

# **Data protection**

## **1. Name and contact details of the controller**

This privacy policy applies to data processing by:

Responsible: Olaf Meyer

Name Entrepreneurs: Meyer, Schmidt GbR

Address: Rosa-Luxemburg Str. 2/07580 Ronneburg

Email: info@l1sr.de

Telephone: 0176 - 60029302

## **2. Collection and storage of personal data and the nature and purpose of their use**

### **a) When visiting the website**

When you visit our website, the browser used on your device automatically sends information to the server of our website. This information is temporarily stored in a so-called log file. The following information will be collected without your intervention and stored until automated deletion:

- IP address of the requesting computer,
- Date and time of access,
- Name and URL of the retrieved file,
- Website from which access takes place ( Referrer -URL),
- used browser and, if applicable, the operating system of your computer as well as the name of your access provider.

The data mentioned are processed by us for the following purposes:

- Ensuring a smooth connection of the website,
- Ensuring comfortable use of our website,
- Evaluation of system security and stability as well
- for further administrative purposes.

The legal basis for data processing is Art. 6 para. 1 sentence 1 lit. f DSGVO. Our legitimate interest follows from the data collection purposes listed above. In no case we use the collected data for the purpose of drawing conclusions about you.

In addition, we use cookies and analysis services when visiting our website. Further details can be found in paragraphs 4 and 5 of this privacy policy.

### **b) When using our r inquiry forms**

We offer you the opportunity to contact service providers via a form provided on the website. Here, depending on the purpose of your request specifying a valid s e-mail address, your address, your name, address, telephone number, apartment size is necessary so that we know who the request and order them to the appropriate service providers continue to be able to lead.

Further information may be voluntary or non-personal.

The data processing for the purpose of using our inquiry forms is based on Art. 6 para. 1 sentence 1 lit. a DSGVO based on your voluntarily granted consent.

The personal data collected by us for the use of our request forms will be deleted by us at regular intervals.

### **3. Disclosure of data**

A transfer of your personal data to third parties for purposes other than those listed below does not take place.

We only share your personal information with third parties if:

Your Art. 6 para. 1 sentence 1 lit. a DSGVO have given express consent to this

- lit disclosure pursuant to Art. 6 para. 1 sentence 1. f DSGVO is required to assert, exercise or defend legal claims and there is no reason to assume that you have a predominantly legitimate interest in not disclosing your data,
- lit in the event that the disclosure pursuant to Art. 6 para. 1 sentence 1. c DSGVO is a legal obligation, as well
- This lit permitted by law and pursuant to Art. 6 para. 1 sentence 1. b DSGVO is required for the settlement of contractual relationships with you.

### **4. Cookies**

We use cookies on our site. These are small files that your browser automatically creates and that are stored on your device (laptop, tablet, smartphone, etc.) when you visit our site. Cookies do not harm your device, do not contain viruses, Trojans or other malicious software.

In the cookie information is stored, each resulting in connection with the specific terminal used. However, this does not mean that we are immediately aware of your identity.

On the one hand, the use of cookies serves to make the use of our offer more pleasant for you. For example, we use so-called session cookies to recognize that you have already visited individual pages on our website. These are automatically deleted after leaving our page.

In addition, to improve usability, we also use temporary cookies that are stored on your device for a specified period of time. If you visit our site again to take advantage of our services, it will automatically recognize that you have already been with us and what inputs and settings you have made, so you do not have to re-enter them.

On the other hand, we use cookies in order to statistically record the use of our website and to evaluate it for the purpose of optimizing our offer (see Section 5). These cookies allow us to automatically recognize when you visit our site again that you have already been with us. These cookies are automatically deleted after a defined time.

The processed through cookies data for said purposes to protect our legitimate interests as well as third parties under Art. 6 para. 1 sentence 1 lit. f DSGVO required.

Most browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer or always a hint appears before a new cookie is created. However, disabling cookies completely may mean that you can not use all features of our website.

### **5. Analysis Tools (Tracking Tools)**

The tracking measures listed below and we use are based on the Art. 6 para. 1 sentence 1 lit. f DSGVO. With the tracking measures to be used, we want to ensure a needs-based design and the continuous optimization of our website. On the other hand, we use the tracking measures to statistically record the use of our website and evaluate it for the purpose of optimizing our offer for you. These interests are to be regarded as justified within the meaning of the aforementioned provision.

The respective data processing purposes and data categories can be found in the corresponding tracking tools.

#### **a) Google Analytics**

We use Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheater , on our websites Parkway , Mountain View, California, 94043 USA ("Google"). Google Analytics uses so-called "cookies" (see section 4) .The information generated by the cookie about the use of these web pages is usually transmitted to and stored by Google on a server in the USA IP anonymisation on these web pages, the IP address of Google is shortened before within European Union Member States or other parties to the Agreement on the European Economic Area, except in exceptional cases, the full IP address to a Google server in the On behalf of the operator of this website, Google will use this information for the purpose of evaluating the use of the websites, compiling reports on website activity and providing other services related to website activity and internet usage to the website operator Google Analytics framework from the browser of the Customer submitted IP address will not be merged with other data provided by Google. The customer can prevent the storage of the cookies by an appropriate setting of the browser software; however, we point out that in this case not all features of this website may be fully usable. In addition, the Customer may prevent the collection by Google of the data generated by the cookie and related to the use of the Website (including the IP address) as well as the processing of such data by Google by the Client using the browser available at the following link. Download and install plugin ( <http://tools.google.com/dlpage/gaoptout?hl=de> ).

As an alternative to the browser add-on or within browsers on mobile devices, with one click on this link ( <https://tools.google.com/dlpage/gaoptout?hl=de> ), you can use Google Analytics within this Prevent future website. An opt -out cookie is stored on your device. If you delete your cookies, you must click this link again.

#### **b) Using Remarketing - or "Similar Audiences" feature of Google Inc.**

We use the Remarketing or " Like Audiences " feature of Google Inc. ("Google") on our website . This feature enables the advertiser to target advertisers to the website by displaying personalized, interest-based advertising ads to visitors to the provider's website when they visit other websites on the Google Display Network. In order to carry out the analysis of the website usage, which forms the basis for the creation of interest-based advertisements, Google uses so-called "cookies" (see section 4).

You can deactivate the use of cookies at any time via the settings of your browser. However, this might limit the functionality of our offerings.

Cookies are used to record site visits and anonymous data on website use. There is no storage of personal data of visitors to the website. If you visit another website on the Google Display Network, you'll see ads that are likely to include previously viewed product and information areas.

In addition, the Customer may prevent the collection by Google of the data generated by the cookie and related to the use of the Website (including the IP address) as well as the processing of such data by Google by the Client using the browser available at the following link. Download and install plugin ( <http://tools.google.com/dlpage/gaoptout?hl=de> ).

For more information about Google Remarketing and Google's privacy policy, please visit : <http://www.google.com/privacy/ads/>

#### **c) Google Adwords Conversion Tracking**

To statistically record the use of our website and to evaluate it for the purpose of optimizing our website, we also use Google conversion tracking. Google Adwords uses a so-called "cookie" (see section 4) on your computer if you have reached our website via a Google ad. These cookies lose their validity after 30 days and are not used for personal identification. If the user visits certain pages of the website of the Adwords customer and the cookie has not yet expired, Google and the customer can recognize that the user clicked on the ad and was redirected to this page.

Each Adwords customer receives a different cookie. Cookies can not be tracked via the websites of Adwords customers. The information gathered using the conversion cookie is used to generate conversion statistics for Adwords customers who have opted for conversion tracking. The Adwords -Kunden know the total number of users who have clicked on their ad and proceeded to a provided with a Conversion tracking tag page. However, they do not receive information that personally identifies users.

If you do not want to participate in the tracking process, you can also refuse the required setting of a cookie - for example, via a browser setting that generally disables the automatic setting of cookies. You can also

disable cookies for conversion tracking by setting your browser to block cookies from the domain "www.googleadservices.com". Google's privacy policy on conversion tracking can be found here ( <https://services.google.com/sitestats/en.html> ).

#### **d) Facebook Pixels, Custom Audiences and Facebook Conversion**

We use on our websites the so-called Facebook pixel of the social network Facebook, which is owned by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or, if you are based in the EU, Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.

The Facebook Pixel is a JavaScript code that is included on our website for statistical and market research purposes. This makes it possible for Facebook to identify visitors to our online offer as a target group for the presentation of advertisements (so-called "Facebook Ads").

The Facebook Pixel is therefore used to display the Facebook Ads we have posted only to those Facebook users who have also shown an interest in our online offer or the particular features (eg interests in certain topics or products based on the websites visited determined), which we transmit to Facebook (so-called "Custom Audiences ").

Moreover, the Facebook pixel allows us to see if users have been redirected to our website after clicking on a Facebook ad to review and understand the effectiveness of Facebook ads (so-called " conversion "). ,

Facebook is certified under the Privacy-Shield framework or therefore guarantees compliance with European data protection law:

( <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active> )

The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as your rights and options to protect your privacy, please refer to the data use policy of Facebook:

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

Details on how the Facebook pixel works can be found in the Help section of Facebook at:

<https://www.facebook.com/business/help/651294705016616> .

You can object to the collection by Facebook pixels and the use of your data to display Facebook ads. You can also choose your advertising preferences, which specific types of ads you want to see within Facebook:

<https://www.facebook.com/settings?tab=ads> .

#### **e) Matomo**

We use Matomo open source software on our website, a web analytics service that processes the following data for marketing and optimization purposes: the browser type and version you use, the operating system you use, your country of origin, the date and time of the software Server request, the number of visits, the time spent on the website and the external links you have activated. For this purpose, so-called "cookies" (see under 4.) are used, which transmit the usage information thus generated to our server, which are then stored for use analysis purposes. The cookies have a retention period of one week.

In no case will the IP address be associated with any other data concerning the user. The IP addresses are anonymized, so that an assignment is not possible (IP masking ).

Your visit to this website is currently covered by the Matomo web analytics. Click here ( <https://matamo.org/docs/privacy/> ) to stop your visit.

You can deactivate the use of cookies at any time via the settings of your browser. However, this might limit the functionality of our offerings.

If you do not agree with the storage and evaluation of the data, you can object to the storage and use at any time. In this case, a so-called opt -out cookie is stored in your browser , with the result that Matomo does not collect any session data. If you delete the cookies, the opt -out cookie will also be deleted and must be reactivated by you.

#### **f) Use of the technology of the etracker GmbH**

We use our websites, the etracker technology, first Brunnenstraße 1, 20459 Hamburg, ( [www.etracker.com](http://www.etracker.com) ). This will collect and store data for marketing and optimization purposes. From these files, usage profiles can be created under a pseudonym. For this purpose, so-called "cookies" (see under 4.) can be used. In most cases, the cookies we use are deleted after the end of the browser session (so-called session cookies). The data collected with the etracker technologies will not be used to personally identify the visitor to this website and will not be merged with personal data about the bearer of the pseudonym without the specific consent of the person concerned. You can object to data collection and storage at any time with future effect. In addition, you can also disable the creation of cookies in your browser settings. We point out, however, that in this case not all features of this website may be fully usable.

#### **G) Using the technology of the PHP Web Stat technologies**

We use on our web pages the technologies of the PHP Web Stat , Sternbuschweg 2, 46562 Voerde, ( <http://www.php-web-statistik.de/> ) This will make anonymous data for the purpose of web analysis and for the operation of live chat. Systems collected and stored to answer live support requests. From these files, usage profiles can be created under a pseudonym . For this purpose, so-called "cookies" (see under 4.) can be used. In most cases, the cookies we use are deleted after the end of the browser session (so-called session cookies). The data collected using the PHP Web Stat technologies will not be used to personally identify the visitor to this website without the explicit consent of the person concerned and will not be combined with personal data about the bearer of the pseudonym. You can object to data collection and storage at any time with future effect. In addition, you can also disable the creation of cookies in your browser settings. We point out, however, that in this case not all features of this website may be fully usable.

### **6. Social Media Plug-ins**

We rely on our website on the basis of Art. 6 para. 1 sentence 1 lit. f DSGVO Social Plug-ins of the following social networks to make our website better known. The underlying commercial purpose is to be regarded as a legitimate interest within the meaning of the GDPR. Responsibility for the operation compliant with data protection is to be guaranteed by their respective providers. The integration of these plug-ins by us is done by means of the so-called two-click method to protect visitors to our website in the best possible way.

#### **a) Facebook**

Elements of Facebook (so-called social media plugins ) are integrated on our web pages in order to make their use more personal. For this we use the "LIKE" or "SHARE" button. Facebook is a company of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

By integrating the plugins , Facebook receives the information that your browser has accessed the corresponding page of our website, even if you do not have a Facebook account or are currently not logged in to Facebook. This information (including your IP address) is transmitted from your browser directly to a Facebook server in the US and stored there.

If you are logged in to Facebook, Facebook can assign the visit to our website directly to your Facebook account. If you interact with the plugins , for example by pressing the "LIKE" or "SHARE" button, the corresponding information is also transmitted directly to a Facebook server and stored there. The information will also be posted on Facebook and displayed to your Facebook friends.

Facebook may use this information for the purpose of advertising, market research and tailor-made Facebook pages. For this purpose, Facebook uses user, interest and relationship profiles, eg. For example, to evaluate your use of our website in relation to the advertisements displayed on Facebook, to inform other Facebook users about your activities on our website, and to provide other services related to the use of Facebook .

If you do not want Facebook to assign the data collected via our website to your Facebook account, you must log out of Facebook before visiting our website.

We point out that we as the provider of the pages are not aware of the content of the data transmitted and their use by Facebook.

The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as your related rights and settings options for the protection of your privacy, please refer to the privacy policy ( <https://www.facebook.com/about/privacy/> ) of Facebook.

#### **b) Google Plus**

We use the "+1" elements of Google Plus, a service of Google Inc., 1600 Amphitheater , on our websites Parkway , Mountain View, California, 94043 USA ("Google"). Each time you visit any of our websites that have the "+1" element, your data will be transmitted to Google and stored on Google for a period of up to two weeks. These are the data already mentioned under "Statistical data". If the customer clicks on the "+1" element while logged in and logged in to Google Plus, this information will be transmitted to Google and stored there personal with respect to the profile of the customer and made publicly available. For more information about Google's collection, dissemination and use of the data, see:

<https://www.google.com/intl/de/+/policy/+1button.html> .

#### **c) Instagram**

On our websites are also called social Instagram plugins (" plugins ") operated by Instagram LLC, 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). The Instagram plugin can be recognized by the »Instagram button«, for example in the form of an "Instagram camera".

When you visit a page of our website that contains such a plugin , your browser connects directly to Instagram's servers. The content of the plugin is transmitted by Instagram directly to your browser and integrated into the page. Through this integration, Instagram receives the information that your browser has accessed the corresponding page of our website, even if you do not have an Instagram profile or are currently not logged in to Instagram.

This information (including your IP address) is sent from your browser directly to an Instagram server in the US and stored there. If you're logged in to Instagram, Instagram can instantly associate your visit to our website with your Instagram account. If you interact with the plugins , for example, press the "Instagram" button, this information is also transmitted directly to an Instagram server and stored there.

The information will also be posted on your Instagram account and displayed there to your contacts.

If you do not want Instagram to directly map the data collected through our website to your Instagram account, you'll need to log out of Instagram before visiting our website.

We point out that we as the provider of the pages do not receive knowledge of the content of the transmitted data and their use by Instagram.

For more information, see the Instagram Privacy Policy at <https://help.instagram.com/155833707900388> .

#### **d) LinkedIn**

Features and content on LinkedIn are from LinkedIn, a LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA or, if you are based outside of the United States, LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland.

LinkedIn is informed about which website we are currently visiting. If you click the LinkedIn " Recommend button" while logged in to your LinkedIn account, the contents of our pages may be linked to the LinkedIn profile. This allows LinkedIn to associate calling our web pages with your LinkedIn user account.

We have no control over the information that LinkedIn collects or the extent of the information collected by LinkedIn. We also have no knowledge of the content of the data submitted to LinkedIn.

For more information, see the privacy policy of LinkedIn

<https://www.linkedin.com/legal/privacy-policy>.

LinkedIn is certified under the Privacy Shield agreement, thus ensuring compliance with EU data protection law.



<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>

#### e) **Pinterest**

We use the "pin it " button of the Pinterest social network operated by Pinterest, Inc., 808 Brannan St, San Francisco, CA 94103, USA ("Pinterest"). When the "Pin it " button is clicked, a connection is established with the server of Pinterest and Pinterest receives the information that the corresponding page has been called by you. If you are logged in to Pinterest during this time, Pinterest can assign your visit to your Pinterest account. If you do not want such an assignment, you must log out of your Pinterest account before clicking "Pin it ". We point out that we as the provider of the pages are not aware of the content of the transmitted data and their use by Pinterest. For more information, see the privacy policy of Pinterest at: <http://pinterest.com/about/privacy/> .

#### f) **Twitter**

We use functions (so-called plug-ins ) of the Twitter short message network, an offer by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA ("Twitter").

The Twitter plugins ( tweet buttons) can be recognized by the Twitter logo on our site. An overview of tweet buttons can be found here:

<https://about.twitter.com/resources/buttons> .

Each time you visit one of our websites, which is equipped with such a plugin , data of the customer are transmitted to Twitter and stored there. These are the data already mentioned under "Statistical data". If the customer clicks on the Twitter " tweet " button while logged in to their Twitter account, the websites they visit will become their Twitter account linked and made public. We point out that we as the provider of the pages are not aware of the content of the transmitted data and their use by Twitter.

If you do not want Twitter to associate your visit to our pages, please log out of your Twitter account.

Twitter is certified under the Privacy Shield agreement, thus ensuring compliance with EU data protection law. <https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>

For more information, see the Twitter Privacy Policy at: <http://www.twitter.com/privacy> .

#### G) **Using the XING Share button**

We use the "share button" of XING on our website. As soon as you access our website, a short-term connection to the servers of XING AG (Dammtorstrasse 30, 20354 Hamburg) will be established via your browser, whereby the XING Share-Button functions (in particular the display of the counter value) will be provided. Personal data is stored in no way by XING, in particular, no IP addresses are stored when you visit this website. There is no other evaluation of the data, in particular no usage behavior is evaluated. Further information about the data protection of XING AG is available at: <https://www.xing.com/privacy> .

Further information about the data protection of XING AG regarding the share button can be found at: [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection)

### **7. Online Services / Internet Advertising**

On our website we grab one on the basis of Art. 6 para. 1 lit p. f DSGVO in the interest of optimally marketing our offer on online services and advertising tools of the companies listed below. The underlying commercial purpose is to be regarded as a legitimate interest within the meaning of the GDPR. Responsibility for the operation compliant with data protection is to be guaranteed by their respective providers.

#### a) **Google Adsense**

This website uses Google AdSense, a web advertising service of Google Inc., 1600 Amphitheater Parkway, Mountain View, California, 94043 USA ("Google"). Google AdSense uses so-called "cookies" (which are stored on your computer) that allow Google or a third party to analyze your use of the website. Google AdSense also uses so-called "web beacons" (Using the Web beacon, simple actions such as visitor traffic on the website can be recorded and collected. The information generated by the cookie and / or web beacon about your use of this website (including your IP address) Address) are transmitted to and stored on a Google server in the US. Google uses the information so obtained to conduct an evaluation of your AdSense ads usage behavior, compile reports on website activity and advertisements for website operators and other service associated with website activity and internet usage to provide. Google will also transfer this information to third parties if required by law or if third parties process this data on behalf of Google. Your IP address will not be associated with other Google data stored by Google. You can prevent the storage of cookies on your hard disk and the display of web beacons by selecting "Do not accept cookies" in your browser settings. We point out, however, that you may not be able to use all the features of this website in this case. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

#### **b) Google Maps**

On this website are maps of the service "Google Maps" of the provider Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. For more information about Google's privacy, please visit:

<https://www.google.com/policies/privacy/>

If you do not agree, you can put in your browser a so-called opt-out cookie:

<https://adssettings.google.com/authenticated> .

#### **c) Google fonts**

On this website are fonts from "Google Fonts" of the provider Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. For more information about Google's privacy, please visit:

<https://www.google.com/policies/privacy/>

If you do not agree, you can put in your browser a so-called opt-out cookie:

<https://adssettings.google.com/authenticated> .

#### **d) Google reCAPTCHA**

On this website is the function "reCAPTCHA" of the provider Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA, to detect bots (eg when entering online forms).

For more information about Google's privacy, please visit:

<https://www.google.com/policies/privacy/>

If you do not agree, you can put in your browser a so-called opt-out cookie:

<https://adssettings.google.com/authenticated> .

#### **e) Use of technology of userlike technologies**

On our websites we use the technologies of Userlike UG (www.userlike.com), Deisterweg 7, 51109 Cologne. This will collect and store anonymized data for web analytics purposes and for running the live chat system



to answer live support requests. From these files, usage profiles can be created under a pseudonym. For this purpose, so-called "cookies" (see under 4.) can be used. In most cases, the cookies we use are deleted after the end of the browser session (so-called session cookies). The data collected with the userlike technologies will not be used to personally identify the visitor to this website and will not be merged with personal data about the bearer of the pseudonym without the specific consent of the person concerned. You can object to data collection and storage at any time with future effect. In addition, you can also disable the creation of cookies in your browser settings. We point out, however, that in this case not all features of this website may be fully usable.

#### **f) YouTube**

We bind online offers ( usually videos) of the platform "YouTube" of the provider Google LLC, 1600 Amphitheater Parkway , Mountain View, CA 94043, USA) on our website. The provider of this content must here perceive the IP address of the user, since he can not send without the IP address, the content to the browser of each user. The IP address is used to transport data from its sender to the intended recipient and is therefore required for the presentation of this content. We have no influence if YouTube stores the IP address eg for statistical purposes. As far as we know this, we will inform the users about it. For more information about Google's data protection by Google, please visit:

<https://policies.google.com/privacy?hl=de&gl=de>

#### **G) Vimeo**

We include videos from the Vimeo platform of Vimeo Inc., Attention: Legal Department, 555 West 18th Street New York, New York 10011, USA, on our website . The provider of this content must here perceive the IP address of the user, since he can not send without the IP address, the content to the browser of each user. The IP address is used to transport data from its sender to the intended recipient and is therefore required for the presentation of this content. We have no influence if Vimeo stores the IP address eg for statistical purposes. As far as we know this, we will inform the users about it.

For more information about vimeo's privacy, visit : <https://vimeo.com/privacy> .

#### **H) Certified webshop**

On our website the seal "Certified Webshop" is integrated. Das Siegel und die damit beworbenen Dienste sind ein Angebot der Tisko Consulting GmbH, Asbacher Straße 49, 53545 Linz am Rhein. Bei dem Aufruf des Siegels speichert der Webserver automatisch ein sog.Server -Logfile, das zB Ihre IP-Adresse, Datum und Uhrzeit des Abrufs, übertragene Datenmenge und den anfragenden Provider (Zugriffsdaten) enthält und den Abruf dokumentiert. Diese Zugriffsdaten werden nicht ausgewertet und spätestens 30 Tage nach Ende Ihres Seitenbesuchs automatisch gelöscht.

Überdies haben Sie die Möglichkeit, das Bewertungssystem des Geprüften Webshops zu nutzen. So können Sie nach Abschluss des Vertrages, mithin nach Erhalt Ihrer Bestellung, die Transaktion bewerten und ggfs. kommentieren.

Um Sie auf diese Möglichkeit hinzuweisen, werden Sie von uns auf Grundlage von Art. 6 Abs. 1 S. 1 lit . f DSGVO im Interesse an einer seriösen Bewertung im Rahmen der Kaufabwicklung kontaktieren. Die zwecks Nutzung des Bewertungssystems von uns erhobenen personenbezogenen Daten werden nach 3 Monate nach Abschluss der bewerteten Warenlieferung gelöscht.

#### **i) PayPal**

Transaktionen, die mittels des Online-Bezahldienstes PayPal des Anbieters PayPal (Europe) S.à rl . et Cie , SCA 22-24 Boulevard Royal, L-2449 Luxembourg, abgewickelt werden, unterliegen den unter nachstehendem Link nachzulesenden Datenschutzgrundsätzen von PayPal:

## 8. Bonitätsauskünfte

Im Falle der Zahlungsart „Rechnung“ rufen wir bei Vertragsabschlüssen auf Grundlage des Art. 6 Abs. 1 S. 1 lit. f DSGVO zum Zwecke der Kreditprüfung und Bonitätsüberwachung ggf. Bonitätsinformationen von spezialisierten Finanzdienstleistungsunternehmen (Auskunfteien) ab – dort gespeicherte Adress- und Bonitätsdaten zu Ihrer Person-, die auf der Basis mathematisch- statistischer Verfahren ermittelt werden. Dieses Interesse ist als berechtigt im Sinne der vorgenannten Vorschrift anzusehen.

Es kommen folgende Auskunfteien, bei denen es sich um den jeweils Verantwortlichen im Sinne des Art. 4 Nr. 7-DSGVO handelt, in Betracht, von denen wir die dazu benötigten Daten erhalten: Deltavista GmbH, Dessauerstraße 9, 80992 München, Creditreform Boniversum GmbH, Hellersbergstraße 11, 41460 Neuss, infoscore Consumer Data GmbH, Rheinstraße 99, 76532 Baden-Baden, Bürgel Wirtschaftsinformationen GmbH & Co. KG, Gasstraße 18, 22761 Hamburg, SCHUFA Holding AG, Kormoranweg 5, 65201 Wiesbaden, Regis24 GmbH, Zehdenicker Str. 21, 10119 Berlin.

Die Verarbeitung der bei der jeweiligen Auskunftsdatei gespeicherten Daten erfolgt aus zwingenden schutzwürdigen Gründen des Gläubiger- und Kreditschutzes, die Ihre Interessen, Recht und Freiheiten regelmäßig überwiegen oder dient der Geltendmachung, Ausübung oder Verteidigung von Rechtsansprüchen. Nur bei Gründen, die sich aus einer bei Ihnen vorliegenden besonderen Situation ergeben und nachgewiesen werden müssen, können Sie gegenüber der jeweiligen Auskunftsdatei der Verarbeitung Ihrer jeweils gespeicherten Daten widersprechen. Liegen solche besonderen Gründe nachweislich vor, werden die jeweiligen Daten nicht mehr verarbeitet.

## 9. Betroffenenrechte

Sie haben das Recht:

- gemäß Art. 15 DSGVO Auskunft über Ihre von uns verarbeiteten personenbezogenen Daten zu verlangen. Insbesondere können Sie Auskunft über die Verarbeitungszwecke, die Kategorie der personenbezogenen Daten, die Kategorien von Empfängern, gegenüber denen Ihre Daten offengelegt wurden oder werden, die geplante Speicherdauer, das Bestehen eines Rechts auf Berichtigung, Löschung, Einschränkung der Verarbeitung oder Widerspruch, das Bestehen eines Beschwerderechts, die Herkunft ihrer Daten, sofern diese nicht bei uns erhoben wurden, sowie über das Bestehen einer automatisierten Entscheidungsfindung einschließlich Profiling und ggf. aussagekräftigen Informationen zu deren Einzelheiten verlangen;
- gemäß Art. 16 DSGVO unverzüglich die Berichtigung unrichtiger oder Vervollständigung Ihrer bei uns gespeicherten personenbezogenen Daten zu verlangen;
- gemäß Art. 17 DSGVO die Löschung Ihrer bei uns gespeicherten personenbezogenen Daten zu verlangen, soweit nicht die Verarbeitung zur Ausübung des Rechts auf freie Meinungsäußerung und Information, zur Erfüllung einer rechtlichen Verpflichtung, aus Gründen des öffentlichen Interesses oder zur Geltendmachung, Ausübung oder Verteidigung von Rechtsansprüchen erforderlich ist;
- gemäß Art. 18 DSGVO die Einschränkung der Verarbeitung Ihrer personenbezogenen Daten zu verlangen, soweit die Richtigkeit der Daten von Ihnen bestritten wird, die Verarbeitung unrechtmäßig ist, Sie aber deren Löschung ablehnen und wir die Daten nicht mehr benötigen, Sie jedoch diese zur Geltendmachung, Ausübung oder Verteidigung von Rechtsansprüchen benötigen oder Sie gemäß Art. 21 DSGVO Widerspruch gegen die Verarbeitung eingelegt haben;
- gemäß Art. 20 DSGVO Ihre personenbezogenen Daten, die Sie uns bereitgestellt haben, in einem strukturierten, gängigen und maschinenlesebaren Format zu erhalten oder die Übermittlung an einen anderen Verantwortlichen zu verlangen;
- gemäß Art. 7 Abs. 3 DSGVO Ihre einmal erteilte Einwilligung jederzeit gegenüber uns zu widerrufen. As a result, we are not allowed to continue the data processing based on this consent for the future and
- gemäß Art. 77 DSGVO sich bei einer Aufsichtsbehörde zu beschweren, wenn Sie der Ansicht sind, dass die Verarbeitung ihrer personenbezogenen Daten rechtswidrig erfolgt ist. In der Regel können Sie sich hierfür an die Aufsichtsbehörde Ihres üblichen Aufenthaltsortes oder Arbeitsplatzes oder unseres Sitzes wenden.

## 10. Widerspruchsrecht

Sofern Ihre personenbezogenen Daten auf Grundlage von berechtigten Interessen gemäß Art. 6 Abs. 1 S. 1 lit. f DSGVO verarbeitet werden, haben Sie das Recht, gemäß Art. 21 DSGVO Widerspruch gegen die Verarbeitung Ihrer personenbezogenen Daten einzulegen, soweit dafür Gründe vorliegen, die sich aus Ihrer besonderen Situation ergeben oder sich der Widerspruch gegen Direktwerbung richtet. Im letzteren Fall haben Sie ein generelles Widerspruchsrecht, das ohne Angabe einer besonderen Situation von uns umgesetzt wird.

Möchten Sie von Ihrem Widerrufs- oder Widerspruchsrecht Gebrauch machen, genügt eine E-Mail an die im Impressum genannte E-Mail-Adresse.

## 11. Datensicherheit

Wir verwenden innerhalb des Website-Besuchs das verbreitete SSL-Verfahren (Secure Socket Layer) in Verbindung mit der jeweils höchsten Verschlüsselungsstufe, die von Ihrem Browser unterstützt wird. In der Regel handelt es sich dabei um eine 256 Bit Verschlüsselung. If your browser does not support 256-bit encryption, we'll use 128-bit v3 technology instead. Ob eine einzelne Seite unseres Internetauftrittes verschlüsselt übertragen wird, erkennen Sie an der geschlossenen Darstellung des Schlüsselbeziehungswise Schloss-Symbols in der unteren Statusleiste Ihres Browsers.

Wir bedienen uns im Übrigen geeigneter technischer und organisatorischer Sicherheitsmaßnahmen, um Ihre Daten gegen zufällige oder vorsätzliche Manipulationen, teilweisen oder vollständigen Verlust, Zerstörung oder gegen den unbefugten Zugriff Dritter zu schützen. Unsere Sicherheitsmaßnahmen werden entsprechend der technologischen Entwicklung fortlaufend verbessert.

## 12. Aktualität und Änderung dieser Datenschutzerklärung

This privacy policy is currently valid and is valid as of **May 2018**.

As a result of the further development of our website and offers thereof or due to changed legal or official requirements, it may be necessary to change this privacy policy. Die jeweils aktuelle Datenschutzerklärung kann jederzeit auf dieser Website von Ihnen abgerufen und ausgedruckt werden.