

DATA PRIVACY POLICY

Privacy Policy-OnPager In this data protection declaration we inform you about the processing of personal data when using our website <https://www.lesara.co.uk>

Personal data is information that relates to an identified or identifiable person. In particular, this includes information that enables us to identify you, such as your name, your telephone number, your address or e-mail address. Statistical data that we collect when you visit our website, for example, that cannot be associated with your person, does not fall under the term "personal data".

You can print or save this privacy policy by using the usual functions of your browser. You can also download and archive this data privacy policy as a PDF file, by clicking [here](#).

Contents of this data privacy policy

1. Contact person

The contact person and so-called person responsible for the processing of your personal data when you visit this website, in accordance with the General Data Protection Regulation (GDPR), is

Lesara AG
Schicklerstraße 5-7
10179 Berlin

(hereinafter "Lesara")
Telephone: **0049-3092035225**
Fax: **+49 (0) 30 920 330 81**
E-Mail: [**datenschutz@lesara.de**](mailto:datenschutz@lesara.de)

If you have any questions about data protection in connection with our products or the use of our website, you can also contact our data privacy officer at any time. The officer can be contacted at the above postal address and via the e-mail address previously provided.

2. Data processing on our website

2.1 Finding our website/access data

Every time you use our website, we collect the access data that your browser automatically transmits to enable you to visit the website. The access data includes:

- IP address of the requesting device,
- Date and time of the request,
- Address of the requested website and the requesting website,
- Information about the browser and operating system used,
- Online IDs (e.g. device IDs, session IDs).

The data processing of this access data is necessary to enable visits to the website and to guarantee the permanent functionality and security of our systems. The access data is also temporarily stored in internal log files for the purposes described above in order to produce statistical data on the use of our website, to further develop our website with regard to the user behaviour patterns of our visitors (e.g. if the proportion of mobile devices with which the pages are accessed increases) and to generally maintain our website administratively. The legal basis is the above-mentioned legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f GDPR

2.2 Contact Details

There are several ways to contact us. This includes the contact form, our e-mail addresses or our telephone service. In this context, we process data exclusively for the purpose of communication with you. The legal basis is Art. 6 para. 1 lit. b GDPR. The data collected by us when using the contact form will be automatically deleted after complete processing of your request unless we still need your request to fulfil contractual or legal obligations (see section "Data retention period").

2.3 Registration

You have the option to register and login to use the full range of functions on our website. The data you are obliged to provide (e-mail address, surname, first name, title) are marked as mandatory fields. Without this data, a registration is not possible. The legal basis for processing is Art. 6 para. 1 lit. b GDPR.

2.4 Orders

In the case of an order, we collect mandatory information necessary for the execution of the contract:

- Title,
- First and last name,
- Date of birth
- E-Mail address,
- Password,
- Billing and delivery address,
- Phone number.

The personal data collected by us will be passed on to the logistics service provider commissioned for the delivery of the goods, within the scope of the contract, if necessary.

We pass on your payment data to the commissioned financial institution or payment service provider as part of the processing of payments.

We have commissioned the following service providers to process the following payment methods:

- For payments via Paypal: PayPal (Europe) S.à r.l. et Cie, S.C.A, 22-24 Boulevard Royal, L-2449 Luxembourg. For more information on the data protection of PayPal (Europe) S.à r.l. et Cie, S.C.A. click here: <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>.

- For payments via PAYONE: PAYONE GmbH, Fraunhoferstraße 2-4, 24118 Kiel. Further information on PAYONE GmbH's data privacy policy can be found here: <https://www.payone.com/en/privacy/>.
- For payments via Elavon: Payment service provider Elavon Financial Services Limited, Germany branch, Lyoner Str. 36, 60528 Frankfurt/Main. For more information on Elavon Financial Services Limited's privacy policy, please click here: <https://www.elavon.com/privacy-pledge.html>.
- For payments via BillPay: BillPay GmbH, Zinnowitzer Str. 1, 10115 Berlin. If you choose one of BillPay's payment options, you will be asked during the ordering process to consent to the transfer of the required data to BillPay and an identity and credit check for processing the payment. If you give your consent, your data (first and last name, street, house number, postcode, city, date of birth, telephone number) as well as the data in connection with your order will be transmitted to BillPay. For the purpose of its own identity and credit assessment, BillPay or partner companies commissioned by BillPay transmit data to credit agencies, wherever applicable, and receive information on creditworthiness from these agencies, on the basis of mathematical and statistical procedures, the calculation of which includes address data, if applicable. Detailed information on this and the credit agencies used can be found in the data protection regulations of BillPay GmbH. BillPay may also use third party tools to detect and prevent fraud. Data obtained with these tools may be stored encrypted by third parties so that it can only be read by BillPay. Only if you select BillPay as a payment method, this data is used. Otherwise, the data expires automatically after 30 minutes.

All information you provide in the context of payment processing to the aforementioned service providers are not passed on to us by them. We only receive information that the payment for the relevant product has been made by the buyer.

The legal basis for the processing of personal data within the framework of the order is Art. 6 para. 1 sentence 1 lit. b GDPR.

2.5 Newsletter

You have the option of ordering our newsletters, in which we inform you regularly about new arrivals, offers and promotions.

We use the so-called double opt-in procedure for our newsletter subscriptions, i.e. we will not send you newsletters by e-mail until you confirm in our notification e-mail that you are the owner of the e-mail address provided, by clicking on a link. If you confirm your e-mail address, we will store your e-mail address, the time of registration and the IP address used for registration until you unsubscribe from the newsletter. The sole purpose of the storage is to send you the newsletters and to be able to verify your registration. You can unsubscribe from the newsletter at any time. A corresponding unsubscribe link can be found in every newsletter. A message to the contact data given above or in the newsletter (e.g. by e-mail or post) is of course also sufficient. The legal basis of the processing is based on your consent, in accordance with Art. 6 para. 1 lit. a GDPR.

For our newsletters, we use available technologies that help us measure user interaction (e.g. opening of the e-mail, clicked links etc.) We use this data in pseudonymous form for general statistical evaluations as well as for the optimisation

and further development of our content and customer communication. This is done with the help of small graphics embedded in the newsletter (pixels). The data is collected exclusively, pseudonymized and is not linked to your other personal data. The legal basis for this is our above-mentioned legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f GDPR. Through our newsletter, we want to share content that is as relevant as possible for our customers and get a deeper understanding of what readers are actually interested in. If you do not wish to receive the newsletter, you can unsubscribe anytime or deactivate graphics in your e-mail program by default.

2.6 Use of your data for advertising purposes and product recommendations via e-mail

In addition to processing your data during the checkout process, Lesara also uses your data to provide customised product recommendations for you. If you have consented to this, you will receive these recommendations from Lesara regardless of whether you have subscribed to a Lesara newsletter. In this way, Lesara wants to provide you with information about products and current offers that may interest you, based on your recent purchases from Lesara. Lesara adheres strictly to the legal requirements. If you no longer wish to receive product recommendations or any advertising messages from Lesara and/or do not wish your personal data to be used for advertising purposes, you can object to this completely or for specific measures at any time without incurring any costs other than the transmission costs according to the basic tariffs. A message to Lesara via e-mail, fax or post is sufficient. Of course, you will also find an unsubscribe link in every e-mail. The legal basis of the processing is your consent pursuant to Art. 6 para. 1 lit. a GDPR.

2.7 Surveys and Competitions

If you take part in one of our surveys, we use your data for market and opinion research. We evaluate the data anonymously for internal purposes. If surveys are not evaluated anonymously in exceptional cases, the data will only be collected with your consent. In the case of anonymous surveys, the GDPR is not applicable and in the case of exceptional personal evaluations, the legal basis is the aforementioned consent pursuant to Art. 6 para. 1 sentence 1 lit. a GDPR.

In the context of contests and competitions, we use your data for the purpose of conducting the contest and notifying you of the results and rewards. You will find detailed information in the terms and conditions of participation for the relevant competition. The legal basis of the processing is the lottery agreement pursuant to Art. 6 para. 1 sentence 1 lit. b GDPR.

2.8 Job Applications

You can apply to open positions at Lesara via our **application management system**. The purpose of the data collection is the selection of applicants for a potential employment relationship. We collect the following data in particular for the receipt and processing of your application: First and last name, e-mail address, application documents (e.g. certificates, curriculum vitae), date of earliest possible start and salary expectations. The legal basis for processing your application documents is Art. 6 para.

1 sentence 1 b and Art. 88 para. 1 GDPR in conjunction with § 26 para. 1 sentence 1 BDSG.

2.9 Use of Own Cookies

For some of our services it is necessary that we use so-called cookies. A cookie is a small text file that is stored by the browser on your device. Cookies are not used to run programs or download viruses onto your computer. The main purpose of our cookies is to provide an offer tailored to your needs and to make the use of our services as time-saving as possible.

Most browsers are set to accept cookies by default. However, you can adjust your browser settings so that cookies are rejected or saved only after prior consent. If you refuse cookies, not all of our offers can function smoothly without interruption for you.

We use our own cookies in particular:

- for login authentication,
- to save your language settings,
- to indicate that information placed on our website has been displayed to you - so that it will not be displayed again the next time you visit the website.

We want to facilitate a comfortable and individual use of our website. These services are based on our aforementioned interests; the legal basis is Art. 6 Par. 1 S. 1 lit. f GDPR.

We also use cookies and similar partner technologies (e.g. web beacons) for analysis and marketing purposes. This is described in more detail in the following sections.

2.10 Use of cookies and similar technologies for analysis

To improve our website, we use cookies and similar technologies (e.g. web beacons) for statistical recording and analysis of general user behaviour based on access data. We also analyse and evaluate the use of our various marketing channels.

The legal basis for the data processing described in the following section is Art. 6 para. 1 sentence 1 f GDPR, based on our interest in the demand-oriented design and continuous optimisation of our website.

In the following list of technologies we use, you will also find information on the possible contradictions with regard to our analysis measures using an opt-out cookie. Please note that after deleting all cookies in your browser or later use of another browser and/or profile, an opt-out cookie must be set again.

2.10.1 Hotjar

Our website uses Hotjar, a web analysis service of Hotjar Ltd, Elia Zammit Street 3, St Julians STJ 1000, Malta ("Hotjar"). Hotjar is used to create so-called heat maps. Heat Maps graphically display statistics about mouse movements and clicks on our site. This allows us to identify frequently used functions of our website and further

improve the site. Hotjar uses cookies and similar technologies to analyse our website with regard to user behaviour. However, your IP address is shortened before the usage statistics are evaluated, so that no conclusions can be drawn about your identity. In addition to mouse movements and clicks, information about the operating system, browser, incoming and outgoing links, geographical origin, information provided within the framework of the payment method you have chosen, and resolution and type of device are evaluated for statistical purposes. This information is pseudonymous and will not be passed on to third parties by us or Hotjar.

The following information is NOT transferred to Hotjar: login & registration data (e-mail, name, password), billing and delivery address, personal master data such as e.g. name & phone number and details of your chosen payment method (including all other fields to be filled in for payment, e.g. name and credit card number).

The collection of data by Hotjar can be deactivated if you wish (so-called opt-out) on all websites operated by us or other providers that use Hotjar. For more information and an explanation of your objection refer to Hotjar's **opt-out page**. Hotjar also supports the so-called Do-Not-Track function of your browser. If you enable it in your browser, Hotjar will not collect any data. Instructions for the different browsers can be found on the Hotjar website (<https://www.hotjar.com/legal/compliance/opt-out>)

For more information refer to Hotjar's **Privacy Policy**.

Use of cookies and similar technologies for online advertising

We also use cookies and similar technologies for advertising purposes. Some of the access data resulting from the use of our website is used for interest-related advertising. By analyzing and evaluating this access data, we are able to display personalized advertising on our website and on the websites of other providers. This means the advertising corresponds to your actual interests and needs.

The legal basis for the data processing described in the following section is Art. 6 para. 1 sentence 1 f GDPR based on our interest in providing you with personalised advertising.

In the following section, we would like to explain these technologies and their providers in more detail.

The following data may be included:

- Date and time of access,
- Cookie identification number,
- Device ID of mobile devices,
- Technical information about the browser and the operating system.

In the following descriptions of the technologies we use, you will also find information on the possible contradictions regarding our analysis and advertising measures by means of a so-called opt-out cookie. Alternatively, you can exercise your

objection by making appropriate settings on the Truste, Your Online Choices or YourAdChoices websites, which offer bundled possibilities for objections from many advertisers. Both sites allow the listed providers to deactivate all ads at once by means of opt-out cookies or alternatively to make the settings for each provider individually. Please note that after deleting all cookies in your browser or later use of another browser and/or profile, an opt-out cookie must be set again.

2.11.1 Bing Ads

Our website uses Bing Ads, a service of Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA ("Microsoft"). Microsoft uses cookies and similar technologies to serve advertisements relevant to you. Use of these technologies enables Microsoft and its affiliate sites to serve ads based on previous visits to our or other websites on the Internet. The data arising in this context can be transferred by Microsoft to a server in the USA for evaluation and stored there. In the event that personal information is transferred to the United States, Microsoft has submitted to the **EU-US Privacy Shield**.

You may refuse the use of cookies by selecting the appropriate settings on your browser (as described above); however, please note that if you do this you may not be able to use the full functionality of the website. You may also prevent Microsoft from collecting the data generated by the cookies and related to your use of the Site and Microsoft from processing such data by disabling the personalized ads on Microsoft's **opt out page**. Please note that in this case, after deleting all cookies in your browser or later use of another browser and/or profile, the option to opt out must be explained again.

Find more information on the Microsoft privacy policy by clicking **here**.

2.11.2 Facebook Conversion and Retargeting-Tags

For marketing purposes, our websites use so-called conversion and retargeting tags (also "Facebook pixels") of the social network Facebook, a service of Facebook Inc, 1601 Willow Road, Menlo Park, California 94025, USA ("Facebook"). We use Facebook pixels to analyze the general use of our websites and to track the effectiveness of Facebook advertising ("conversion"). In addition, we use the Facebook pixels to show you individualized advertising messages based on your interests ("retargeting"). Facebook processes data that the service collects via cookies and similar technologies on our websites.

The data arising in this context can be transferred by Facebook to a server in the USA for evaluation and stored there. In the event that personal information is transferred to the United States, Facebook has submitted to the **EU-US Privacy**.

If you are a Facebook member and have allowed Facebook through your account's privacy settings, Facebook may link the information we collect from your visit to your member account and use it to target Facebook ads. You can access and change the **Privacy Settings** of your Facebook profile at any time. If you are not a Facebook

member, you can stop Facebook from processing your information by clicking the "Facebook" opt-out button on the TRUSTe Web site mentioned above.

2.11.3 Google AdWords Conversion-Tracking and Remarketing

Our websites use the services "AdWords Conversion-Tracking" and "AdWords Remarketing" of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). By means of "AdWords Conversion-Tracking", customer actions defined by us (such as clicking on an ad, page views, downloads) are recorded and analysed. "We use "AdWords Remarketing" to display individualized advertising messages for our products on Google partner websites. Both services use cookies and similar technologies. The data arising in this context can be transmitted by Google to a server in the USA for evaluation and stored there. In the event that personal information is transferred to the United States, Google has submitted to the **EU-US Privacy Shield**.

If you use a Google Account, depending on the settings in your Google Account, Google can link your web and app browsing history to your Google Account and use information from your Google Account to personalize ads. If you don't want this association with your Google Account, you'll need to log out of Google before you can access our contact page.

You can configure your browser to reject cookies as shown above. In addition, in the **Cookie Settings** of Google's privacy policy, you can prevent Google from using cookies for advertising purposes.

Find more information in Google's **Data Privacy Policy**.

2.11.4 Google Analytics

This website uses Google Analytics, a web analysis service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses cookies and similar technologies to analyze and improve our website based on your user behavior. The data arising in this context can be transmitted by Google to a server in the USA for evaluation and stored there. In the event that personal information is transferred to the United States, Google has submitted to the **EU-US Privacy Shield**. However, your IP address is shortened before the usage statistics are evaluated, so that no conclusions can be drawn about your identity. For this purpose, Google Analytics on our website has been extended by the code "anonymizeIP" to ensure anonymous collection of IP addresses.

Google will process the information obtained by the cookies in order to evaluate your use of the website, to compile reports on the website activities for the website operators and to provide further services associated with the use of the website and the Internet.

You can configure your browser to reject cookies as described above, or you can prevent the collection of data generated by cookies and related to your use of our

website under Google's **Cookie Settings**. Alternatively, you can prevent Google from processing this data by downloading and installing the **Browser-Add-On** (the latter does not work on mobile devices).

Find more information under Google Analytics' **Data Privacy Policy**.

2.11.5 Google DoubleClick

Our website uses DoubleClick by Google, a service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). DoubleClick uses cookies and similar technologies to serve ads relevant to you. Use of DoubleClick allows Google and its affiliate sites to serve ads based on previous visits to our or other websites on the Internet. The data arising in this context can be transmitted by Google to a server in the USA for evaluation and stored there. In the event that personal information is transferred to the United States, Google has submitted to the **EU-US Privacy Shield**.

You may refuse the use of cookies by selecting the appropriate settings on your browser (as described above); however, please note that if you do this you may not be able to use the full functionality of the website. You can also prevent Google from collecting data generated by the cookies relating to your use of the website and processing this data, by downloading and installing the **Browser-Plug-in** for DoubleClick deactivation. As an alternative to the browser plug-in or within browsers on mobile devices, you can disable the "Personalized Advertising" button in **Google Advertising Settings**. In this case, Google will only display general advertising that has not been selected based on the information collected about you.

Find more information in the Google **Data Privacy Policy**.

2.11.6 Google Customer Match

Our website uses the service "Google Customer Match", a remarketing tool of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). You can use it to suggest specific results regarding Lesara to you on Google search queries. Lesara gives Google a non-reversible, non-personal checksum (hash value) from your usage data. Your data cannot be identified by this hashing process.

Find more information on this in the Google **Data Privacy Policy**.

2.11.7 GA Audiences

On this website GA Audiences, a web analysis service of the provider Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"), data are collected and stored from which user profiles are created using pseudonyms. This technology will enable users who have already visited our websites and online services to see targeted advertising from us on other external sites in the Google Partner Network. For this purpose, a cookie is placed on your computer with which the user behaviour when visiting the website can be analysed and subsequently used for targeted product recommendations and interest-based advertising. By setting the cookie, no personal data is stored and processed. If you do not wish to receive

interest-based advertising, you can disable Google's use of cookies for these purposes by following the instructions on https://www.google.co.uk/settings/ads/onweb#display_optout.

Find more information on this in the Google [Data Privacy Policy](#).

2.11.8 Yahoo Analytics und Yahoo Ad Exchange

We also use the Yahoo Web Analytics service, a web analytics service provided by Oath Inc. (New York 692 Broadway New York, NY 10012-1107; formerly Yahoo! Inc., 701 First Ave, Sunnyvale, CA 94089). Yahoo Web Analytics uses web beacons and cookies to collect information about visitors to our website. This information is sent to Yahoo as part of the interaction of website visitors with the website and includes the time spent on websites, the links clicked on and the advertising viewed on those pages. This information is collected by Yahoo Web Analytics so that Yahoo may collect statistical information. The cookies used by Yahoo Web Analytics do not contain any personal data such as name, age or telephone number. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. If you wish to object to the use of your data in the manner described above, please click [here](#). You can prevent the installation of cookies by setting your browser software accordingly; however, we would like to point out that in this case you may not be able to use all functions of this website in full.

For more information, please see the Oath Inc. privacy policy at <https://policies.oath.com/ie/en/oath/privacy/index.html>.

2.11.9 PubMatic

On our site, we use the PubMatic service of PubMatic, Inc. (305 Main Street, Suite 100, Redwood City, CA, 94063, USA). In this context PubMatic may collect and process usage data in pseudonymous profiles for the purpose of web analysis or for interest-oriented advertising. You can object to this data collection and storage at any time with future effect by setting an opt-out cookie on your device. For specific instructions on opt-out, see <https://pubmatic.com/legal/opt-out/>. For more information about PubMatic's data processing, please see the [PubMatic](#) data privacy policy.

2.11.10 Yieldlab

On our website we use the "Yieldlab" service of Yieldlab AG (Colonnaden 41, 20354 Hamburg) to optimise the output of advertising content on our website. Cookies are also used here. You can object to the use of Yieldlab by opting out. This can be done via the following link:

www.yieldlab.com/elements/privacy/

This sets an opt-out cookie. This cookie prevents a cookie with an advertising ID from being stored in your browser or otherwise being assigned to advertising categories. You can find relevant information and further information on personal data

processing at Yieldlab here:

<http://www.yieldlab.com/meta-navigation/data-privacy-statement/>.

2.11.11 Criteo

Our website uses cookies/advertising IDs for the purpose of advertising. This enables us to show our advertisements to visitors who are interested in our products on partner websites, apps and emails. Re-targeting technologies use your cookies or advertising IDs and display advertisements based on your past browsing behavior. You can opt-out of interest based advertising by visiting the following websites:

<http://www.networkadvertising.org/choices//>

<http://www.youronlinechoices.com/>

We may share data, such as technical identifiers derived from your registration information on our website or our CRM system with our trusted advertising partners. This allows them to link your devices and/or environments and provide you a seamless experience across the different devices and environments that you use. To read more about their linking capabilities, please refer to their privacy policy listed in the above-mentioned platforms or listed below.

For more information, please see Criteo's privacy policy at <http://www.criteo.com/privacy>.

2.11.12 Taboola

On our website we use the service Taboola of Taboola Inc. (Oneustonsq, 40 Melton Street, 13th Floor, London, NW1 2FD). Taboola makes it possible to recommend content that fits your personal interests and thus to design our offer individually for you. Taboola uses cookies to determine which websites you visit frequently and how you navigate our website. For this purpose, device-related data and protocol data are collected and user profiles are generated when pseudonyms are used. These usage profiles are not combined with data about the bearer of the pseudonym and do not allow any conclusions to be drawn about your personal data. Your IP address, for example, will be transmitted to Taboola in abbreviated form. For more information about Taboola, see Taboola's privacy policy under <https://www.taboola.com/>. You can find a way to deactivate the service on the Digital Advertising Alliance website under <http://www.aboutads.info/choices/>. You can also prevent the storage of cookies by making the appropriate settings in your browser software.

For more information, please refer to the privacy policy of Taboola Inc. at <https://www.taboola.com/privacy-policy> and <https://www.taboola.com/de/cookie-policy>.

2.11.13 Smartclip

This website uses the Smartclip Holding AG service (Kleiner Burstah 12, Nikolaikontor 20457 Hamburg). This is a service company specially focused on the moving image sector, which focuses on marketing and marketing technology and brings together potential advertising partners and advertisers for the placement of video advertising.

Marketing by the smartclip service covers both web-based moving image presentations and the mobile sector (websites optimized for mobile use, apps on smartphones and tablets, independent of the iOS, Android or Windows 8 operating system). Smartclip uses usage-based data with the help of third party providers for the playout of video advertising. Here you can find out how you can object to the use of marketing by smartclip adapted to the user: <http://www.smartclip.com/privacy-policy/>.

2.11.13 Outbrain

Our website uses the technology of Outbrain UK Ltd, 5 New Bridge Street, London, EC4V 6JA, UK ("Outbrain"), which refers our users to other content within our website that may also be of interest to them and to third-party websites. The further reading recommendations integrated by Outbrain e.g. below an article are determined on the basis of the previous contents read by the user. Outbrain uses cookies that are stored on the user's device to display this interest-related additional content. The content displayed in the Outbrain widget is automatically controlled and delivered by Outbrain in terms of content and technology.

Outbrain uses cookies to display reading recommendations on a purely pseudonymous basis. To make the IP address anonymous, the last part of the IP address is removed.

You can prevent the use of cookies by adjusting your browser settings (as mentioned above) or by opting out on the Outbrain [Website](#).

Find more information on this under Outbrain's [Data Privacy Policy](#).

2.12 Social Media

2.12.1 Facebook Connect

Our website gives you the opportunity to log in to the website with your existing Facebook profile information. We use Facebook Connect, a service of Facebook Inc, 1601 Willow Road, Menlo Park, California, 94025, USA ("Facebook"). Once you have logged in with Facebook Connect, no additional registration is required.

If you want to use this function, you will first be forwarded to Facebook. There you will be asked to log in with your user name and password. Of course, we do not take note of your registration data. If you are already logged in to Facebook, this step will be skipped. Your e-mail address and your public profile information (in particular name, profile picture, date of birth, gender, language and country, list of friends and personal details) will then be transmitted to us when you confirm the process with the "Log in with Facebook" button. In the event that personal information is transferred to the United States, Facebook has submitted to the [EU-US Privacy Shield](#). The legal basis is Art. 6 para. 1 sentence 1 lit. b GDPR.

Find more information in the Facebook [Data Privacy Policy](#).

2.12.2 Facebook Social Media Plug-ins

Our website uses social media plug-ins (such as the Like button) from the social network Facebook Inc, 1601 Willow Road, Menlo Park, California, 94025, USA ("Facebook"). The legal basis is Art. 6 Par. 1 S. 1 lit. f GDPR, based on our legitimate interest that you share our content via social networks and that we thereby extend our reach.

In the event that personal information is transferred to the United States, Facebook has submitted to the **EU-US Privacy Shield**. Facebook receives the information that you have called up the corresponding subpage of our online offer. This is regardless of whether you have a Facebook account and are logged in. When you are logged in to Facebook, this information is directly associated with your account. If you activate the activated plug-in and, for example, link to the page, Facebook also stores this information, including the date and time, in your user account and notifies your contacts publicly. If you do not wish to be associated with your profile on Facebook, you must log out before activating the plug-in.

Facebook stores these data as user profiles and uses them for the purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation takes place in particular (also for not logged in users) for the representation of demand-fair advertisement and in order to inform other users of the social network about your activities on our web page. You have the right to object to the creation of these user profiles, as Facebook members you can disable advertising based on social actions in the **advertising preferences**. You can also completely prevent the Facebook Social Media Plug-ins from loading with additional programs for your browser, e.g. the Facebook Blocker.

Find more information on this under the Facebook **Data Privacy Policy**.

2.12.3 Google+

Our website uses so-called social plugins ("plugins") of the social network Google+, which is operated by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). The plugins can be identified, for example, by buttons with the "+1" character on a white or colored background. An overview of the Google plugins and their appearance can be found here: **<https://developers.google.com/+/plugins>** .

When you access a page of our website that contains such a plugin, your browser establishes a direct connection to Google's servers. The content of the plugin is transmitted by Google directly to your browser and integrated into the page. The integration gives Google the information that your browser has called up the corresponding page of our website, even if you do not have a Google+ profile or are not currently logged in to Google+. This information (including your IP address) is transmitted directly from your browser to a Google server in the USA and stored there.

If you are logged in to Google+, Google can immediately associate your visit to our website with your Google+ profile. If you interact with the plugins, for example by pressing the "+1" button, the corresponding information is also transmitted directly to a Google server and stored there. The information is also published on Google+ and displayed to your contacts.

The purpose and scope of the data collection and the further processing and use of the data by Google as well as your rights and setting options for the protection of your privacy can be found in Google's data protection information: <https://www.google.com/intl/policies/privacy/>

If you do not want Google to associate the data collected via our website directly with your profile on Google+, you must log out of Google+ before visiting our website. You can also completely prevent the Google plugins from loading with add-ons for your browser, e.g. with the script blocker "NoScript" (<http://noscript.net/>). The legal basis is Art. 6 para. 1 sentence 1 lit. b GDPR.

Find more information on this under the Google [**Data Privacy Policy**](#).

2.12.4 Twitter

Our website uses so-called social plugins ("plugins") of the microblogging service Twitter, which is operated by Twitter Inc. 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter"). The plugins are marked with a Twitter logo, for example in the form of a blue "Twitter bird".

When you visit a page of our website that contains such a plugin, your browser establishes a direct connection to Twitter. The content of the plugin is transmitted directly from Twitter to your browser and integrated into the page. The integration gives Twitter the information that your browser has called up the corresponding page of our website, even if you do not have a Twitter profile or are not currently logged in to Twitter. This information (including your IP address) is transmitted directly from your browser to a Twitter server in the USA and stored there. If you are logged in to Twitter, Twitter can immediately associate your visit to our website with your Twitter account. If you interact with the plugins, for example by pressing the "Twitter" button, the corresponding information is also transmitted directly to a Twitter server and stored there. The information will also be published on your Twitter account and displayed to your contacts. The purpose and scope of the data collection and the further processing and use of the data by Twitter as well as your relevant rights and setting options for the protection of your privacy can be found in the Twitter data protection information: <https://twitter.com/privacy>. If you do not want Twitter to associate the data collected via our website directly with your Twitter account, you must log out of Twitter before visiting our website. You can also completely prevent the Twitter plugins from loading with add-ons for your browser, e.g. with the script blocker "NoScript" (<http://noscript.net/>).

The legal basis for the use of the service is Art. 6 para. 1 sentence 1 lit. b GDPR.

2.12.5 Pinterest

Our website uses the social plugin ("Plugins") of the social network Pinterest, which is operated by Pinterest Inc. 635 High Street, Palo Alto, CA, 94301, USA ("Pinterest"). When you visit our website and press the Pinterest button, your browser establishes a direct connection to Pinterest's servers. The plugin transfers so-called protocol data to the Pinterest server in the USA. These log data may include the IP address, the address of the visited web pages that have pinterest functions, type and settings of the browser, date and time of the request, your use of Pinterest and cookies. The purpose and scope of the data collection and the further processing and use of the data by Pinterest and your rights and setting options for the protection of your privacy can be found in Pinterest's privacy policy: <https://about.pinterest.com/privacy-policy>

The legal basis for the use of the service is Art. 6 para. 1 sentence 1 lit. b GDPR.

3. Push-Notifications

The website uses push notifications, which you can deactivate at any time.

The push notifications are used to draw your attention to certain offers. The legal basis is Art. 6 para. 1, lit. f. GDPR, based on our interest in making users aware of our content.

To personalize your shopping experience and enable you to use certain features, we use WonderPush's Web push service, which is operated through <https://www.wonderpush.com/>. You may have been asked to enable this service. You can freely revoke/activate this setting in your local Internet settings (Chrome, Firefox, Safari) at any time. For further questions regarding the processing of your personal data, please contact the WonderPush web service directly at <https://www.wonderpush.com/contact> .

4. Disclosure of data

A transfer of data collected by us takes place only if:

- According to Art. 6 para. 1 Sent. 1 lit. a GDPR, you have given consent to this,
- The disclosure in Art. 6 para. 1 sent. 1 lit. f GDPR is required to assert, exercise or defend legal claims and there is no reason to assume that you have a predominantly legitimate interest in allowing your data to be processed,
- According to Art. 6 para. 1 sent. 1 lit. c GDPR, you are required by law to disclose your data
- This is permitted by law and is required under Art. 6 para. 1 sent.1 lit. b GDPR for the processing of contractual relationships with you or for the implementation of pre-contractual measures that are taken at your request.

Part of the data processing can be done by our service providers. In addition to the service providers mentioned in this privacy statement, this may include, but is not limited to, data centres that store our app and databases, IT service providers who maintain our systems, and consulting firms. If we pass on data to our service providers, they may only use the data to fulfil their tasks. The service providers were carefully selected and commissioned by us. They are contractually bound by our

instructions, have appropriate technical and organisational measures to protect the rights of the persons concerned and are regularly monitored by us.

In addition, it may be disclosed in connection with government inquiries, court orders and legal proceedings if required for prosecution or enforcement.

5. Storage Period

As a matter of principle, we store personal data only as long as necessary to fulfil the contractual or legal obligations for which we have collected the data. We then delete the data immediately, unless we need the data until the end of the statutory limitation period as evidence for civil claims or due to legal retention requirements.

For evidence, we must retain contract information for three years from the end of the year in which our business relationship has ended with you. Any claims become statute-barred after the legal limitation period at the earliest at this time.

Even after that, we sometimes have to save your data for accounting reasons. We are obliged to do this for legal documentation obligations that may arise from the Commercial Code, the Tax Code, the Banking Act, the Money Laundering Act and the Securities Trading Act. The deadlines for storing documents are between two and ten years.

6. Your Rights

You have the right to request information regarding the processing of your personal data by us at any time. As part of the provision of information, we will explain how we process your data and provide you with an overview of the data we store on you.

If data stored by us is incorrect or out of date, you have the right to have this information corrected.

You may also request the deletion of your data. If deletion is not possible due to regulations, the data will be blocked so that they are only available for this legal purpose. You can also limit the processing of your data, for example, if you believe that the information we hold is incorrect.

You also have the right to data portability, i.e. we will send you a digital copy of the personal data you provide on request.

To exercise your rights as described here, you can always contact us. This also applies if you wish to receive copies of warranties to demonstrate adequate data protection.

In addition, you have the right to object to data processing, which is based on Art. 6 para. 1 lit. e or f GDPR. Finally, you have the right to complain to the Data Protection Inspectorate responsible for us. You can assert this right with a supervisory authority in the Member State of your country of residence, your place of work or the place of the alleged breach. In Berlin, the responsible supervisory authority is: Berlin

Commissioner for Data Protection and Freedom of Information, Friedrichstr. 219,
10969 Berlin

7. Right of Revocation and Objection

In accordance with Art 7. Para. 2 GDPR, you have the right to revoke a consent once given to us at any time. As a result, we will not continue to process data based on this consent in the future. Revoking the consent shall not affect the lawfulness of the processing effected on the basis of the consent until the revocation.

If we process your data on the basis of legitimate interests according to Art. 6 para. 1 lit. f GDPR, you have the right under Art. 21 GDPR to object to the processing of your data and to give us reasons which arise from your particular situation and which in your opinion indicate that your interests worthy of protection predominate. If you object to data processing for direct marketing purposes, you have a general right of objection, which we will implement without you having to give reasons.

If you would like to exercise your right of revocation or objection, it is sufficient to send an informal message to the contact details above.

8. Changes to the Privacy Policy

From time to time, we may update this privacy policy, for example, when we adapt our app or change the legal or regulatory requirements.

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