

Data protection guidelines

Thank you for your interest in our website.

Protecting your personal data is very important to us.

The following text informs you in detail about how we handle and protect your data.

Storage of access data on server log files

You can visit our website without entering personal data. We only save access data in so-called server log files, for example the name of a requested file, the date and time of retrieval, the data volume transferred and the requesting provider. These data are exclusively used to ensure a trouble-free operation of the website and they are evaluated to improve our services. They do not allow any conclusions to be made with regard to your person.

Data collection and use for contract processing

We collect personal data only if you provide your data voluntarily in the context of ordering products or contacting us (eg. using the contact form or email). From the relevant input form(s) you can see what data is collected. We use the data provided by you to process contracts and inquiries. When contract processing is completed data is blocked for further use and deleted upon expiry of retention periods defined by fiscal and commercial law unless you have given consent to further usage or if we reserve the right to legally admissible data usage going beyond this, see information below.

Data transfer for contract performance

In order to process the contract we forward your data to the hired transport company, where necessary to deliver the ordered goods. Depending on the payment service provider you have chosen, we forward necessary payment details to the bank in charge and - if applicable - to the payment service provider commissioned by us or the payment service you have selected.

Data use for email advertising without newsletter registration and the right to object

If we receive your email address in the process of a goods or service sale and you did not object, we reserve the right to send you offers for similar products to which you purchased via email. If you do not wish to receive these emails send us a message using contact details below or via the link provided in the email, at no further cost other than the transmission costs at basic tariffs.

Data processor

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Use of data for postal advertising and your right to object

In addition, we reserve the right to save your first and last name, mailing address and - if we have received this additional information from you as part of the contractual relationship - your title, academic status, date of birth and occupation, branch or business name for our own advertising purposes, eg. for sending interesting offers and information on our products by post. You can object to the storage and use of your data for these purposes at any time by sending a message to the contact address below.

Use of cookies

We use cookies for data collection and storage. Cookies are small text files saved on your computer, where they are harmless. They do not contain viruses and do not allow us to spy. Two types of cookies are used. Temporary cookies are automatically deleted after closing a browser session (session cookies). Other cookies remain on your computer and allow us to re-identify your browser when you log on again (permanent cookies). With the help of cookies it is possible for us to understand your usage behaviour for the above mentioned purposes and to a corresponding extent. They should also enable you to surf the web in an optimised manner. We also collect this data only in anonymous form. You can set your internet browser so that our cookies cannot be stored on your end device or cookies that have already been stored are deleted. Under data protection, see link below, you will find a list of the different types of cookies that are used on our website and a brief explanation of their respective purposes.

Data protection declaration for the use of Hotjar

We use the Hotjar software (<http://www.hotjar.com>, 3 Lyons Range, 20 Bisazza Street, Sliema SLM 1640, Malta, Europe) to improve the user experience on our website. Using Hotjar can measure and evaluate user behaviour (mouse movements, clicks, scroll height etc.) on our website. For this purpose, hotjar places cookies on users' end devices and can store data from users such as browser information, operating system, length of stay on the page etc. in anonymous form. You can prevent this data processing by Hotjar by deactivating the use of cookies in the settings of your web browser and deleting cookies that are already active. You can find out more about data processing by Hotjar [here](#).

Use of Google Fonts

This website integrates external fonts from Google Fonts. Google Fonts is a service of Google Inc. (USA). The fonts are integrated by calling up a server at Google in the USA, whereby it can be assumed that requests will be saved by Google. You can find more information on the Google Fonts FAQ under <https://developers.google.com/fonts/faq#what-does-using-the-google-fonts-api-mean-for-the-privacy-of-my-users> or the Google data protection notice at <https://www.google.de/intl/de/policies/>.

Use of Google Analytics for web analysis

This website uses Google Analytics, a web analytics service provided by Google, Inc. (www.google.de). Google Analytics uses for example "cookies" which are text files placed on your computer to help the website analyze how users use the site. The information generated by the cookies about your use of the website will usually be transmitted to and stored by Google on servers in the United States of America. In case IP anonymization is activated on this website, Google uses your IP address in a truncated form within European Union member states or in other signatories of the Agreement on the European Economic Area. Only in exceptional cases the full IP address is transmitted to servers of Google in the US and truncated there. Google Analytics will not associate your anonymized IP address transmitted by your browser with any other data held by Google. Furthermore you can prevent the collection of data generated by the cookie and related to your use of the website (incl. your IP address) by Google and the processing of these data by Google by downloading and installing a specific browser plugin available by using the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>

Data protection declaration for the use of Google +1

Erfassung und Weitergabe von Informationen:

The +1 button lets you publish information worldwide. Via the Google +1 button, you and other users receive personalized content from Google and our partners. Google stores both the information that you entered for a piece of content +1 as well as information concerning the page you were visiting when you clicked on +1. Your +1's can be shown as tips together with your profile name and photo in Google services, such as search results or your Google profile, or in other places on websites and in ads on the Internet.

Google records information on your +1 activities to improve Google services for you and others. To be able to use the Google +1 button, you need a globally visible, public Google profile that must contain at least the name chosen for the profile. This name is used in all Google services. In some cases, this name can also replace another name that you have used when sharing content via your Google account. The identity of your Google profile can be displayed to users who know your e-mail address or have other identifying information about you. In addition to the above-described uses, the information you provide is used in accordance with the applicable Google data protection/privacy policies. Google may publish aggregate statistics regarding the +1 activities of users or disclose these to users and partners, such as publishers, advertisers or associated websites.

Use of Facebook Plugins

Our website also uses social plugins ("plugins") provided by the social network Facebook, operated by Facebook, Inc., 1601 S. California Avenue, Palo Alto, CA 94304, USA ("Facebook"). The plugins are

identifiable by a Facebook logo or the notice “Facebook Social Plugin.” For a full list of all Facebook plugins please see <http://developers.facebook.com/plugins>

When you visit a page of our website that contains such a plugin, your browser establishes a direct connection to Facebook servers. Facebook directly transfers the plugin content to your browser which embeds the latter into the website, enabling Facebook to receive information about your access to the respective page of our website, even if you do not have a Facebook account or if you are not logged into Facebook at this point in time. This information (incl. your IP address) is transmitted by your browser directly to a Facebook server of in the US and stored by it.

If you are logged into Facebook, your visit can be directly assigned to your Facebook account. If you interact with the plugins, for example by clicking the “Like” button or entering a comment, the corresponding information is transmitted from your browser directly to Facebook and stored by it. In addition, the information is published on your Facebook site and is made available to your Facebook friends.

For the information on the purpose and scope of data collection and further processing by Facebook, as well as your rights in this respect and settings options for protecting your privacy, please read Facebook's privacy policy: <http://www.facebook.com/policy.php>

If you do not want Facebook to connect the data concerning your visit to our website with your data already stored by Facebook, please log off Facebook before entering our website. Further you can fully block Facebook plugins by using add-ons for your browser, for example the "Facebook Blocker" (<http://webgraph.com/resources/facebookblocker/>) or the script blocker “NoScript” (<http://noscript.net/>).

Use of Instagram Social Plugins

Our website uses so-called Social Plugins ("Plugins") from Instagram, which is operating by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). The Plugins are marked with an Instagram logo, for example in the form of an "Instagram camera". An overview of the Instagram Plugins and their appearance can be found here: <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>

Right to information and contact options

You have the right to free information about the data we have stored about you and, if necessary, the right to correct, block or delete this data. If you have any questions about the collection, processing or use of your personal data, information, correction, blocking or deletion of data as well as revocation of any given consent or objection to a specific use of data, please contact:

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Invalid individual provisions

Should one or more clauses of these terms of use be wholly or partially ineffective or unenforceable, the remaining clauses remain in force and apply.

As of **Juli 2020**