

Privacy Policy

Thank you for your interest in our company. Data protection is particularly important to the management of Andres Industries AG. The use of the Andres Industries AG website is basically possible without providing any personal data. However, if a data subject wishes to make use of our company's special services via our website, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the person concerned. The processing of personal data, such as the name, address, e-mail address or telephone number of an affected person, is always carried out in accordance with the Basic Data Protection Ordinance and in compliance with the country-specific data protection provisions applicable to Andres Industries AG. By means of this data protection declaration, our company would like to inform the public about the type, scope and purpose of the personal data collected, used and processed by us. Furthermore, the data subjects are informed about their rights by means of this data protection declaration. As the controller responsible for processing, Andres Industries AG has implemented numerous technical and organisational measures to ensure the most complete possible protection of the personal data processed via this website. Nonetheless, Internet-based data transmissions can always have security gaps, so that absolute protection cannot be guaranteed. For this reason, each person concerned is free to provide us with personal data by alternative means, for example by telephone.

1. Definitions

The data protection declaration of Andres Industries AG is based on the terms used by the European guideline and legislator when issuing the data protection ordinance (DS-GVO). Our data protection declaration should be easy to read and understand for the public as well as for our customers and business partners. To ensure this, we would like to explain the terms used in advance. We use the following terms, among others, in this data protection declaration:

1.1 Personal Data

Personal data is any information relating to an identified or identifiable natural person (hereinafter referred to as the "data subject"). An identifiable person is a natural person who can be identified directly or indirectly, in particular by reference to an identifier such as a name, identification number, location data, online identifier or to one or more specific characteristics which are expressions of the physical, physiological, genetic, genetic, psychological, economic, cultural or social identity of that natural person.

1.2 Person Concerned

The data subject is any identified or identifiable natural person whose personal data are processed by the controller.

1.3 Processing

Processing is any operation or series of operations involving personal data, whether or not carried out by automated means, such as the collection, collection, collection, organisation, organization, organising, storage, adaptation or alteration, retrieval, retrieval, use, disclosure by transmission, dissemination or any other form of provision, comparison or linkage, restriction, deletion or destruction.

1.4 Restriction Of Processing

Restriction of processing is the marking of stored personal data in order to limit their future processing.

1.5 Profiling

Profiling is any kind of automated processing of personal data which consists in the use of this personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects of the natural person's work performance, economic situation, health, personal preferences, interests, reliability, behaviour, place of residence or relocation.

1.6 Pseudonymisation

Pseudonymisation is the processing of personal data in such a way that the personal data can no longer be attributed to a specific data subject without further information, provided that such additional information is kept separately and that technical and organisational measures are taken to ensure that the personal data are not attributed to an identified or identifiable natural person.

1.7 Person Responsible Or Controller

The controller or controller shall be the natural or legal person, public authority, body or other body which, alone or in conjunction with others, decides on the purposes and means of processing personal data. Where the purposes and means of such processing are prescribed by Union law or by the law of the Member States, the person responsible

may, or may, in accordance with Union law or the law of the Member States, lay down the specific criteria for his designation.

1.8 Contractors

A processor is a natural or legal person, authority, body or other body which processes personal data on behalf of the controller.

1.9 Receiver

The recipient is a natural or legal person, public authority, body or other body to whom personal data is disclosed, whether or not it is a third party. However, authorities which may receive personal data in the context of a specific task under Union law or Member State law shall not be considered to be recipients.

1.10 Third parties

A third party is a natural or legal person, public authority, institution or other body other than the data subject, the data processor and those authorised to process the personal data under the direct responsibility of the data subject or the data subject.

1.11 Consent

Consent is any declaration or other unambiguous and informed expression of intent given voluntarily by the data subject in the form of a declaration or other unambiguous attestation by the data subject that he or she agrees to the processing of personal data concerning him or her.

2. Name And Address Of The Controller

Responsible within the meaning of the Basic Data Protection Regulation, other data protection laws in force in the Member States of the European Union and other provisions of a data protection nature is the:

Andres Industries AG
Wading street 11 - 13
13355 Berlin
Germany
Phone: +49 (0)30 458 039 00
E-mail: info@andres-industries.de
Website: www.andres-industries.de

3. The Collection Of General Data And Information

The website of Andres Industries AG collects a number of general data and information each time the website is accessed by a person or an automated system. These general data and information are stored in the log files of the server. The (1) browser types and versions used, (2) the operating system used by the accessing system, (3) the Internet page from which an accessing system reaches our Internet page (so-called referrer), (4) the subwebsites accessed via an accessing system on our Internet page, (5) the date and time of access to the Internet page, (6) an Internet protocol address (IP address), (7) the Internet, and (6) the type of Internet connection. When using this general data and information, Andres Industries AG does not draw any conclusions about the person concerned. Rather, this information is required in order to (1) deliver the content of our website correctly, (2) to optimize the content of our website and advertising, (3) to ensure the long-term functionality of our information technology systems and the technology of our website, and (4) to provide law enforcement agencies with the information necessary for prosecution in the event of a cyber attack. This anonymously collected data and information is therefore evaluated statistically by Andres Industries AG on the one hand and with the aim of increasing data protection and data security in our company, in order to ultimately ensure an optimum level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by an affected person.

4. Cookies

The websites of Andres Industries AG use cookies. Cookies are text files that are stored and stored on a computer system via an Internet browser. Many websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a string of characters through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored.

This enables the websites and servers visited to distinguish the individual browser of the person concerned from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified by the unique cookie ID. Through the use of cookies, Andres Industries AG is able to provide users of this website with more user-friendly services that would not be possible without the use of cookies. By means of a cookie, the information and offers on our website can be optimised for the user's benefit. Cookies enable us, as already mentioned, to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website who uses cookies does not have to re-enter his or her access data each time he or she visits the website, as this is done by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping cart in the online shop. The online shop uses a cookie to remember the items that a customer has placed in the virtual shopping cart. The person concerned can prevent the setting of cookies by our website at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all current Internet browsers.

If the person concerned deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable under certain circumstances.

5. Registration On Our Website

The data subject has the possibility to register on the website of the controller by providing personal data. The type of personal data transferred to the controller is determined by the input mask used for registration. The personal data entered by the data subject is collected and stored exclusively for internal use by the controller and for his own purposes. The controller may arrange for the data to be passed on to one or more processors, such as a parcel service provider, who will also use the personal data exclusively for internal purposes attributable to the controller. The IP address, the date and time of registration given by the Internet service provider (ISP) to the data subject by the data subject's Internet service provider (ISP) will also be saved by registration on the data controller's website. This data is stored against the background that this is the only way to prevent misuse of our services and, if necessary, to enable us to investigate crimes committed. In this respect, the storage of such data is necessary in order to safeguard the data controller. As a matter of principle, this data will not be passed on to third parties unless there is a legal obligation to pass it on or the passing on of this data serves criminal prosecution purposes. The registration of the data subject with the voluntary provision of personal data is used by the controller to provide the data subject with content or services which, due to the nature of the matter, can only be offered to registered users. Registered persons may at any time modify the personal data provided during registration or have them deleted completely from the database of the controller. The controller shall, at any time and on request, inform each data subject of the personal data stored about him/her at any time. In addition, the controller shall correct or delete personal data at the request or notice of the data subject, unless this is contrary to any

statutory storage obligations. A Data Protection Officer named by name in this Privacy Statement and the entire staff of the controller shall be available to the data subject as a contact person in this context.

6. Newsletter Tracking

The newsletters of Andres Industries AG contain so-called pixel counters. A tracking pixel is a miniature graphic embedded in e-mails that are sent in HTML format to allow logging and log file analysis. This enables a statistical evaluation of the success or failure of online marketing campaigns. By means of the embedded pixel, Andres Industries AG is able to recognize whether and when an e-mail was opened by an affected person and which links in the e-mail were accessed by the affected person. Such personal data collected via the pixels contained in the newsletters will be stored and evaluated by the controller in order to optimise the sending of newsletters and to adapt the content of future newsletters even better to the interests of the person concerned. These personal data will not be passed on to third parties. Affected persons are entitled at any time to revoke the respective separate declaration of consent given via the double opt-in procedure. After a revocation, these personal data will be deleted by the controller. If you unsubscribe from the newsletter, Andres Industries AG automatically interprets this as a revocation.

7. Subscription To Our Newsletter

On the Andres Industries AG website, users are given the opportunity to subscribe to our company's newsletter. The input mask used for this purpose determines which personal data is transmitted to the controller when the newsletter is ordered. Andres Industries AG regularly informs its customers and business partners about the company's offers by means of a newsletter. Our company's newsletter can only be received by the person concerned if (1) the person concerned has a valid e-mail address and (2) the person concerned has registered to send the newsletter. For legal reasons, a confirmation e-mail in the double opt-in procedure will be sent to the e-mail address entered for the first time by an affected person for sending the newsletter. This confirmation mail serves to verify whether the owner of the e-mail address has authorised the receipt of the newsletter as the person concerned. When registering for the newsletter, we also store the IP address assigned by the Internet Service Provider (ISP) of the computer system used by the person concerned at the time of registration as well as the date and time of registration. The collection of this data is necessary in order to be able to trace the (possible) misuse of the e-mail address of an affected person at a later point in time and is therefore used for the legal protection of the person responsible for processing. The personal data collected during registration for the newsletter will only be used to send our newsletter. Subscribers to the newsletter may also be informed by e-mail if necessary for the operation or registration of the newsletter service, as may be the case in the event of changes to the newsletter offer or technical circumstances. The personal data collected in the context of the newsletter service will not be passed on to third parties. The subscription to our

newsletter can be cancelled by the person concerned at any time. The consent to the storage of personal data that the person concerned has given us for sending newsletters can be revoked at any time. For the purpose of revoking your consent, there is a corresponding link in every newsletter. It is also possible to unsubscribe from the newsletter at any time directly on the website of the controller or to inform the controller in any other way.

8. Possibility Of Contact Via The Website

Due to legal regulations, the website of Andres Industries AG contains information that enables us to contact our company quickly by electronic means and to communicate directly with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the controller by e-mail or by means of a contact form, the personal data provided by the data subject will be automatically stored. Any personal data provided on a voluntary basis by a data subject to the controller will be stored for the purpose of processing or contacting the data subject. These personal data are not passed on to third parties.

9. Comment Function In The Blog And On The Website (intended)

Andres Industries AG offers users the opportunity to leave individual comments on individual blog posts on a blog on the website of the controller. A blog is a portal on a website, usually open to the public, in which one or more people called bloggers or web bloggers can post articles or write down thoughts in so-called blog posts. The blog posts can usually be commented by third parties. If an affected person leaves a comment in the blog published on this website, the comments left by the affected person are stored and published, as well as details of the time at which the comment was made and the user name chosen by the affected person (pseudonym). In addition, the IP address assigned by the Internet Service Provider (ISP) to the person affected is also logged. This storage of the IP address is done for security reasons and in case the person concerned violates the rights of third parties or posts illegal contents. The storage of these personal data is therefore in the interests of the controller, so that he/she can be exculpated in the event of a violation of the law. This personal data collected will not be passed on to third parties unless such disclosure is required by law or serves the purpose of defending the data controller's rights.

10. Subscription To Comments In The Blog And On The Website (intended)

Comments posted on the blog of Andres Industries AG can be subscribed to by third parties. In particular, it is possible for a commentator to subscribe to the comments that follow his or her comment on a particular blog post. If a data subject chooses the option of subscribing to comments, the controller shall send an automatic confirmation e-mail to verify, by double opt-in procedure, that the holder of the e-mail address indicated has

indeed opted for this option. The option to subscribe to comments can be cancelled at any time.

11. Routine Deletion And Blocking Of Personal Data

The controller shall process and store personal data relating to the data subject only for the period of time necessary to achieve the storage purpose or where provided for by the European guideline and regulation provider or by another legislator in laws or regulations to which the controller is subject. If the purpose of the storage or expires a retention period prescribed by the European guideline and legislator or another competent legislator, the personal data are blocked or deleted routinely and according to the legal regulations.

12. Rights Of The Data Subject

12.1 Right Of Confirmation

Every data subject shall have the right, granted by the European guideline and regulatory body, to request confirmation from the controller of whether or not personal data relating to him/her are being processed. If a data subject wishes to exercise this right of confirmation, he/she may at any time contact our Data Protection Officer or any other employee of the controller.

12.2 Right To Information

Any person affected by the processing of personal data shall have the right, granted by the European guideline and regulation provider, to receive at any time from the controller free of charge information about the personal data relating to his person and a copy of this information. In addition, the European guideline and regulatory body has granted the data subject access to the following information:

processing purposes

the categories of personal data processed

recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations

if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining that duration

the existence of a right to rectify or delete personal data concerning him/her or to restrict the processing by the controller or to have a right of opposition to such processing

the existence of a right of appeal to a supervisory authority

if the personal data are not collected from the person concerned: All available information about the origin of the data

the existence of automated decision-making, including profiling in accordance with Article 22 (1) and (4) of the DS-GMOs and, at least in these cases, meaningful information on the logic involved and the scope and intended impact of such processing on the data subject.

The data subject also has the right to know whether personal data have been transferred to a third country or to an international organisation. If a data subject wishes to make use of this right of information, he or she may at any time contact our data protection officer or any other employee of the controller.

12.3 Right To Correction

Any person concerned by the processing of personal data shall have the right granted by the European guideline and regulatory body to demand the immediate correction of any inaccurate personal data concerning him/her. Furthermore, the data subject has the right to request that incomplete personal data be completed, including by means of a supplementary declaration, taking into account the purposes of processing. If a data subject wishes to exercise this right of rectification, he/she may at any time contact our Data Protection Officer or any other employee of the controller.

12.4 Right Of Deletion (Right To Be Forgotten)

Any person affected by the processing of personal data shall have the right, granted by the European guideline and regulation provider, to demand that the data concerning him/her be deleted immediately, provided that one of the following reasons applies and insofar as the processing is not necessary:

- The personal data were collected for such purposes or processed in any other way for which they are no longer necessary.
- The data subject shall revoke his or her consent on which the processing is based pursuant to Article 6 (1)(a) of the DS-GVO or Article 9 (2)(a) of the DS-GVO and there is no other legal basis for processing.
- The data subject submits an objection to the processing in accordance with Article 21 (1) of the DS-GVO and there are no primordial legitimate grounds for processing, or the data subject submits an objection to the processing in accordance with Article 21 (2) of the DS-GVO.
- The personal data was processed illegally.
- Deletion of personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which the data controller is subject.
- The personal data were collected in relation to the information society services offered in accordance with Art. 8 para. 1 DS-GVO.

Insofar as one of the above-mentioned reasons applies and a person concerned wishes to have personal data stored at Andres Industries AG deleted, he/she can contact our

data protection officer or another employee of the controller at any time. The data protection officer of Andres Industries AG or another employee will ensure that the request for cancellation is promptly met. If the personal data have been made public by Andres Industries AG and our company is responsible in accordance with Art. 17 para. 1 DS-GVO is obliged to delete personal data, Andres Industries AG shall take appropriate measures, taking into account the available technology and the implementation costs, including technical measures, to inform other persons responsible for data processing who process the published personal data, that the person concerned has requested from these other persons responsible for data processing that all links to these personal data or from copies or replications of these personal data be deleted, insofar as the processing is not necessary. The data protection officer of Andres Industries AG or another employee will make the necessary arrangements in individual cases.

12.5 Right To Restrict Processing

Any person affected by the processing of personal data shall have the right, granted by the European guideline and regulation provider, to require the data controller to restrict the processing if one of the following conditions is met:

The correctness of the personal data is denied by the person concerned for a period of time that enables the person responsible to verify the correctness of the personal data. The processing is unlawful, the person concerned refuses to delete personal data and instead demands that the use of personal data be restricted. The person in charge no longer needs the personal data for the purposes of processing, but the person concerned does need it for asserting, exercising or defending legal claims. The data subject has lodged an objection against the processing pursuant to Art. 21 para. 1 DS-GVO and it has not yet been determined whether the legitimate grounds of the data controller outweigh those of the data subject. Insofar as one of the above conditions is met and a data subject wishes to request the restriction of personal data stored at Andres Industries AG, he/she can contact our data protection officer or another employee of the controller at any time. The data protection officer of Andres Industries AG or another employee will initiate the restriction of processing.

12.6 Right To Data Transferability

Any person affected by the processing of personal data shall have the right, granted by the European guideline and regulation provider, to receive personal data relating to him/her in a structured, established and machine-readable format. It also has the right to transfer this data to another controller without hindrance by the controller to whom the personal data have been made available, provided that the processing is based on consent in accordance with Art. 6 (1)(a) of the DS-GVO or Art. 9 (2)(a) of the DS-GVO or on a contract pursuant to Art. 6 (1)(a) of the DS-GVO or Art. 9 (2)(a) of the DS-GVO. 6 (1)(b) DS-GVO and the processing is carried out by means of automated procedures, provided that the processing is not necessary for the performance of a task which is in the public interest or in the exercise of official authority which has been delegated to the

person responsible. Furthermore, in exercising its right to transfer data pursuant to Art. 20 para. 1 of the DS-GVO, the data subject has the right to obtain that the personal data be transmitted directly by a person responsible to another person in charge, insofar as this is technically feasible and insofar as this does not affect the rights and freedoms of other persons. In order to assert the right of data transferability, the person concerned may at any time contact the data protection officer appointed by Andres Industries AG or another employee.

12.7 Right Of Objection

Any person affected by the processing of personal data shall have the right to object at any time, for reasons arising from their particular situation, to the processing of personal data relating to them in accordance with Article 6 (1)(e) or (f) of the DS-GVO. This also applies to profiling based on these provisions. Andres Industries AG will no longer process personal data in the event of an objection, unless we can prove compelling reasons worthy of protection for the processing that outweigh the interests, rights and freedoms of the person concerned, or the processing serves to assert, exercise or defend legal claims. If Andres Industries AG processes personal data in order to carry out direct advertising, the person concerned has the right to object at any time to the processing of personal data for the purpose of such advertising. This also applies to profiling insofar as it is associated with such direct advertising. If the person concerned objects to the processing of personal data by Andres Industries AG for the purpose of direct marketing, Andres Industries AG will no longer process the personal data for these purposes. In addition, the data subject has the right to object to the processing of personal data concerning him/her for reasons arising from his particular situation, which is carried out at Andres Industries AG for scientific or historical research purposes or for statistical purposes in accordance with Article 89 (1) DS-GVO, unless such processing is necessary for the fulfilment of a task in the public interest. In order to exercise the right of objection, the person concerned may contact the data protection officer of Andres Industries AG or another employee directly. The person concerned is also free to exercise his right of objection in connection with the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

12.8 Automated Decisions In Individual Cases Including Profiling

Any person concerned by the processing of personal data shall have the right, granted by the European guideline and regulatory body, not to be subject to a decision based solely on automated processing, including profiling, which has a legal effect on him/her or which significantly impairs him/her in a similar manner, provided that the decision (1) is not necessary for the conclusion or performance of a contract between the person concerned and the data controller, or (2) by virtue of Union or national law, (2) by virtue of the law of the Member States. If the decision (1) is necessary for the conclusion or performance of a contract between the person concerned and the person responsible or

(2) is made with the express consent of the person concerned, Andres Industries AG shall take appropriate measures to protect the rights and freedoms as well as the legitimate interests of the person concerned, including at least the right to have a person intervene by the person responsible, to state his or her position and to challenge the decision. If the data subject wishes to exercise his or her rights with regard to automated decisions, he or she may at any time contact our data protection officer or another employee of the controller.

12.9 Right To Revoke Consent Under Data Protection Law

Every person affected by the processing of personal data has the right to revoke consent to the processing of personal data at any time, granted by the European guideline and regulation provider. If the data subject wishes to exercise his or her right to revoke consent, he or she may at any time contact our data protection officer or another employee of the controller.

13. Data Protection For Applications And In The Application Process

The controller shall collect and process the personal data of applicants for the purpose of processing the application procedure. Processing can also be carried out electronically. This is in particular the case when an applicant submits relevant application documents electronically, for example by e-mail or via a web form on the website, to the controller responsible for processing. If the controller concludes an employment contract with an applicant, the data transmitted will be stored for the purpose of processing the employment relationship in compliance with statutory provisions. If the controller does not conclude an employment contract with the applicant, the application documents shall be automatically deleted two months after notification of the cancellation decision, unless such deletion is contrary to any other legitimate interests of the controller. Any other legitimate interest in this sense is, for example, an obligation to provide evidence in proceedings under the General Equal Treatment Act (Allgemeine Gleichbehandlungsgesetz, AGG).

14. Privacy Policy For Using And Using Adobe Analytics (intended)

(Omniture) / Adobe Marketing Cloud The controller has integrated Adobe components into this website. Adobe Analytics (Omniture) or the Adobe Marketing Cloud (hereinafter referred to as "Omniture") is a tool that enables more efficient online marketing and web analytics. Omniture is part of the Adobe Marketing Cloud. The Adobe Marketing Cloud enables real-time analytics of visitor flows to websites. The real-time analyses include project reports and allow an ad hoc analysis of website visitors. Customer interactions are presented in such a way as to provide the controller with a better overview of the online activities of the users of this website by displaying and converting the data into reports in simple, interactive dashboards. This enables the controller to receive

information in real time and identify problems more quickly. The operator of these services is Adobe Systems Software Ireland Limited, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Republic of Ireland. Omniture places a cookie on the information technology system of the person concerned (cookies have already been explained in advance; the corresponding information can be found above). The controller ensures that the tracking records submitted to Adobe's data center are anonymized prior to geolocalization using a server setting. The anonymization is implemented by replacing the last part of the IP address. The controller responsible for processing the data has made settings on the server side that allow the IP address of the data subject to be anonymized independently of each other before being processed for geolocalization and range measurement. On behalf of the controller, Adobe will use the data and information obtained via our website to evaluate the user behaviour of the data subject. In addition, Adobe will use the data to generate reports on user activity on our behalf and to provide other services to our company in connection with the use of our website. Adobe does not merge the individual's IP address with other personally identifiable information. The person concerned can prevent the setting of cookies by our website at any time, as already shown above, by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Omniture from placing a cookie on the person's information technology system. In addition, the cookies already set by Omniture can be deleted at any time via an Internet browser or other software programs. In addition, the individual concerned has the possibility to object to and prevent the collection of data generated by the Adobe cookie relating to the use of this website and the processing of such data by Adobe. To do this, the person concerned must press the unsubscribe button under the link <http://www.adobe.com/de/privacy/opt-out.html>, which sets an opt-out cookie. The opt-out cookie set with the objection is stored on the information technology system used by the person concerned. If cookies are deleted on the person's system after an objection has been raised, the person concerned must call up the link again and set a new opt-out cookie. However, by setting the opt-out cookie, it is possible that the data controller's Internet pages may no longer be fully available to the data subject. The current Adobe Privacy Policy is available at <http://www.adobe.com/de/privacy.html>

15. Data Protection Regulations For The Use Of Affilinet (intended)

The controller responsible for the processing has integrated components of affilinet on this website. Affilinet is a German affiliate network which offers affiliate marketing. Affiliate marketing is an Internet-supported form of distribution that enables commercial operators of Internet sites, so-called merchants or advertisers, to display advertising, which is usually remunerated by click or sale commissions, on the Internet sites of third parties, i. e. with distribution partners, which are also called affiliates or publishers. The merchant makes an advertising medium, i. e. an advertising banner or other suitable means of Internet advertising available via the affiliate network, which is subsequently integrated by an affiliate on its own Internet pages or advertised via other channels, such as keyword advertising or e-mail marketing. Affilinet is operated by affilinet GmbH,

Sapporobogen 6-8,80637 Munich, Germany. Affilinet places a cookie on the information technology system of the person concerned. What cookies are, has already been explained above. The tracking cookie from Affilinet does not store any personal data. Only the identification number of the affiliate, i. e. the partner mediating the potential customer, as well as the identification number of the visitor of a website and the clicked advertising medium are stored. The purpose of storing this data is to process commission payments between a merchant and the affiliate, which are processed via the affiliate network, i. e. Affilinet. The person concerned can prevent the setting of cookies by our website at any time, as already shown above, by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Affilinet from placing a cookie on the information technology system of the person concerned. In addition, cookies already set by Affilinet can be deleted at any time via an Internet browser or other software programs. Affilinet's current privacy policy is available at <https://www.affili.net/de/footeritem/datenschutz>

16. Data Protection Regulations For The Use Of Etracker (intended)

The controller has integrated components of etracker on this website. Etracker is a web analysis service. Web analysis is the collection, collection and evaluation of data on the behaviour of visitors to websites. Among other things, a web analysis service collects data about the Internet page from which an affected person has accessed an Internet page (so-called referrer), which sub pages of the Internet page were accessed or how often and for which length of time a sub page was viewed. A web analysis is mainly used for the optimization of a website and the cost-benefit analysis of internet advertising. The operating company of etracker is etracker GmbH, Erste Brunnenstrasse 1,20459 Hamburg, Germany. Etracker places a cookie on the information technology system of the person concerned. What cookies are, has already been explained above. Each time you call up one of the individual pages of this website, which is operated by the controller and on which an etracker component has been integrated, the Internet browser on the data processing system of the person concerned is automatically induced by the respective etracker component to transmit data to etracker for marketing and optimization purposes. In the course of this technical procedure, etracker is informed about data that are subsequently used to create pseudonymous user profiles. The user profiles obtained in this way are used to analyse the behaviour of the data subject who has accessed the website of the controller and are evaluated with the aim of improving and optimising the website. The data collected via the etracker component will not be used to identify the data subject without the prior consent of the person concerned. These data are not combined with personal data or with other data containing the same pseudonym. The person concerned can prevent the setting of cookies by our website at any time, as already shown above, by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent etracker from placing a cookie on the person's information technology system. In addition, cookies already set by etracker can be deleted at any time via the Internet browser or other software programs. Furthermore, it

is possible for the person concerned to object to the collection of the data generated by the etracker cookie relating to the use of this website and to etracker's processing of this data and to prevent it from doing so. To do this, the person concerned must press the cookie set button under the link <http://www.etracker.de/privacy?et=V23Jbb>, which sets an opt-out cookie. The opt-out cookie set with the objection is stored on the information technology system used by the person concerned. If cookies are deleted on the person's system after an objection has been raised, the person concerned must call up the link again and set a new opt-out cookie. However, by setting the opt-out cookie, it is possible that the data controller's Internet pages may no longer be fully available to the data subject. The current etracker data protection regulations can be accessed at <https://www.etracker.com/de/datenschutz.html>

17. Privacy Policy For Using And Using Facebook (intended)

The controller has integrated Facebook components into this website. Facebook is a social network. A social network is a social meeting place operated on the Internet, an online community that usually enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for exchanging opinions and experiences or enable the Internet community to provide personal or company information. Facebook enables users of the social network to create private profiles, upload photos and link up with friendship requests. The operating company of Facebook is Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, is responsible for the processing of personal data if a data subject lives outside the United States or Canada. Each time you access one of the individual pages of this website operated by the controller, on which a Facebook component (Facebook plug-in) has been integrated, the Internet browser on the information technology system of the person concerned is automatically induced by the respective Facebook component to download a presentation of the corresponding Facebook component from Facebook. A complete overview of all Facebook plug-ins can be found at https://developers.facebook.com/docs/plugins/?locale=en_DE. As part of this technical process, Facebook is informed about which specific subpage of our website is visited by the person concerned. If the person concerned is logged on to Facebook at the same time, Facebook recognizes with each access to our website by the person concerned and during the entire duration of the respective stay on our website, which specific subpage of our website the person concerned visits. This information is collected by the Facebook component and associated with the person's Facebook account. If the person concerned uses one of the Facebook buttons integrated into our website, such as the "Like" button, or if the person concerned makes a comment, Facebook assigns this information to the person's personal Facebook account and stores this person's personal data. Facebook receives information via the Facebook component that the person concerned has visited our website whenever the person concerned is logged on to Facebook at the same time when he or she accesses our website, regardless of whether the person clicks on the Facebook component or not. If such a transmission of this information to Facebook is not intended by the person concerned, he or she can prevent it by logging out of their

Facebook account before accessing our website. The data policy published by Facebook, which is available at <https://dede.facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. It also explains what settings Facebook offers to protect the privacy of the person concerned. In addition, various applications are available to suppress data transmission to Facebook, such as the Facebook blocker of the provider Webgraph, which can be obtained from <http://webgraph.com/resources/facebookblocker/>, for example. Such applications can be used by the person concerned to suppress data transfer to Facebook.

18. Privacy Policy For The Use And Use Of Google AdSense (intended)

The controller has integrated Google AdSense into this website. Google AdSense is an online service that enables you to advertise on third party sites. Google AdSense is based on an algorithm that selects the ads displayed on third party sites according to the content of the third party site. Google AdSense allows an interest-based targeting of the Internet user, which is realized by generating individual user profiles. The Google AdSense component is operated by Alphabet Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. The purpose of the Google AdSense component is to include ads on our website. Google AdSense places a cookie on the information technology system of the person concerned. What cookies are, has already been explained above. By setting the cookie, Alphabet Inc. is enabled to analyse the use of our website. By each access to one of the individual pages of this website, which is operated by the controller and on which a Google AdSense component has been integrated, the Internet browser on the data processing system of the person concerned is automatically induced by the respective Google AdSense component to transmit data to Alphabet Inc. for the purpose of online advertising and the settlement of commissions. Within the scope of this technical procedure, Alphabet Inc. is informed about personal data, such as the IP address of the person concerned, which Alphabet Inc. uses, among other things, to trace the origin of the visitors and clicks and subsequently to enable commission payments. The person concerned can prevent the setting of cookies by our website at any time, as already shown above, by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Alphabet Inc. from placing a cookie on the person's information technology system. In addition, a cookie already set by Alphabet Inc. can be deleted at any time via the Internet browser or other software programs. Google AdSense also uses so-called counting pixels. A tracking pixel is a thumbnail graphic embedded in web pages to allow logging and log file analysis, allowing for statistical evaluation. By means of the embedded pixel, Alphabet Inc. can recognize whether and when a website was opened by an affected person and which links were clicked on by the affected person. Counter pixels are used, among other things, to evaluate the flow of visitors to a website. Google AdSense transfers personal data and information, which includes the IP address and is necessary for collecting and billing the ads displayed, to Alphabet Inc. in the United States of America. These personal data are stored and processed in the United States of America. Under certain

circumstances, Alphabet Inc. may pass on this personal data collected via the technical procedure to third parties. Google AdSense is explained in more detail under this link <https://www.google.de/intl/de/adsense/start/>

19. Data Protection Regulations For The Use Of Google Analytics (With Anonymization Function)

The controller has integrated the Google Analytics component (with anonymisation function) into this website. Google Analytics is a web analytics service. Web analysis is the collection, collection and evaluation of data on the behaviour of visitors to websites. Among other things, a web analysis service collects data about the Internet page from which an affected person has accessed an Internet page (so-called referrer), which sub pages of the Internet page were accessed or how often and for which length of time a sub page was viewed. A web analysis is mainly used for the optimization of a website and the cost-benefit analysis of internet advertising. The Google Analytics component is operated by Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. For web analysis via Google Analytics, the controller shall use the addition "_gat._anonymizeIp". By means of this addition, the IP address of the Internet connection of the person concerned will be shortened and made anonymous by Google if access to our Internet pages is made from a Member State of the European Union or another Contracting State to the Agreement on the European Economic Area. The purpose of the Google Analytics component is to analyze visitor flows to our website. Among other things, Google uses the data and information obtained to evaluate the use of our website in order to compile online reports for us that show the activities on our website and to provide other services related to the use of our website. Google Analytics places a cookie on the information technology system of the person concerned. What cookies are, has already been explained above. By setting the cookie, Google makes it possible to analyse the use of our website. Each time you access one of the individual pages of this website, which is operated by the controller and on which a Google Analytics component has been integrated, the Internet browser on the data processing system of the person concerned is automatically induced by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. Within the scope of this technical procedure, Google receives information about personal data, such as the IP address of the person concerned, which Google uses, among other things, to trace the origin of the visitors and clicks and subsequently to enable commission settlements. The cookie is used to store personal information, such as the access time, the place from which access was granted and the frequency of visits to our website by the person concerned. Whenever you visit our website, these personal data, including the IP address of the Internet connection used by the person concerned, are transmitted to Google in the United States of America. These personal data are stored by Google in the United States of America. Google may pass on this personal data collected via the technical procedure to third parties. The person concerned can prevent the setting of cookies by our website at any time, as already shown above, by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google

from placing a cookie on the person's information technology system. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs. Furthermore, it is possible for the person concerned to object to the collection of data generated by Google Analytics relating to the use of this website as well as to the processing of such data by Google and to prevent such collection. To do this, the person concerned must download and install a browser add-on under the link <https://tools.google.com/dlpage/gaoptout> This browser add-on tells Google Analytics via JavaScript that no data or information about visits to websites may be transmitted to Google Analytics. The installation of the browser add-on is regarded by Google as a contradiction. If the information technology system of the person concerned is deleted, formatted or reinstalled at a later date, the person concerned must reinstall the browser add-on in order to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the person concerned or another person who is to be assigned to their area of power, it is possible to reinstall or reactivate the browser add-on. Further information and Google's current privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/> and <http://www.google.com/analytics/terms/de.html> Google Analytics is explained in more detail under this link https://www.google.com/intl/de_en/analytics/

20. Data Protection Regulations For The Use Of Google+ (intended)

The controller has integrated the Google+ button as a component of this website. Google+ is a so-called social network. A social network is a social meeting place operated on the Internet, an online community that usually enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for exchanging opinions and experiences or enable the Internet community to provide personal or company information. Google+ enables users of the social network to create private profiles, upload photos and link friendship requests. Google+ is operated by Google Inc. of 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. Each time you access one of the individual pages of this website, which is operated by the controller and on which a Google+ button has been integrated, the Internet browser on the data subject's information technology system is automatically prompted by the Google+ button in question to download a presentation of the corresponding Google+ button from Google. As part of this technical process, Google is informed about which specific subpage of our website is visited by the person concerned. More detailed information about Google+ is available at <https://developers.google.com/+/>. If the person concerned is logged in to Google+ at the same time, Google recognizes with each access to our website by the person concerned and during the entire duration of the respective stay on our website, which specific subpage of our website the person concerned visits. This information is collected by the Google+ button and associated with the person's Google+ account. If the person concerned uses one of the Google+ buttons integrated in our website and thus makes a Google+1 recommendation, Google assigns this information to the personal Google+ user account of the person concerned and stores this personal data. Google stores the Google+1 recommendation of the person concerned and makes it publicly available in accordance with the

conditions accepted by the person concerned. A Google+ 1 recommendation made by the person concerned on this website will subsequently be stored and processed together with other personal data, such as the name of the Google+ 1 account used by the person concerned and the photo stored in this account in other Google services, such as the search engine results of the Google search engine, the Google account of the person concerned or in other places, for example on websites or in connection with advertisements. Furthermore, Google is able to link the visit to this website with other personal data stored by Google. Google also records this personal information for the purpose of improving or optimizing Google's various services. Google will always receive information via the Google+ button that the person concerned has visited our website when the person concerned is logged in to Google+ at the same time when he or she accesses our website, regardless of whether he or she clicks on the Google+ button or not. If the person concerned is not willing to submit personal data to Google, he or she can prevent such transfer by logging out of his or her Google+ account before accessing our website. Further information and Google's current privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/> For more information about the Google+ 1 button, please visit <https://developers.google.com/+/web/buttons-policy>.

21. Privacy Policy For The Use And Use Of Google AdWords

The controller has integrated Google AdWords into this website. Google AdWords is an Internet advertising service that allows advertisers to place ads in both Google's search engine results and the Google advertising network. Google AdWords allows advertisers to predefine specific keywords that allow advertisers to display an ad in Google's search engine results only when the user uses the search engine to retrieve a keyword relevant search result. In the Google advertising network, ads are distributed on topic-relevant websites using an automatic algorithm and in accordance with the previously defined keywords. Google AdWords is operated by Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. The purpose of Google AdWords is to advertise our website by displaying interest-relevant advertising on the websites of third parties and in the search engine results of the search engine Google and by inserting third-party advertising on our website. If an affected person enters our website via a Google ad, a so-called conversion cookie is stored on the person's information technology system by Google. What cookies are, has already been explained above. A conversion cookie loses its validity after thirty days and is not used to identify the person concerned. If the cookie has not yet expired, the conversion cookie will be used to trace whether certain sub-pages, such as the shopping cart of an online shop system, have been called up on our website. Through the conversion cookie, both we and Google can track whether a person affected by an AdWords ad has generated a turnover, i. e. whether a purchase of goods has been completed or cancelled. The data and information collected through the use of the conversion cookie is used by Google to create visit statistics for our website. These visit statistics are in turn used by us to determine the total number of users that have been referred to us via AdWords ads, i. e. to determine the success or failure of each AdWords ad and to optimize our AdWords ads for the future. Neither our company nor other Google AdWords advertisers receive information from Google that could

identify the person concerned. The conversion cookie is used to store personal information, such as the websites visited by the person concerned. Whenever you visit our Internet pages, personal data, including the IP address of the Internet connection used by the person concerned, is transferred to Google in the United States of America. These personal data are stored by Google in the United States of America. Google may pass on this personal data collected via the technical procedure to third parties. The person concerned can prevent the setting of cookies by our website at any time, as already shown above, by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a conversion cookie on the person's information technology system. In addition, a cookie already set by Google AdWords can be deleted at any time via the Internet browser or other software programs. Furthermore, there is the possibility for the person concerned to contradict the interest-related advertising by Google. To do this, the person concerned must call up the link www.google.de/settings/ads from each of the Internet browsers he or she uses and make the desired settings there. Further information and Google's current privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/>

22. Privacy Policy For The Use And Use Of YouTube

The controller has integrated YouTube components on this website. YouTube is an Internet video portal that allows video publishers to post video clips and other users for free viewing, rating and commenting on them. YouTube allows the publication of all types of videos, which is why complete film and television programmes as well as music videos, trailers or videos made by users themselves can be accessed via the Internet portal. The operating company of YouTube is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc. of 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. Each time a YouTube component (YouTube video) is called up on one of the individual pages of this website, which is operated by the controller and on which a YouTube component (YouTube video) is integrated, the Internet browser on the information technology system of the person concerned is automatically induced by the relevant YouTube component to download a presentation of the corresponding YouTube component from YouTube. Further information about YouTube can be found at <https://www.youtube.com/yt/about/de/> As part of this technical process, YouTube and Google are informed about which specific subpage of our website is visited by the person concerned. If the person concerned is logged in to YouTube at the same time, YouTube recognizes which specific subpage of our website the person concerned visits by calling up a subpage that contains a YouTube video. This information is collected by YouTube and Google and associated with the person's YouTube account. YouTube and Google will always receive information from the YouTube component that the person concerned has visited our website when the person concerned is logged in to YouTube at the same time when they access our website, regardless of whether or not the person concerned clicks on a YouTube video. If such a transmission of this information to YouTube and Google is not intended by the person concerned, this person can prevent

the transmission by logging out of their YouTube account before accessing our website. The data protection regulations published by YouTube and available at <https://www.google.de/intl/de/policies/privacy/> provide information about the collection, processing and use of personal data by YouTube and Google.

23. Privacy Policy For The Use And Use Of Zanox (intended)

The controller has integrated Zanox components on this website. Zanox is a German affiliate network that offers affiliate marketing. Affiliate marketing is an Internet-supported form of distribution that enables commercial operators of Internet sites, so-called merchants or advertisers, to display advertising, which is usually remunerated by click or sale commissions, on the Internet sites of third parties, i. e. with distribution partners, which are also called affiliates or publishers. The merchant provides an advertising medium via the affiliate network, i. e. an advertising banner or other suitable means of Internet advertising, which are subsequently integrated by an affiliate on its own Internet pages or advertised via other channels, such as keyword advertising or e-mail marketing. The operating company of Zanox is ZANOX AG, Stralauer Allee 2, 10245 Berlin, Germany. Zanox places a cookie on the information technology system of the person concerned. What cookies are, has already been explained above. The Zanox tracking cookie does not store any personal data. Only the identification number of the affiliate, i. e. the partner mediating the potential customer, as well as the identification number of the visitor of a website and the clicked advertising medium are stored. The purpose of storing this data is to process commission payments between a merchant and the affiliate, which are processed via the affiliate network, i. e. Zanox. The person concerned can prevent the setting of cookies by our website at any time, as already shown above, by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Zanox from placing a cookie on the person's information technology system. In addition, cookies already set by Zanox can be deleted at any time via an Internet browser or other software programs. Zanox's current privacy policy is available at <http://www.zanox.com/de/ueber-zanox/datenschutz/>

24. Method Of Payment: Privacy Policy For PayPal As Payment Method

The controller has integrated components of PayPal on this website. PayPal is an online payment service provider. Payments are processed via so-called PayPal accounts, which represent virtual private or business accounts. PayPal also offers the possibility to process virtual payments by credit card if a user does not have a PayPal account. A PayPal account is managed via an email address, so there is no classic account number. PayPal makes it possible to trigger online payments to third parties or to receive payments. PayPal also performs fiduciary functions and offers buyer protection services. The European operator of PayPal is PayPal (Europe) S. à. r. l. & Cie. S. C. A., 22-24 Boulevard Royal, 2449 Luxembourg, Luxembourg. If the person concerned chooses "PayPal" as a payment option during the ordering process in our online shop, the data of

the person concerned is automatically transferred to PayPal. By selecting this payment option, the person concerned consents to the transfer of personal data required for payment processing. The personal data transmitted to PayPal is usually first name, surname, address, email address, IP address, telephone number, mobile phone number or other data necessary for payment processing. In order to process the purchase contract, personal data related to the respective order are also necessary. The purpose of the transfer of data is payment processing and fraud prevention. The controller will transfer personal data to PayPal, in particular if there is a legitimate interest in the transfer. The personal data exchanged between PayPal and the controller may be transferred by PayPal to credit agencies. The purpose of this communication is to verify identity and creditworthiness. PayPal may share personal information with affiliated companies and service providers or subcontractors to the extent necessary for the fulfillment of contractual obligations or where the information is to be processed on behalf of PayPal. The person concerned has the possibility to revoke his or her consent to the handling of personal data at any time vis-à-vis PayPal. Revocation does not affect personal data which must be processed, used or transmitted for the purpose of processing payments (contractually stipulated) or for the processing of payments. PayPal's current privacy policy is available at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

25. Legal Basis Of Processing

Art. 6 I lit. a DS-GVO serves our company as the legal basis for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is a party, as is the case, for example, with processing operations necessary for the delivery of goods or the provision of any other service or consideration, the processing is based on Article 6 I lit. b of the DS Regulation. The same applies to such processing operations that are necessary for the execution of pre-contractual measures, for example in cases of inquiries about our products or services. If our company is subject to a legal obligation through which a processing of personal data is required, such as the fulfilment of tax obligations, the processing is based on Art. 6 I lit. c DS-GVO. In rare cases, the processing of personal data may be necessary in order to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our company would be injured and his or her name, age, health insurance data or other vital information would have to be passed on to a doctor, hospital or other third party. The processing would then be based on Art. 6 I lit. d DS-GVO. Ultimately, processing operations could be based on Art. 6 I lit. f DS-GVO. Processing operations are based on this legal basis which are not covered by any of the aforementioned legal bases if processing is necessary to safeguard the legitimate interests of our company or a third party, provided that the interests, fundamental rights and freedoms of the party concerned do not predominate. We are permitted to carry out such processing operations in particular because they have been specifically mentioned by the European legislator. In this respect, he took the view that a legitimate interest could be assumed if

the person concerned is a customer of the person responsible (recital 47 sentence 2 DS-GVO).

26. Legitimate Interests In Processing Pursued By The Controller Or A Third Party

If the processing of personal data is based on article 6 I lit. f DS-GVO, our legitimate interest is to conduct our business activities for the benefit of the well-being of all our employees and our shareholders.

27. duration for which the personal data are stored

The criterion for the duration of the storage of personal data is the respective legal retention period. After expiry of this period, the relevant data will be deleted as a matter of routine, provided that it is no longer necessary for the fulfilment of the contract or the initiation of a contract.

28. Legal Or Contractual Provisions Governing The Provision Of Personal Data; The Necessity To Conclude A Contract; The Obligation Of The Data Subject To Provide The Personal Data; Possible Consequences Of Non-Delivery

We inform you that the provision of personal data is partly required by law (e. g. tax regulations) or may also result from contractual regulations (e. g. information on the contractual partner). In some cases it may be necessary for a contract to be concluded that an affected person provides us with personal data which we must subsequently process. For example, the person concerned is obliged to provide us with personal data when our company concludes a contract with him/her. Failure to provide personal data would mean that the contract with the data subject could not be concluded. Prior to the provision of personal data by the data subject, the data subject must contact our data protection officer. Our data protection officer informs the person concerned on a case-by-case basis whether the provision of personal data is prescribed by law or contract or whether it is necessary for the conclusion of a contract, whether there is an obligation to provide the personal data and what the consequences would be if the personal data were not made available.

29. The Existence Of Automated Decision-Making

As a responsible company, we refrain from automatic decision-making or profiling.

Quelle: www.datenschutzerklaerung-online.de