

Data protection declaration

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

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

Server log files

You can use our websites without submitting personal data.

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

Contact

Responsible/Data Protection Officer

Contact us if desired. Responsible for data processing is: Mr. Frank Kappenstein, Butch GmbH, Tußmannstr. 63, 40477 Düsseldorf Germany, +49 211 447 339 13, datenschutz@butch.de

You can reach our data protection officer directly at: datenschutz@butch.de

Proactive contact of the customer by e-mail

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

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

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

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

Collection and processing when using the contact form

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

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

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

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

Customer account / Orders

Customer account

When you open a customer account, we will collect your personal data in the scope given there. The data processing is for the purpose of improving your shopping experience and simplifying order processing. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us without affecting the legality of the processing carried out with your consent up to the withdrawal. Your customer account will then be deleted.

Collection, processing, and transfer of personal data in orders

When you submit an order we only collect and use your personal data insofar as this is necessary for the fulfilment and handling of your order as well as processing of your queries. The provision of data is necessary for conclusion of a contract. Failure to provide it will prevent the conclusion of any contract. The processing will occur on the basis of Article 6(1) b) GDPR and is required for the fulfilment of a contract with you.

Your data is transferred here for example to the shipping companies and dropshipping providers, payment service providers, service providers for handling the order and IT service providers that you have selected. We will comply strictly with legal requirements in every case. The scope of data transmission is restricted to a minimum.

Auto-completion and validation of address data

For the purpose of auto-completion and validation of address data, as part of the ordering process and in the address management of the customer account, the

- street,
- house number,
- postal code,
- city,
- country

entered are transmitted to Melissa Data GmbH, Cäcilienstr. 42-44, 50667 Cologne, Germany.

Evaluations / Advertising

Data collection when you post a comment

When you comment on an article or a contribution, we collect your personal data (name, email address, comment text) only in the scope provided by you. The processing serves to allow you to comment and to display comments. By submitting the comment you agree to the processing of the transmitted data. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us without affecting the legality of the processing carried out with your consent up to the withdrawal. Your personal data will then be

deleted.

On publication of your comment only the name you have entered will be published.

Use of your email address for mailing of newsletters

We use your email address outside of contractual processing exclusively to send you a newsletter for our own marketing purposes, if you have explicitly agreed to this. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal. You can unsubscribe from the newsletter at any time using the relevant link in the newsletter or by contacting us. Your email address will then be removed from the distributor.

Your data will be forwarded to a service provider for email marketing in the course of order processing. It will not be forwarded to other third parties.

Shipping companies

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

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

Payment service providers

Use of PayPal

All PayPal transactions are covered by the PayPal Data Privacy Statement. You can find this at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full?locale.x=en>

Use of Ratepay

All Ratepay transactions are covered by the Ratepay Data Privacy Statement. You can find this at <https://www.ratepay.com/legal-payment-dataprivacy/>

Payment options from Klarna

In order to provide you with Klarna's payment options, we will provide Klarna with personal data, such as contact details and order information. This will enable Klarna to assess whether you can make use of the payment options offered by Klarna, and to adapt the payment options to your needs. General information about Klarna can be found [here](#). Klarna will treat your personal data in accordance with the applicable data protection regulations and in accordance with the information in [Klarna's Privacy Policy](#).

Cookies

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

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

Using the links below, you can find out how to manage cookies (or deactivate them, among other things) in major browsers:

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

Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

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

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

technically necessary cookies

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

Processing is carried out on the basis of art. 6 (1) lit. f GDPR due to our largely justified interest in ensuring the optimal functionality of the website as well as a user-friendly and effective design of our range of services.

You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR, for reasons relating to your personal situation.

Use of CookieBot

On our website, we use the consent management tool Cookiebot from Cybot A/S, Havnegade 39, 1058 Copenhagen, Denmark; "Cookiebot").

The tool enables you to give your consent to data processing via the website, in particular to set cookies, as well as to make use of your right of revocation for consents already given. The data processing serves the purpose of obtaining and documenting necessary consents to data processing and thus to comply with legal obligations. Cookies may be deployed for this purpose. The following information may be collected and transmitted to Cookiebot: anonymous IP address, date and time of consent, URL from which consent was sent, anonymous, random, encrypted key, consent status. This data will not be passed on to any other third parties.

The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation.

For more information about Cookiebot's privacy policy, please visit: <https://www.cookiebot.com/de/privacy-policy/>

Analysis / Advertising tracking / Partner program

Use of the Google Analytics

Our website uses the web analysis service Google Analytics from Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google"). The processing of data serves to analyse this website and its visitors and for marketing and advertising purposes.

Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity and to provide other services to the website operator relating to website and internet use. In this process the following information, inter alia, can be collected: IP address, date and time of the website access, click path, information on the browser and the device you are using, the pages visited, referrer URL (website via which you accessed our website), location data, purchasing activities. The IP address transmitted from your browser within the scope of Google Analytics is not associated with any other data held by Google.

Google Analytics uses technology such as cookies, web storage in the browser and tracking pixels which enable an analysis of your use of the website. The information generated by these regarding your use of this website is usually transferred to a Google server in the USA and stored there. Google relies on standard contractual clauses as suitable guarantees for the protection of personal data, available

at: <https://policies.google.com/privacy/frameworks>. Both Google and the US government authorities have access to your data. Google may combine your data with other data, such as your search history, personal accounts, usage data from other devices and any other information Google has about you.

IP anonymisation is activated on this website. Google uses this to shorten your IP address beforehand within Member States of the European Union or in other signatories to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TTDSG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

You can find more detailed information on the terms and conditions of use and data protection at <https://www.google.com/analytics/terms/de.html> and/or at <https://www.google.de/intl/de/policies/> and at <https://policies.google.com/technologies/cookies?hl=de>.

Use of Google Ads conversion tracking

Our website uses the online marketing program "Google Ads", including conversion tracking (evaluation of user actions). Google conversion tracking is a service operated by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation.

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

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

Your data may be transmitted to the USA.

The data processing, particularly the placing of cookies, is carried out with your consent on the basis of Article 6(1)(a) GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

You will find more information as well as Google's data privacy policy at: <https://www.google.com/policies/privacy/>

Use of the remarketing or "similar target groups" function by Google Inc.

Our website uses the remarketing or "similar target groups" function by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation.

This application serves to analyse visitor behaviour and visitor interests.

Google uses cookies to analyse website use, forming the basis for producing interest-related adverts. Cookies allow for the recording of website visits as well as anonymised data on the use of the website. The personal data of website visitors is not saved. If you then visit another website in the Google display network you will then be shown adverts which are more likely to take previous areas of product and information interest into account. Your data may be transmitted to the USA.

The data processing, particularly the placing of cookies, is carried out with your consent on the basis of Article 6(1)(a) GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

You can find more detailed information on Google remarketing as well as the associated data privacy policy at: <https://www.google.com/privacy/ads/>

Use of Microsoft Advertising

Our website uses Microsoft Advertising from Microsoft Corporation (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA; "Microsoft").

The processing of data serves the purposes of marketing and advertising and the purpose of measuring the success of the advertising measures (conversion tracking). This allows us to find out the total number of users who have clicked on our adverts and were forwarded to a page equipped with a conversion tracking tag. It is, however, not possible to identify this user personally through this process. Microsoft Advertising uses technology such as cookies and tracking pixels which make it possible to analyse your use of the website. If you click on adverts placed by Microsoft Advertising, a cookie is placed on your computer for conversion tracking. This cookie has limited validity and cannot be used for personal identification. If you visit certain pages on our website and the cookie has not yet expired, we and Microsoft can recognise that you have clicked on the advert and were forwarded to this page. In this process the following information, inter alia, can be collected: IP address, identifiers (indicators) assigned by Microsoft, information on the browser and device you are using, Referrer URL (website via which you accessed our website), URL of our website. Your data may be transmitted to the USA.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TTDSG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

More information on data protection and the cookies used by Microsoft Bing can be found at: <https://privacy.microsoft.com/de-de/privacystatement>

Use of the Awin Partner Programme

We use the partner programme "Awin" of AWIN AG (Eichhornstraße 3, 10785 Berlin; "Awin").

If you click on an advertisement provided with a partner link, Awin will place a cookie for conversion tracking on your computer. These cookies ensure the correct billing for the partner programme by recording the success of an advertisement. Cookies identify the fact that you have clicked on an advertisement and can track the origin of the order with the advertiser. In addition, Awin uses so-called fingerprinting. This enables the device you are using to be recognised.

Among other things, Awin can recognise that the partner link on this website has been clicked on or viewed. Awin records, among other things, your transaction data (such as order value, product type, sales channel, use of a voucher) and your user name in the form of an individual sequence of numbers, so that no identity is ascertainable, but it does, however, contain information on the specific user actions and the end device used by the user.

Your data may be transferred to third countries such as the USA. For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, among other things, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at:

https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_de.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TTDSG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

The data protection policy with detailed information on the use of data by Awin can be found at <https://www.awin.com/de/datenschutzerklarung>.

Trusted Shops Trustbadge

The Trusted Shops trust badge is integrated on this website to display our Trusted Shops seal of approval and any ratings collected, as well as to offer Trusted Shops products to buyers after they have placed an order. This serves to protect our legitimate interests in an optimal marketing by enabling a safe purchase in accordance with Art. 6 para. 1 p. 1 lit. f DSGVO, which prevail in the context of a balancing of interests. The trust badge and the services advertised with it are an offer of Trusted Shops AG, Subbelrather Str. 15C, 50823 Cologne. The Trustbadge is provided by a CDN provider (Content-Delivery-Network) as part of an order processing. Trusted Shops AG also uses service providers from the USA. An appropriate level of data protection is ensured. Further information on the data protection of Trusted Shops AG can be found in our privacy policy. When the Trustbadge is called up, the web server automatically saves a so-called server log file, which also contains your IP address, the date and time of the call, the amount of data transferred and the requesting provider (access data) and documents the call. Individual access data are stored in a security database for the analysis of security anomalies. The log files are automatically deleted no later than 90 days after creation. Further personal data is transferred to Trusted Shops AG if you decide to use Trusted Shops products after completing an order or if you have already registered to use them. The contractual agreement between you and Trusted Shops applies. For this purpose, personal data is automatically collected from the order data. Whether you as a buyer is already registered for product use is checked automatically using a neutral parameter, the e-mail address hashed by cryptological one-way function. The e-mail address is converted into this hash value, which cannot be decrypted by Trusted Shops, before it is transmitted. After checking for a match, the parameter is automatically deleted. This is necessary for the fulfillment of our and Trusted Shops' overriding legitimate interests in the provision of the buyer protection linked to the specific order in each case and the transactional evaluation services pursuant to Art. 6 para. 1 p. 1 lit. f DSGVO. Further details, including the objection, can be found in the Trusted Shops privacy policy linked above and in the Trustbadge.

Data processing by KUPONA GmbH („KUPONA processing“)

KUPONA GmbH, Frankfurter Strasse 8, 36043 Fulda uses cookie IDs for promotional purposes. We take responsibility in this together with KUPONA. KUPONA collects dynamic data and technical parameters of our website users, in order to show advertisements according to user interests. It is impossible to draw conclusions on the user identity. Users with pseudonymous KUPONA cookie IDs do not see more or less ads on the web, only the ads are more relevant and match their interests. The advertising possibilities of KUPONA are important to us, we can advertise our own offers on the Internet with them.

- All data provided is pseudonymized. User can not be recognized.

- Legal basis for data processing is a legitimate interest

- Objections to the data processing are possible at any time under the following link: www.kupona.de/datenschutz/widerspruch

Referral marketing using reBounce

This website uses referral marketing using reBounce. When you click the "back" button, you will be redirected to a page that displays product recommendations based on the products you viewed previously. In order to display an appropriate product recommendation, a cookie will be stored on your device when you click the "back" button. We process the information generated by your device's use of our website, such as your screen resolution, approximate location, specific web page and/or products accessed, as well as your products in the shopping cart and access data, especially your IP address, browser information, screen resolution, and the website previously accessed. Your data will also be processed in this context by KUPONA GmbH (Kothenbachweg 6, 36041 Fulda, Germany), which provides the page with product recommendations. KUPONA GmbH acts as our data processor and is limited in its authority to process your data. The legal basis for storing and accessing information on your device is § 25 para. 1 TTDSG; for further processing, the legal basis is Art. 6 para. 1 sentence 1 lit. a) DSGVO. For more information on data protection at KUPONA GmbH, please visit the KUPONA GmbH website at <https://www.kupona.de/datenschutz/> and <https://www.kupona.de/dsgvo/>. You can revoke your consent to processing at any time by sliding the slider under "Settings" of the consent tool. You can find the [settings on this page](#) under "Overview of all personal cookies and your administration options" in the section "Change your consent | Withdraw your consent". The lawfulness of processing remains unaffected until the revocation is exercised.

Plug-ins

Use of Google reCAPTCHA

Our website uses the reCAPTCHA service by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the data controller responsible for your data if you have your habitual residence in the European Economic Area or Switzerland. Google Ireland Limited is therefore the company affiliated with Google which is responsible for processing your data and for compliance with applicable data protection laws. The request serves to distinguish whether the input was made by a human or automatic machine processing. For this purpose your input will be transmitted to Google and used by them further. In addition, the IP address and any other data required by Google for the reCAPTCHA service will be transferred to Google. This data will be processed by Google within the EU and potentially also in the USA. For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available

at <https://policies.google.com/privacy/frameworks>. The use of cookies or comparable technologies is carried out with your consent on the basis of

Art. 25 para. 1 p. 1 TTDSG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal. You can find more detailed information on Google reCAPTCHA and the associated data protection declaration at: <https://www.google.com/recaptcha/intro/android.html> and <https://www.google.com/privacy>.

Use of Google invisible reCAPTCHA

Our website uses the invisible reCAPTCHA service by reCAPTCHA der Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google"). This serves to distinguish whether the input was made by a human or automatic machine processing. In the background, Google collects and analyses usage data which is also used by invisible reCaptcha to distinguish between regular users and bots. For this purpose your input will be transmitted to Google and further used there. In addition, the IP address and, where applicable, other data required by Google for the invisible reCAPTCHA service will be transmitted to Google. This data will be processed by Google within the European Union and, where necessary, also in the USA. For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at <https://policies.google.com/privacy/frameworks>. The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TTDSG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal. You can find more detailed information on Google reCAPTCHA and the associated data privacy policy at: <https://www.google.com/recaptcha/intro/android.html> and <https://www.google.com/privacy>.

Use of Cloudflare On our website, we use the Content Delivery Network, Cloudflare CDN of Cloudflare Inc. (101 Townsend St, San Francisco, CA 94107, USA; "Cloudflare"). This is a supranational network of servers in different data centres with which our web server connects and via which certain contents of our website are delivered. The purpose of the data processing is to optimise the loading times of our website in order to make our offer more user-friendly. This can involve the collection of, among other things, the following information: IP address, system configuration information, information about the traffic from and to customer websites (server log files). Your data may be transmitted to the USA. Processing is carried out on the basis of Article 6(1)(f) GDPR for the purposes of our legitimate interest in needs-based and targeted design of the website. **On grounds relating to your particular situation, you have the right to object at any time to this processing of your personal data and carried out on the basis of Article 6(1)(f) GDPR.** For more information about privacy when using Cloudflare, please visit <https://www.cloudflare.com/de-de/privacypolicy/>.

Use of GoogleMaps

Our website uses the function for embedding Google Maps by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). If you are ordinarily resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller responsible for your data. Google Ireland Limited is therefore the company affiliated with Google responsible for processing your data and for compliance with the applicable data protection legislation.

This feature visually represents geographical information and interactive maps. Google also collects, processes, and uses data on visitors to the website when they call up pages with embedded Google maps.

Your data may also be transmitted to the USA.

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

Further information on the data collected and used by Google, your rights and privacy can be found in Google's privacy policy at <https://www.google.com/privacypolicy.html>. You also have the option of changing your settings in the data protection centre, allowing you to administer and protect the data processed by Google.

Use of YouTube

Our website uses the function for embedding YouTube videos by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "YouTube"). YouTube is a company affiliated with Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

This feature shows YouTube videos in an iFrame on the website. The option "advanced privacy mode" is enabled here. This prevents YouTube from storing information on visitors to the website. It is only if you watch a video that information is transmitted to and stored by YouTube. Your data may be transmitted to the USA.

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

Further information on the data collected and used by YouTube and Google and your associated rights and options for protecting your privacy can be found in YouTube's privacy policy (<https://www.youtube.com/t/privacy>).

Using Vimeo

Our website uses plug-ins from Vimeo Inc. (555 West 18th Street New York, New York 10011, USA; "Vimeo") to integrate videos into the "Vimeo" portal. If you access pages on our website that contain this kind of plug-in, this will generate a connection to the Vimeo server and indicate the plug-in on the site by means of a message in your browser. Information such as your IP address and which websites you have visited will be transmitted to the Vimeo server.

If you are logged into Vimeo, Vimeo will assign this information to your personal user account. When using the plug-in functions (e.g. starting a video by pressing the appropriate button), this information will also be assigned to your Vimeo account.

Your data may be transmitted to the USA.

The data processing is carried out on the basis of Article 6(1)(f) GDPR due to our legitimate interest in the needs-based and targeted design of the website and the legitimate interest of Vimeo in market analysis and improving its services appropriately and in a targeted manner. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.**

If you would not like Vimeo to directly assign the information collected to your Vimeo account, you must log out of Vimeo before you visit our site. Further information on the purpose and scope of enquiry and continued use and processing of the data by Vimeo and your associated rights and options for protecting your privacy can be found in the Vimeo data privacy policy: <https://vimeo.com/privacy>

Use of Google Fonts

We use Google Fonts from Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google") on our website.

The data processing serves to facilitate the consistent display of fonts on our website. In order to load the fonts, a connection to Google servers is established when the page is accessed. Among other things, your IP address and information about the browser you are using will be processed and transmitted to Google. This data is not linked to your Google account. Your data may be transmitted to the USA. For the USA, no adequacy decision from the EU Commission is available. The data transfer will be based, inter alia, on standard contractual clauses as appropriate guarantees for the protection of personal data, available at: <https://policies.google.com/privacy/frameworks>.

The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR due to our overriding legitimate interest in a user-friendly and aesthetic design of our website. **You have the right, for reasons relating to your personal situation, to object at any time to this processing of your personal**

data according to Art. 6 para. 1 lit. f GDPR by contacting us.

You can find more detailed information on the data processing and data protection at <https://www.google.de/intl/de/policies/> and at <https://developers.google.com/fonts/faq>.

Rights of persons affected and storage duration

Duration of storage

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

Rights of the affected person

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

Right to complain to the regulatory authority

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

Right to object

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

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

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