the cookie as soon as you come into contact with an Instagram function. At the latest after 90 days (after comparison), this data will be deleted or anonymized. Although we have worked intensively on Instagram's data processing, we cannot say exactly what data Instagram collects and stores.

In the following, we will show you cookies that are at least set in your browser when you click on an Instagram function (such as .B button or an Insta image). In our test, we assume that you do not have an Instagram account. If you are logged in to Instagram, of course, significantly more cookies will be set in your browser.

These cookies were used in our test:

Name: csrftoken Value: "" Purpose of use: This cookie is most likely set for security reasons to prevent forgery of requests. However, we could not find out more precisely. Expiration date: after one year

Name: mid Value: "" Purpose of use: Instagram uses this cookie to optimize its own services and offers in and outside of Instagram. The cookie sets a unique user ID. Expiration date: after the end of the session

Name: fbsr\_121764497124024 Wert: no details Purpose of use: This cookie stores the log-in request for users of the Instagram app. Expiration date: after the end of the session

Name: rur Value: ATN Purpose: This is an Instagram cookie that ensures functionality on Instagram. Expiration date: after the end of the session

Name: urlgen Value: "{"194.96.75.33": 1901}:1iEtYv:Y833k2\_UjKvXgYe121764497" Purpose: This cookie is used for marketing purposes of Instagram. Expiration date: after the end of the session

Note: We cannot claim completeness here. Which cookies are set in the individual case depends on the embedded functions and your use of Instagram.

How long and where is the data stored?

Instagram shares the information obtained between the Facebook companies with external partners and with people with whom you connect worldwide. The data processing takes place in compliance with the own data policy. Your data is distributed, among other things for security reasons, on the Facebook servers all over the world. Most of these servers are located in the USA.

How can I delete my data or prevent data storage?

Thanks to the General Data Protection Regulation, you have the right to information, portability, correction and deletion of your data. In the Instagram settings, you can manage your data. If you want to completely delete your data on Instagram, you need to delete your Instagram account permanently.

And this is how the deletion of the Instagram account works:

First, open the Instagram app. On your profile page, go down and click on "Help Area". Now you come to the company's website. On the website, click on "Manage the account" and then on "Delete your account".

If you delete your account altogether, Instagram deletes posts such as your photos and status updates. Information that other people have shared about you does not belong to your account and will therefore not be deleted.

As already mentioned above, Instagram stores your data primarily via cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, the management always works a bit differently. Here we show you the instructions of the most important browsers.

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

You can also basically set up your browser so that you are always informed when a cookie is to be set. Then you can always decide individually whether you want to allow the cookie or not.

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there, unless there are suitable guarantees (such as EU standard contractual clauses) between us and the non-European service provider.

legal basis

If you have consented that data about you can be processed and stored by integrated social media elements, this consent is considered the legal basis for data processing (Art. 6 para. 1 lit. a DSGVO). In principle, your data will also be stored and processed on the basis of our legitimate interest (Art. 6 para. 1 lit. f GDPR) in fast and good communication with you or other customers and business partners. However, we only use the integrated social media elements if you have given your consent. Most social media platforms also set cookies in your browser to store data. Therefore, we recommend that you read our data protection text carefully via cookies and view the privacy policy or the cookie policy of the respective service provider.


We have tried to bring you closer to the most important information about data processing by Instagram. On <https://help.instagram.com/519522125107875>, you can take a closer look at Instagram's data policies.

Twitter Privacy Policy


| Twitter Privacy Policy Summary

 Data subjects: Visitors to the website

 Purpose: Optimization of our service

 Processed data: Data such as data on user behavior, information about your device and your IP address. More details can be found below in the privacy policy.

 storage period: Twitter deletes data collected from another website after 30 days at the latest

 legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit. f DSGVO (legitimate interests)

What is Twitter?

On our website we have built in functions of Twitter. These are, for example, embedded tweets, timelines, buttons or hashtags. Twitter is a short message service and social media platform developed by Twitter Inc., One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland.

To our knowledge, in the European Economic Area and in Switzerland, the mere integration of the Twitter function does not yet transfer any personal data or data relating to your web activities to Twitter. Only when you interact with the Twitter functions, such as clicking on a button, can data be sent to Twitter, stored and processed there. We have no influence on this data processing and bear no responsibility. As part of this privacy policy, we want to give you an overview of what data Twitter stores, what Twitter does with this data and how you can largely protect yourself from data transmission.

For some, Twitter is a news service, for others a social media platform, and still others speak of a microblogging service. All these designations have their justification and mean more or less the same thing.

Both private individuals and companies use Twitter to communicate with interested people via short messages. Twitter allows only 280 characters per message. These messages are called "tweets". Unlike Facebook, for example, the service does not focus on expanding a network for "friends", but wants to be understood as a worldwide and open news platform. With Twitter you can also have an anonymous account and tweets can be deleted on the one hand by the company, on the other hand by the users themselves.

Why do we use Twitter on our website?

Like many other websites and companies, we try to offer our services through various channels and to communicate with our customers. Twitter in particular has grown to our hearts as a useful "small" news service. Again and again we tweet or retweet exciting, funny or interesting content. We realize that you can't follow every channel extra. Finally, you also have something else to do. That's why we have also integrated Twitter functions on our website. You can experience our Twitter activity "on site" or come to our Twitter page via a direct link. By integrating, we want to strengthen our service and user-friendliness on our website.

What data is stored by Twitter?

On some of our subpages you will find the built-in Twitter functions. When you interact with the Twitter content, such as clicking on a button, Twitter can collect and store data. Even if you don't have a Twitter account yourself. Twitter calls this data "log data". This includes demographic data, browser cookie IDs, the ID of your smartphone, hashed e-mail addresses, and information about which pages you have visited on Twitter and what actions you have performed. Twitter, of course, stores more data if you have a Twitter account and are logged in. Most of the time, this storage happens via cookies. Cookies are small text files that are usually set in your browser and transmit different information to Twitter.

Which cookies are set if you are not logged in to Twitter, but visit a website with built-in Twitter functions, we will now show you. Please consider this list as an example. We can in no way guarantee a claim to completeness here, as the choice of cookies always changes and depends on your individual actions with the Twitter content.

These cookies were used in our test:

Name: personalization\_id Wert: "v1\_cSjIsogU51SeE121764497" Purpose: This cookie stores information about how you use the website and through which advertising you may have come to Twitter. Expiration date: after 2 years

Name: long Value: en Purpose of use: This cookie stores your default or preferred language. Expiration date: after the end of session

Name: guest\_id Value: 121764497v1%3A157132626 Purpose: This cookie is set to identify you as a guest. Expiration date: after 2 years

Name: fm Value: 0 Intended purpose: Unfortunately, we were unable to find out the intended use of this cookie. Expiration date: after the end of session

Name: external\_referer Value: 1217644972beTA0sf5lkMrlGt Purpose: This cookie collects anonymous data, such as how often you visit Twitter and how long you visit Twitter. Expiration date: After 6 days

Name: eu\_cn Value: 1 Purpose of use: This cookie stores user activity and serves various advertising purposes of Twitter. Expiration date: After one year

Name: ct0 Value: c1179f07163a365d2ed7aad84c99d966 Purpose: Sorry, we have found no information about this cookie. Expiration date: after 6 hours

Name: \_twitter\_sess Value: 53D%253D-dd0248121764497- Purpose of use: This cookie allows you to use functions within the Twitter website. Expiration date: after the end of session

Note: Twitter also works with third parties. That's why we also recognized the three Google Analytics cookies `_ga`, `_gat`, `_gid` in our test.

Twitter uses the collected data on the one hand to better understand user behavior and thus to improve its own services and advertising offers, on the other hand, the data also serves internal security measures.

How long and where is the data stored?

If Twitter collects data from other websites, it will be deleted, summarized or otherwise obscured after a maximum of 30 days. The Twitter servers are located at various server centers in the United States. Accordingly, it can be assumed that the collected data will be collected and stored in America. After our research, we could not clearly determine whether Twitter also has its own servers in Europe. In principle, Twitter can store the collected data until it is no longer of use to the company, you delete the data or there is a statutory deletion period.

How can I delete my data or prevent data storage?

Twitter repeatedly emphasizes in its privacy policy that it does not store any data from external website visits if you or your browser is located in the European Economic Area or in Switzerland. However, if you interact directly with Twitter, Twitter naturally also stores data about you.

If you have a Twitter account, you can manage your data by clicking on "More" under the "Profile" button. Then click on "Settings and Privacy". Here you can manage the data processing individually.

If you don't have a Twitter account, you can go to [twitter.com](https://twitter.com) and then click on "Customization". Under the item "Individualization and data" you can manage your collected data.

Most data, as mentioned above, is stored via cookies and you can manage, deactivate or delete them in your browser. Please note that you only "edit" the cookies in the browser you have chosen. This means: if you use a different browser in the future, you will have to manage your cookies there again according to your wishes. Here you can find the instructions for cookie management of the most famous browsers.

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

You can also manage your browser in such a way that you are informed about each individual cookie. Then you can always decide individually whether to allow a cookie or not.

Twitter also uses the data for personalized advertising in and outside of Twitter. In the settings, you can switch off personalized advertising under "Individualization and Data". If you use Twitter on a browser, you can disable personalized advertising under <http://optout.aboutads.info/?c=2&lang=EN>.

Please note that when using this tool, data from you may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries may therefore not simply be transferred, stored and processed there, unless there are suitable guarantees (such as EU standard contractual clauses) between us and the non-European service provider.

legal basis

If you have consented that data about you can be processed and stored by integrated social media elements, this consent is considered the legal basis for data processing (Art. 6 para. 1 lit. a DSGVO). In principle, your data will also be stored and processed on the basis of our legitimate interest (Art. 6 para. 1 lit. f GDPR) in fast and good communication with you or other customers and business partners. However, we only use the integrated social media elements if you have given your consent. Most social media platforms also set cookies in your browser to store data. Therefore, we recommend that you read our data protection text carefully via cookies and view the privacy policy or the cookie policy of the respective service provider.

We hope we have given you a basic overview of data processing by Twitter. We do not receive any data from Twitter and bear no responsibility for what Twitter does with your data. If you have any further questions on this topic, we recommend the Twitter privacy policy at

<https://twitter.com/de/privacy>.

YouTube Privacy Policy

| YouTube Privacy Policy Summary



Affected Persons: Visitorsto the website





Purpose: Optimizationof our service



Processed data: Data such as contact details, data on user behavior, information about your

device and your IP address may be stored. More details can be found below in this privacy policy.

 storage period: Data remains stored in principle as long as it is necessary for the purpose of the service

 legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit. f DSGVO (legitimate interests)

What is YouTube?

We have built in YouTube videos on our website. So we can present you interesting videos directly on our site. YouTube is a video portal that has been a subsidiary of Google since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit a page on our website that has embedded a YouTube video, your browser automatically connects to the YouTube or Google servers. Depending on the settings, different data is transferred. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all data processing in Europe.

In the following, we would like to explain in more detail which data is processed, why we have integrated YouTube videos and how you can manage or delete your data.

On YouTube, users can watch, rate, comment on and upload videos for free. Over the past few years, YouTube has become one of the most important social media channels worldwide. So that we can display videos on our website, YouTube provides a code snippet that we have built into our site.

Why do we use YouTube videos on our website?

YouTube is the video platform with the most visitors and the best content. We strive to provide you with the best possible user experience on our website. And of course, interesting videos should not be missing. With the help of our embedded videos, we provide you with other helpful content in addition to our texts and images. In addition, our website is easier to find on the Google search engine through the embedded videos. Even if we place advertisements via Google Ads, Google – thanks to the data collected – can really only show these ads to people who are interested in our offers.

What data is stored by YouTube?

As soon as you visit one of our pages that has a YouTube video built in, YouTube sets at least one cookie that stores your IP address and our URL. If you are logged into your YouTube account, YouTube can usually use cookies to assign your interactions on our website to your profile. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution or your Internet service provider. More data can be contact details, any reviews, sharing content via social media, or adding to your favorites on YouTube.

If you are not logged into a Google account or a Youtube account, Google stores data with a unique identifier linked to your device, browser or app. For example, your preferred language setting is retained. But a lot of interaction data can't be stored because fewer cookies are set.

In the following list we show cookies that were set in a test in the browser. On the one hand, we show cookies that are set without a registered YouTube account. On the other hand, we show cookies that are set with a registered account. The list cannot claim completeness because the user data always depends on the interactions on YouTube.

Name: YSCValue: b9-CV6ojI5Y121764497-1Us of use: This cookie registers a unique ID to store statistics of the video viewed. Expiration date: after the end of session

Name: PREFValue: f1=50000000Reending: This cookie also registers your unique ID. Google receives statistics on how to use YouTube videos on our website via PREF. Expiration date: after 8 months

Name: GPSValue: 1E purpose: This cookie registers your unique ID on mobile devices to track the GPS location. Expiration date: after 30 minutes

Name: VISITOR\_INFO1\_LIVEWert: 95Chz8bagyUs of purpose: This cookie attempts to estimate the user's bandwidth on our websites (with built-in YouTube video). Expiration date: after 8 months

Other cookies that are set when you are logged in with your YouTube account:

Name: APISIDValue: zILlvClZSkqGsSwI/AU1aZI6HY7121764497 Intended use: This cookie is used to profile your interests. The data will be used for personalized advertisements.Expiration date: after 2 years

Name: CONSENTValue: YES+AT.de+20150628-20-0Eocendment: The cookie stores the status of a user's consent to the use of different Google services. CONSENT is also used for security purposes to check users and protect user data from unauthorized attacks. Expiration date: after 19 years

Name: HSIDValue: AcRwpgUik9Dveht0IEtur: This cookie is used to profile your interests. This data helps to display personalized advertising. Expiration date: after 2 years

Name: LOGIN\_INFOWert: AFmmF2swRQIhALl6aL... Purpose of use: This cookie stores information about your login data. Expiration date: after 2 years

Name: SAPISIDValue: 7oaPxoG-pZsJuuF5/AnUdDUIsJ9Ijz2vdMUs of use: This cookie works by uniquely identifying your browser and device. It is used to create a profile about your interests. Expiration date: after 2 years

Name: SIDValue: oQfNKjAsI121764497 Purpose: This cookie stores your Google Account ID and your last login time in digitally signed and encrypted form.Expiration date: after 2 years

Name: SIDCCValue: AN0-TYuqub2JOcDTyLMe purpose: This cookie stores information about how you use the website and what advertisements you may have seen before visiting our site. Expiration date: after 3 months

How long and where is the data stored?

The data that YouTube receives from you and processes is stored on Google's servers. Most of these servers are located in America. Under <https://www.google.com/about/datacenters/inside/locations/?hl=de> you can see exactly where the Google data centers are located. Your data is distributed on the servers. In this way, the data can be called up more quickly and better protected against manipulation.

Google stores the collected data for different lengths of time. Some data can be deleted at any time, others are automatically deleted after a limited time and still others are stored by Google for a long time. Some data (such as items from "My Activity", photos or documents, products) stored in your Google account will remain stored until you delete it. Even if you are not logged into a Google account, you can delete some data associated with your device, browser or app.

How can I delete my data or prevent data storage?

Basically, you can manually delete data in the Google Account. With the automatic deletion function of location and activity data introduced in 2019, information is stored for either 3 or 18 months depending on your decision and then deleted.

Regardless of whether you have a Google account or not, you can configure your browser to delete or deactivate cookies from Google. Depending on which browser you're using, this works in different ways. The following instructions show how to manage cookies in your browser:

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Deleting and managing cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you do not want to have cookies, you can set up your browser so that it always informs you when a cookie is to be set. So you can decide for each individual cookie whether you allow it or not. Since YouTube is a subsidiary of Google, there is a common privacy policy. If you would like to learn more about the handling of your data, we recommend the privacy policy under <https://policies.google.com/privacy?hl=de>.

legal basis

If you have consented that data about you can be processed and stored by integrated YouTube elements, this consent is considered the legal basis for data processing (Art. 6 para. 1 lit. a DSGVO). In principle, your data will also be stored and processed on the basis of our legitimate interest (Art. 6 para. 1 lit. f GDPR) in fast and good communication with you or other customers and business partners. However, we only use the integrated YouTube elements if you have given your consent. YouTube also sets cookies in your browser to store data. Therefore, we recommend that you read our data protection text carefully via cookies and view the privacy policy or the cookie policy of the respective service provider.

YouTube Subscribe Button Privacy Policy

We have added the YouTube Subscribe button to our website. You can usually recognize the button by the classic YouTube logo. The logo shows the words "Subscribe" or "YouTube" against a red background in white font and the white "Play Symbol" to the left of it. The button can also be displayed in a different design.

Our YouTube channel always offers you funny, interesting or exciting videos. With the built-in "Subscribe button" you can subscribe to our channel directly from our website and do not have to visit the YouTube website specifically. We want to make access to our comprehensive content as easy as possible for you. Please note that YouTube can store and process data about you.

If you see a built-in subscription button on our site, YouTube – according to Google – sets at least one cookie. This cookie stores your IP address and our URL. YouTube can also find out information about your browser, your approximate location and your preset language in this way. In our test, the following four cookies were set without being logged in to YouTube:

Name: YSCValue: b9-CV6ojl5121764497YUs of use: This cookie registers a unique ID to store statistics of the video viewed. Expiration date: after the end of session

Name: PREFValue: f1=50000000Reending: This cookie also registers your unique ID. Google receives statistics on how to use YouTube videos on our website via PREF. Expiration date: after 8 months

Name: GPSValue: 1E purpose: This cookie registers your unique ID on mobile devices to track the GPS location. Expiration date: after 30 minutes

Name: VISITOR\_INFO1\_LIVEWert: 12176449795Chz8bagyUs of use: This cookie attempts to estimate the bandwidth of the user on our websites (with built-in YouTube video). Expiration date: after 8 months



Note: These cookies were set after a test and cannot claim to be complete.

If you are logged into your YouTube account, YouTube may store many of your actions/interactions on our website with the help of cookies and assign them to your YouTube account. For example, you get YouTube information about how long you surf our site, which browser type you use, which screen resolution you prefer or which actions you perform.

YouTube uses this data on the one hand to improve its own services and offers, on the other hand to provide analyses and statistics for advertisers (who use Google Ads). All texts are protected by copyright.