

Data protection declaration

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

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

Server log files

You can use our websites without submitting personal data.

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

Contact

Responsible person

Contact us at any time. The contact details of the person responsible for data processing can be found in our legal notice.

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.

Contact Evaluations

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.

Shipping companies Merchandise management

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

We forward your email address to the shipping company in the course of contractual processing, if you have explicitly agreed to this in the order process. The forwarding is for the purpose of informing you by email on the shipping status of your order. The processing will be

carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us or the transport company without affecting the legality of the processing carried out with your consent up to the withdrawal.

Use of an external merchandise management system

We use a merchandise management system in the course of order processing for the purposes of contractual processing. For this purpose your personal data as collected in the course of the order will be sent to
plentysystems AG, Bürgermeister-Brunner-Straße 15, 34117 Kassel, Germany

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 Amazon Payments

We use Amazon Payments payment service on our website, from Amazon Payments Europe s.c.a. (38 avenue John F. Kennedy, L-1855 Luxembourg; "Amazon Payments").

The processing of data enables you to pay using the Amazon Payments payment service.

To integrate this payment service it is essential that Amazon Payments collects, stores, and analyses data when accessing the website (e.g. IP address, device type, operating system, browser type, device location). Cookies may be used for this purpose. Cookies allow your internet browser to be recognised.

The use of cookies or comparable technologies is based on § 15 para. 3 p. 1 TMG. The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR out of our overriding legitimate interest in a customer-oriented offer of different payment methods. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.**

By selecting and using "Amazon Payments", the data required for payment processing will be submitted to Amazon Payments to execute the agreement with you using the selected payment method. The data is processed on the basis of Article 6(1)(b) GDPR.

Further information on data processing when using the Amazon Payments payment service can be found in the associated data privacy policy at: <https://pay.amazon.com/de/help/201212490>

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 CookieBar Plug-in

Our website uses the CookieBar plug-in from Frontend Studios GmbH (Treppenstraße 12-14, 34117 Kassel; "CookieBar").

The tool enables you to grant consents to data processing via the website, in particular the placing of cookies, and to make use of your right of revocation for consents already granted.

The processing of data serves the purpose of obtaining necessary consents for data processing and to document these, thereby complying with statutory obligations. Cookies may be deployed for this purpose. In this process the following information, inter alia, can be collected and transmitted to CookieBar: Date and time of the page retrieval, information on the browser and device you are using, anonymised IP address, opt-in and opt-out data. This data will not be forwarded to other third parties. The data processing is carried out on the basis of Article 6(1)(c) GDPR to comply with a legal obligation.

More information about the CookieBar Plug-in can be found

at: https://marketplace.plentymarkets.com/plugins/storefront/widgets/cookiebar_4809

Analysis

Use of the Google Analytics

Our website uses the web analysis service Google Analytics from 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.

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. 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 data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding 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.**

You can also prevent the collection of the data (including your IP address) generated by Google Analytics and related to your use of the website by Google as well as the processing of this data by Google by downloading and installing the browser plug-in available at the following link <https://tools.google.com/dlpage/gaoptout?hl=de>. To prevent the data collection and storage by Google Analytics across multiple devices you can place an opt-out cookie. Opt-out cookies prevent the future collection of your data when you visit this website. You need to implement the opt-out on all systems and devices that you are using, so that this works comprehensively. If you delete the opt-out cookie, requests will be transmitted to Google again. When you click here the opt-out cookie will be placed: [Deactivate Google Analytics](#). 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 Facebook Pixel

Our website uses the remarketing function "Custom Audiences" by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA; "Facebook").

This application serves to address the visitor to the website with interest-related advertising on the social network Facebook.

We have implemented Facebook's remarketing tag on our website for this purpose. This tag sets up a direct connection to Facebook's servers when you visit our website. This informs the Facebook server which of our web pages you have visited. Facebook assigns this information to your personal Facebook user account. When you visit the social network Facebook you will then be shown personalised, interest-related Facebook ads.

Your data may 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 overriding legitimate interest in addressing visitors to the website with targeted, interest-related advertising. **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.**

You can deactivate the remarketing function "Custom Audiences" [here](#).

You can find more detailed information on Facebook's collection and use of data and your associated rights and options for protecting your privacy in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

Use of Google Ads conversion tracking

Our website uses the online marketing program "Google Ads", including conversion tracking (evaluation of user actions). Google conversion tracking is a service operated by Google 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 on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in addressing visitors to the website with targeted, interest-related advertising. **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.**

You can deactivate personalised advertising in Google's advertising settings. Instructions for this can be found at

<https://support.google.com/ads/answer/2662922?hl=de>.

Alternatively, you can prevent the use of cookies by third parties by calling up the Network Advertising Initiative deactivation page at <https://www.networkadvertising.org/choices/> and following the further opt-out instructions specified there.

You then won't be included in the conversion tracking statistics.

You can 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 on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in addressing visitors to the website with targeted, interest-related advertising. **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.**

You can deactivate the use of cookies with permanent effect by following the link below and downloading and installing the plug-in provided there: <https://support.google.com/ads/answer/7395996?hl=de>

Alternatively, you can deactivate the use of cookies by third parties by calling up the Network Advertising Initiative deactivation page at <https://www.networkadvertising.org/choices/> and following the further opt-out instructions specified there.

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 data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in addressing visitors to the website with targeted, interest-related advertising. **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.**

You can prevent the storage of cookies by choosing corresponding technical settings in your internet browser; we would, however, like to point out that this may prevent you from making full use of all the functions of this website. You then won't be included in the conversion tracking statistics. More information on data protection and the cookies used by Microsoft Bing can be found at:

<https://privacy.microsoft.com/de-de/privacystatement>

Plug-ins

Use of social plug-ins via "Shariff"

Our website uses social network plug-ins. We use data protection-compliant "Shariff" buttons to ensure that you retain control over your data. No connection is made to the social network servers and no data submitted without your explicit consent. "Shariff" was developed by specialists at the computer magazine c't. It enables more personal privacy in the network and replaces the usual social network "share" buttons. You can find more information on the Shariff project here <https://www.heise.de/ct/artikel/Shariff-Social-Media-Buttons-mit-Datenschutz-2467514.html>.

When you click the buttons a pop-up window appears, allowing you to log on with the relevant provider using your data. It is only after you actively login that a direct connection to the social network is set up. By logging in, you give your permission for the transfer of your data to the respective social media provider. At this time, information such as your IP address and which websites you have visited is transmitted. Should you be connected simultaneously with one or more of your social network accounts, the information collected is also assigned to your corresponding profiles. Therefore, you can only prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts. The social networks listed below are integrated with the "Shariff" function. You can find more detailed information on the scope and purpose of collection and use of the data, your associated rights and options for protecting your privacy in the provider's privacy policy via the link.

Facebook by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA)

<https://www.facebook.com/policy.php>

Instagram by Instagram LLC. (1601 Willow Road, Menlo Park, CA 94025, USA) <https://help.instagram.com/155833707900388>

Pinterest by Pinterest Inc. (635 High Street, Palo Alto, CA, 94301, USA) <https://policy.pinterest.com/en/privacy-policy>

Twitter by Twitter Inc. (1355 Market Street, Suite 900, San Francisco, CA 94107, USA) <https://twitter.com/privacy>

Use of Google invisible reCAPTCHA

Our website uses the invisible reCAPTCHA service by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "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.

The processing is carried out on the basis of Article 6(1)(f) GDPR due to our legitimate interest in protecting our website against automated spying, misuse and SPAM. **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.**

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 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>).

Rights of persons affected and storage duration

Duration of storage

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

Rights of the affected person

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

Right to complain to the regulatory authority

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

Right to object

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

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