

Data protection information

of the van Laack GmbH (Status 01.05.2021)

Since 25 May 2018, the requirements of the EU General Data Protection Regulation (hereinafter: DSGVO) apply throughout Europe. This data protection declaration gives you an overview of the processing of your data at the van Laack GmbH (hereinafter: van Laack) on the websites .

Please read our privacy policy carefully. If you have any questions or comments about this data protection declaration or about data protection at van Laack, you can contact our data protection team. You can reach them at the email address given under point 2.

Table of contents

1. Overview
2. The name and contact details of the controller and of the data protection officer
3. Purposes of the data processing, legal bases and legitimate interests pursued by the van Laack GmbH or a third party as well as categories of recipients
 - 3.1 Accessing our website
 - 3.2 Conclusion, performance or termination of a contract
 - 3.3 Data processing for advertising purposes
 - 3.4 Online presence and website optimisation
 - 3.5 Customer account
 - 3.6 Contact form and telephone contact
4. Transfer to recipients outside the EU
5. Your rights

1. Overview

The following data protection information informs you about the nature and extent of the processing of so-called personal data by van Laack. Data processing by van Laack can essentially be divided into three categories:

- For the purpose of processing the contract, all van Laack data required for the execution of a contract will be processed. If external service providers are also involved in the processing of the contract, e.g. logistics companies or payment service providers, your data will be passed on to them to the extent necessary in each case.
- When you interact with our services on our website, technical device and access data is automatically technical device and access data are automatically exchanged between your terminal device and our server. This may also involve personal data. The information collected in this way is used, for example, to optimise our website or to display advertising in the browser of your end device.
- In addition to processing the contract, we also use the data collected from you for the purpose of informing you about new offers and promotions from time to time of van Laack.

Personal data is any information that can van Laack identify you immediately or by combination with other information (e.g. name, telephone number, customer number, order number, e-mail address). In contrast, all information with which you cannot be identified (also not by combination with other information) is considered non-personal or anonymous data.

Van Laack processes your personal data in compliance with all applicable data protection laws. We therefore only process your data for the purposes explained to you in this data protection declaration or communicated to you when collecting the data. These are primarily the processing of purchases and the provision, personalisation and further development as well as the security of our services and performance. However, we also use your data for other purposes within the framework of strict German and European data protection law, such as product development, scientific research and market research, for the optimisation of business processes, the needs-based design of our services and for personalised advertising.

In accordance with the provisions of the DSGVO, you have various rights that you can assert against us. These include the right to object to selected data processing, in particular data processing for advertising purposes. The option to object is highlighted in the print.

Unless otherwise stated, we will only retain your data for as long as is necessary for the purposes set out in this privacy policy, in particular to fulfil our contractual and legal obligations. We may also retain your personal data for other purposes if or as long as the law permits us to continue to retain it for certain purposes, including for the defence of legal claims.

If a customer account is deleted, we will delete all data stored about you. If a complete deletion of your data is not possible or not required for legal reasons, the data concerned will be blocked for further processing. Deletion may be waived in the cases permitted by law, insofar as the data is anonymous or pseudonymised and deletion would make processing for scientific research purposes or for statistical purposes impossible or would seriously impair it.

2. The name and contact details of the controller and of the data protection officer

This data protection information applies to data processing by van Laack, Hennes-Weisweiler-Allee 25, 41179 Mönchengladbach and for the following websites: www.vanlaack.de, www.vanlaack.com.

Van Laack company's data protection officer can be contacted at the above address, Data Protection Department, or at info@vanlaack.de.

3. Purposes of the data processing, legal bases and legitimate interests pursued by the van Laack GmbH or a third party as well as categories of recipients

3.1 Use of our website

Van Laack uses your data to provide its websites. In addition to the device and access data that is generated each time you use these services, the type of data processed and the processing purposes depend in particular on how you use the functions and services provided via our services. In addition, we use the data collected to optimise our online offer, among other things, within the framework of shopping personalisation, to improve our services and for personalised advertising.

Device and access data

When you access our website, the browser used on your end device automatically sends information to the server of our website and temporarily stores it in a so-called log file. Following information is collected without your intervention and stored until automatic deletion:

- the IP address of the requesting Internet-enabled device,
- the date and time of access,
- the name and URL of the retrieved file,
- the website from which the access was made (referrer URL),
- the browser you use and, if applicable, the operating system of your internet-enabled computer as well as the name of your access provider.

The data is stored for a period of 30 days and then automatically deleted.

Login data (customer account)

We set up password-protected personal access for users who register for a customer account or other service. Unless you log out again after logging in with your login data, you will automatically remain logged in to most of our services. Depending on the type of service, a cookie or comparable technology is used for this purpose; the information stored in the cookies is added to your customer account. For details, please refer to section 3.5.

Cookies and plug-ins

Furthermore, we use so-called cookies, tracking tools, targeting methods and social media plug-ins for our website. The exact procedures involved and how your data is used for this purpose are explained in more detail below in section 3.4. and in the cookie setting.

If you have consented to so-called geolocation in your browser or operating system or other settings of your end device, we use this function to be able to offer you individual services related to your current location (e.g. the location of the nearest branch). We process your location data processed in this way exclusively for this function. The data is deleted when you end the use of this function.

3.2 Conclusion, performance or termination of a contract

3.2.1 Data processing upon conclusion of the contract

a. The conclusion of a contract with van Laack is possible both electronically and by telephone. If you conclude a contract with us, we process the data required for the conclusion, performance or termination of the contract with you. This includes:

- Sex
- First name, last name
- Invoice and delivery address
- E-mail address
- Invoice and payment details
- Date of birth, if applicable
- Telephone number, if applicable
- Your preferences, e.g. in terms of brands, product types, styles
- Details of your social network profiles

The legal basis for this is Article 6 (1) (b) DSGVO, i.e. you provide us with the data on the basis of the contractual relationship between you and us. We are also obliged to process your e-mail address due to a requirement in the German Civil Code (BGB) to send an order confirmation by e-mail in the event of an order placed electronically (Article 6 (1) (c) DSGVO). Insofar as we do not use your contact data for advertising purposes (see 3.3. below), we store the data collected for the purpose of processing the contract until the expiry of the statutory or possible contractual warranty and guarantee rights. After the expiry of this period, we keep the information of the contractual relationship required by commercial and tax law for the legally determined periods in blocked form. For these periods (regularly six or ten years after the end of the year in which the contract was concluded), the data is processed again solely in the event of an audit by the tax authorities.

b. When processing the purchase contract, we also collect your purchase data, which may include the following information depending on the type of sale and processing status:

- Order number
- Details of the purchased items (name, size, colour, purchase price, etc.)

- Payment method details
- Delivery and invoice addresses
- Notifications and communications regarding purchases (e.g. revocation notices, product reviews, complaints and notifications to customer service)
- Delivery and payment status
- Return status
- Information from service providers involved in the execution of the contract

If necessary, we will forward your messages to the departments responsible for your request, such as partner companies or manufacturers. If you send us messages for other users via the functions provided for this purpose, we may publish these within our services.

c. For the execution of payments, we collect the payment data provided by you. We receive further payment data from external payment service providers and credit agencies with whom we cooperate for the execution of payments. Payment data are for example:

- Preferred payment method
- Billing addresses
- IBAN and BIC or account number and bank code
- Credit card data
- Creditworthiness data
- PayPal ID

If you have selected a payment method other than prepayment or cash on delivery, we will pass on the necessary payment data to a payment service provider commissioned by us. We pass on details of your delivery address to a logistics company commissioned by us for the purpose of processing the purchase contract. If you agree, we will transmit your e-mail address and, if applicable, your telephone number to the logistics company commissioned by us to ensure that the goods are delivered in accordance with your wishes. You can revoke your consent at any time with effect for the future.

3.2.2 Identity, creditworthiness and transmission to credit agencies

If you choose a payment method that van Laack is associated with a credit risk, we carry out a creditworthiness check on the basis of Article 6 (1) (f) DSGVO. Creditworthiness data consists of our own records of your previous payment behaviour for orders from our company and of score values that we obtain about you from external credit agencies.

For this purpose, your data will be forwarded to the necessary extent, including address data, to "unzer E- Com GmbH" (Vangerowstraße 18; 69115 Heidelberg) and checked there. Information and creditworthiness information may be obtained from credit agencies on the basis of mathematical-statistical procedures using address data. In detail, this concerns the following service providers:

- Schufa Holding AG,
- Bürgel Wirtschaftsinformationen GmbH & Co. KG,

- Arvato Infoscore GmbH, Deltavista GmbH,
- Universum Business GmbH,
- Bisnode International Group,
- Regis24 GmbH,
- Creditreform AG.

Based on the result of this check, a decision is then made as to whether the selected payment procedure can be offered to you or whether we may have to ask you to select an alternative payment procedure. Companies that also offer their customers insecure payment methods have a recognised legitimate interest in protecting themselves against payment defaults and also use service providers for this purpose.

3.2.3. collection services

If you fail to pay outstanding invoices despite a reminder, we may transfer the data required for the commissioning of a debt collection service provider to a debt collection service provider for the purpose of collecting the debt. Alternatively, we may sell the outstanding debt to a collection service provider, who can then assert the debt in his own name. Our collection service provider for Germany is the company "Universum GmbH, Hanauer Landstraße 164, 60314 Frankfurt / Main".

3.3 Data processing for advertising purposes

The following explanations refer to the processing of personal data for advertising purposes. The DSGVO declares such data processing on the basis of Article 6(1) (f) DSGVO to be conceivable in principle and a legitimate interest. The duration of data storage for advertising purposes does not follow any rigid principles and is based on the question of whether the storage is necessary for the advertising approach.

3.3.1 Advertising purposes of the van Laack GmbH

If you have concluded a contract with us, we list you as an existing customer. In this case, we process your postal contact data outside of the existence of a specific consent in order to send you information about new products in this way. We process your email address in order to send you information about our own, similar products outside of the existence of specific consent.

3.3.2 Interest-based advertising

To ensure that you only receive promotional information that is of supposed interest to you, we categorise and add further information to your customer profile. Statistical information, interest data (e.g. content, topics, product types, brands or styles) as well as information about you (e.g. basic data of your customer profile) are used for this purpose. The aim is to send you advertising that is geared solely to your actual or perceived needs and accordingly not to bother you with useless advertising.

3.3.3 Advertising and market research

We use your data, including in the context of data analyses, for advertising and market research purposes. Depending on the purpose, we or the service providers commissioned by us use the data stored with us. For example, we use aggregated, statistical, anonymised or pseudonymised data as well as purchasing data and device and access data for analyses of the

purchasing behaviour of our users in order to be able to track and analyse purchasing processes through data analyses. We thereby gain anonymous or pseudonymised insights into the general usage behaviour of our users.

3.3.4 Socialmedia fan pages

Van Laack maintains social media profiles on the social networks of Facebook and Instagram (so-called fan pages). We regularly publish and share content, offers and product recommendations on the fan pages. With every interaction on our fan pages, the operators of the social networks record your usage behaviour with cookies and similar technologies. Fan page operators may view general statistics on the interests and demographic characteristics of the fan page audience. The type, scope and purposes of data collection on social networks are primarily determined by the operators of the social networks.

3.3.5 Right of objection

If you have given us consent to process personal data, your consent is the primary basis for our data processing. If permitted by data protection law, your data may also be used without your consent for new purposes, such as conducting data analyses and further developing our services. Without prejudice to your rights pursuant to section 5, you may object to the processing of data for the aforementioned advertising purposes at any time, free of charge, separately for the respective communication channel and with effect for the future. For this purpose, it is sufficient to send an e-mail or a postal letter to the contact details mentioned under 2. If you object, the contact address concerned will be blocked for further data processing for advertising purposes.

3.3.6 Newsletter dispatch

On our website we offer you the possibility to register for our newsletter. To ensure that no mistakes are made when entering the email address, we use the so-called double opt-in procedure: After you have entered your email address in the registration field, we will send you a confirmation link. Only when you click on this confirmation link will your email address be added to our mailing list. The processing of your electronic contact data at this point is based solely on your consent (Article 6(1) (a) DSGVO). You can revoke your consent given in this way at any time with effect for the future. All you need to do is send a short note by email to the email address given under point 2 or click on the "unsubscribe" button at the end of each newsletter.

3.4 Online presence and website optimisation

3.4.1 Cookies - General Information

We use so-called cookies on our website. Accepting cookies is not a prerequisite for visiting our website. However, please note that our website may have limited functionality if you do not accept cookies. Cookies are small files that are automatically created by your browser and stored on your end device (laptop, tablet, smartphone or similar) when you visit our site. Cookies do not cause any damage to your end device and do not contain viruses, Trojans or other malware. Information is stored in the cookie that is related to the specific end device used. However, this does not mean that we gain direct knowledge of your identity.

Three categories of cookies are used on the website of van Laack:

- "Required cookies": Necessary cookies help to make a website usable by enabling basic functions such as page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

- "Functional": Preference cookies allow a website to remember information that affects the way a website behaves or looks, such as your preferred language or the region you are in.
- "Marketing / Statistics": Marketing cookies are used to follow visitors on websites. The intention is to show ads that are relevant and engaging to the individual user and therefore more valuable to publishers and advertising third parties. Statistics cookies help website owners understand how visitors interact with websites by collecting and reporting information anonymously.

The use of cookies serves, on the one hand, to make the use of our offer more pleasant for you. For example, we use so-called session cookies to recognise that you have already visited individual pages of our website or that you have already logged into your customer account. These are automatically deleted after you leave our site. In addition, we also use temporary cookies for the purpose of user-friendliness, which are stored on your end device for a certain fixed period of time. If you visit our site again to use our services, it is automatically recognised that you have already been with us and which entries and settings you have made so that you do not have to enter them again.

3.4.1.1 Google Analytics

For the purpose of demand-oriented design and continuous optimisation of our pages, we use Google Analytics after you have given your consent. Google Analytics is a web analytics service provided by Google Ireland Ltd Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Analytics uses cookies to help the website analyse how users use the site for statistical purposes. On our behalf, Google will use this information to compile reports on the use of the website and to provide other related services.

In addition, Google Analytics with its corresponding advertising functions will analyse for marketing purposes how many user browsers have called up a specific product page. Based on this information, corresponding target groups can be formed. In addition, data will be added from logged-in Google product users if they have given their consent to link their Google web and app browsing history to their Google Account and information from their Google Account will be used to personalise ads. Reports can also be generated or targeting can take place based on demographic characteristics. However, this only ever takes place if Google product users have given the corresponding consent. For users with a Google account, this is done upon acceptance of the terms of use during the registration process and can be managed via the settings there. Google product users without a Google account have the opportunity to give their consent to the collection of demographic characteristics on the websites or in apps of such third parties that use Google advertising. If consent is not given, this data cannot be processed and transmitted to us. Information on data protection and the terms of use at Google can be found here <https://www.google.de/intl/de/policies/privacy>.

The information generated by your use of this website may also be transmitted to a Google server in the USA and stored there. Because of the risks arising from this, we refer to the explanations under point 4. However, as part of the IP anonymisation activated for this website, your IP address will be shortened by Google before it is stored. This means that the transmitted information can no longer be assigned to an individual person. The legal basis for the data processing is your consent in accordance with Article 6 (1) a DSGVO.

3.4.1.2 Hotjar

In order to better understand your needs and to optimise the offer on our website, we use the analysis tool Hotjar. Hotjar is offered by Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe (website: <https://www.hotjar.com>). Tools offered by Hotjar include heatmaps, conversion funnels, visitor recording, incoming feedback, feedback polls and surveys. With Hotjar, we can record your mouse and scroll movements as well as clicks, among other things. Hotjar can also determine how long you have stayed on a certain spot with the mouse pointer. From this information, Hotjar creates so-called "heat maps", which can be used to determine which website areas are viewed preferentially by the website visitor.

Furthermore, we can determine how long you stayed on a page and when you left it. We can also determine at which point you abandoned your input in a contact form (so-called "conversation funnels"). In addition, Hotjar can be used to obtain direct feedback from website visitors. This function serves to improve our web offerings. Hotjar uses cookies and other technologies to collect data about the behaviour of our users and their end devices, in particular:

- IP address of the device (is only recorded and stored in anonymised form during your website use),
- screen size,
- Device Type (Unique Device Identifiers),
- Information about the browser used,
- Location (country only),
- Preferred language to view our website.

Hotjar stores this information in a pseudonymised user profile. The information is neither used by Hotjar nor by us to identify individual users nor is it merged with further data about individual users. Your data will be deleted after one year at the latest. The use of Hotjar and the storage of the Hotjar cookies takes place exclusively on the basis of your consent (Article 6 (1) (a) DSGVO). You can revoke your consent at any time with effect for the future in the cookie settings. Further information on data protection in connection with Hotjar can be found on the Hotjar website.

3.4.2 Targeting

After you have given your consent, we use targeting measures on our website by setting cookies to ensure that you are only shown advertising on your end devices that is oriented to your actual or supposed interests and that you are not bothered with uninteresting advertisements.

Furthermore, after consent has been given, information is collected and evaluated using cookies to optimise advertising. This information contains, for example, details of which products you were interested in. The collection and evaluation is exclusively pseudonymous and does not enable us to identify you. In particular, the information is not combined with personal data about you. Based on the information, we can show you offers on our site that are specifically geared to your interests as these result from your previous user behaviour.

Finally, we also use re-targeting technologies after consent has been given. This enables us to make our online offer more interesting and tailored to you. For this purpose, a cookie is set

with which interest data is collected using pseudonyms. This information is used to display interest-related advertisements about our offers on our partners' websites. No personal data is directly linked to you.

3.4.2.1 Google Remarketing

We use the Google Remarketing application. This application allows us to display our advertisements to you after you have visited our website and after you have given your consent when you continue to use the internet. This is done by means of cookies stored in your browser, via which your usage behaviour when visiting various websites is recorded and evaluated by Google. In this way, Google can determine your previous visit to our website. According to its own statements, Google does not combine data collected in the course of remarketing with your personal data, which may be stored in particular, according to Google pseudonymisation is used in remarketing.

3.4.2.2 Google Ads and Google Conversion Tracking

This website uses Google Ads. Ads is an online advertising programme of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google") Within the scope of Google Ads, we use so-called conversion tracking after you have given your consent. When you click on an ad placed by Google, a cookie is set for conversion tracking. If you visit certain pages of this website and the cookie has not yet expired, Google and we can recognise that you clicked on the ad and were redirected to this page. Each Google Ads client receives a different cookie. The cookies cannot be tracked across Ads customers' websites. information collected using the conversion cookie used to create conversion statistics Ads customers opted conversion tracking. This tells us the total number of users who clicked on an ad and were redirected to a page tagged with a conversion tracking tag. However, we do not receive any information that personally identifies users.

3.4.2.3 Facebook Website Custom Audiences ("Visitor Action -pixel")

Within our online offer, the so-called "Facebook pixel" of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"), is used after consent has been granted.

With the help of the Facebook pixel, it is possible for Facebook to determine you as a visitor to our online offer as a target group for the display of advertisements (so-called "Facebook ads"). Accordingly, we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our online offer or who have certain characteristics (e.g. interests in certain topics or products determined on the basis of the websites visited) that we transmit to Facebook (so-called "Custom Audiences") With the help of the Facebook pixel, we also want to ensure that our Facebook ads correspond to the potential interest of the users and do not have a harassing effect. With the help of the Facebook pixel, we can further track the effectiveness of the Facebook ads for statistical and market research purposes by seeing whether users were redirected to our website after clicking on a Facebook ad (so-called "conversion").

3.4.2.4 Criteo

On our website, information about the surfing behaviour of our website visitors is collected, stored and analysed in pseudonymised form by the technology of Criteo SA, 32 Rue Blanche, 75009 Paris, France ("Criteo"). Criteo uses an algorithm to analyse surfing behaviour and can then display targeted product recommendations as personalised advertising banners on other websites (so-called publishers). For this purpose, cookies are used on our website (cf. 3.4.1),

which enable an analysis of user behaviour on our website and allocation of the collected data to an anonymous user profile.

Criteo does not collect and/or store any names, addresses, telephone numbers or other comparable personal data of the users. Criteo only collects data that can be used to identify the user's computer the next time the user visits the same website or another website of a third party. Under no circumstances can the collected data be used to personally identify the visitor to this website. Criteo is used solely on the basis of your consent (Article 6 (1) (a) DSGVO). You can revoke your consent at any time with effect for the future in the cookie settings. Further information on data protection in connection with Criteo can be found on the Criteo website.

3.4.2.5 Taboola

We use the service of Taboola Inc. on our website, 28 West 23rd St., 5th fl. New York, NY 10010, USA. This enables us, following consent, to provide user-specific recommendations for content and advertisements based on surfing behaviour and customer interests in order to improve the user-friendliness of our offering. Taboola uses cookies to determine which websites you visit frequently and how you move around our website. Taboola collects device-related data and log data and creates user profiles. These user profiles are only created using pseudonyms, they are not merged with the data about the bearer of the pseudonym and do not allow any conclusions to be drawn about personal data. In the process, your IP address is transferred from us to Taboola. Taboola is used solely on the basis of your consent (Article 6 (1) (a) DSGVO). You can revoke your consent at any time with effect for the future in the cookie settings. Further information on data protection in connection with Hotjar can be found on the Taboola website.

3.4.3 Affiliates

We work together with advertising partners to make the online offer on our site even more interesting for you. For this purpose, cookies are also set by our advertising partners when you visit our site (so-called third-party cookies). In the cookies of our advertising partners, information is also stored using pseudonyms about your user behaviour and your interests when you visit our site. In some cases, information is also collected that was obtained on other sites before you visited our site. Based on this information, you will be shown interest-related advertisements from our advertising partners. No personal data is stored and no usage profiles are merged with personal data about you. You can prevent the interest-based advertising of our advertising partners by making the appropriate cookie settings in your browser (see also 3.4.1).

3.4.4 Social media plug-ins

The offer of van Laack may contain social media plug-ins of the following social networks. With the help of these plug-ins, you can, for example, share content or recommend products. The plug-ins are deactivated by default and therefore do not send any data. You can activate and deactivate the plug-ins by clicking on a corresponding button. If the plug-ins are activated, the web browser establishes a direct connection with the servers of the respective social network. The content of the plug-in is then transmitted directly from the social network to your browser and integrated into the website. By integrating the plug-ins, the social network receives the information that you have accessed the corresponding page of our website and can record your device and access data. If you are logged in to a social network, it can also assign the visit to your account with the respective social network. If you interact with the plug-ins, the corresponding information is transmitted directly to the social network and processed there.

3.4.4.1 Facebook

We use Facebook pages Groups and Facebook Social Plugins ("Plugins") of the social network facebook.com, which operated by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland The pages, groups and plugins can display interaction elements or content (e.g. videos, graphics or text contributions) and are recognisable to you by one of the Facebook logos (white "f" on a blue tile, the terms "Like", "Like" or a "thumbs up" sign) or are marked with the addition "Facebook Social Plugin". You can view the list and appearance of Facebook social plugins. If you call up a function of our online offer that contains such a plugin, your device establishes a direct connection with the Facebook servers. The content of the plugin is transmitted by Facebook directly to your device and integrated by it into the online offer. In the process, usage profiles of you can be created from the processed data. We therefore have no influence on the scope of the data that Facebook collects with the help of this plugin and therefore inform users according to our level of knowledge. By integrating the plugins, Facebook receives the information that you have accessed the corresponding page of our online offer. If you are logged in to Facebook, Facebook can assign the visit to your Facebook account. If you interact with the plugins, for example by clicking the Like button or posting a comment, the corresponding information is transmitted from your device directly to Facebook and stored there. If you are not a member of Facebook, there is still a possibility that Facebook will learn and store your IP address. According to Facebook, only an anonymised IP address is stored in Europe.purpose and scope of the data collection and the further processing and use of the data by Facebook as well as your rights in this regard and setting options for protecting your privacy, please refer to Facebook's privacy policy <http://instagram.com/about/legal/privacy/>.

3.4.4.2 Instagram

Within our online offer, functions and contents of the service Instagram, offered by Instagram Inc. Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA, may be integrated within our online offer. This may include, for example, content such as images, videos or texts and buttons with which you can, after giving your consent, express your liking of content, subscribe to the authors of the content or our posts. If you are a member of the Instagram platform, Instagram can assign the call-up of the above-mentioned content and functions to your profile. This information is usually transferred to a server in the USA and stored there. We have no influence on this data transmission. For further details on data transfer to third countries, please refer to section 4. For the purpose and scope of the data collection and the further processing and use of the data by Instagram, as well as your rights in this regard and setting options for protecting your privacy, please refer to Instagram's privacy policy.

3.4.4.3 Pinterest

On our site, we use social plugins of the social network Pinterest, which is operated by Pinterest Inc., 808 Brannan Street San Francisco, CA 94103-490, USA ("Pinterest"). When you call up a page that contains such a plugin, your browser establishes a direct connection to the Pinterest servers. The plugin transmits log data to the Pinterest server in the USA. This log data may contain your IP address, the address of the websites visited that also contain Pinterest functions, the type and settings of the browser, the date and time of the request, how you use Pinterest and cookies. For further details on data transfer to third countries, please refer to section 4.For the purpose and scope of the data collection and the further processing and use of the data by Pinterest, as well as your rights in this regard and setting options for protecting your privacy, please refer to Pinterest's privacy policy.

3.4.4.4 LinkedIn

Within our online offer, functions and contents of the service LinkedIn, offered by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland Based on your consent, this may include content such as images, videos or texts and buttons with which you can make known your liking of content, the authors of the content or subscribe to our posts. If you are a member of the LinkedIn platform, LinkedIn can assign the call of the above-mentioned content and functions to your profile. We can also integrate scripts and measures allow us to use marketing and statistical functions in LinkedIn purpose and scope of the data collection and the further processing and use of the data by LinkedIn, as well as your rights in this regard and setting options for protecting your privacy, can be found in LinkedIn's privacy.

3.4.4.5. YouTube

We integrate the videos of the platform "YouTube" of the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, or Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland. If you visit one of our pages equipped with a YouTube plugin, a connection to the YouTube servers is established after prior consent. This tells the YouTube server which of our pages you have visited. If you are logged into your YouTube account, you enable YouTube to assign your surfing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account. The transmitted information may be transferred to a server in the USA and stored there. The provider of this site has no influence on this data transmission. For further details on data transfer to third countries, please refer to section 4.

3.4.4.6 Google Maps

We integrate the maps of the "Google Maps" service of the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, or Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland. The data processed may include, in particular, IP addresses and location data of the users, which, however, are not collected without their consent (usually executed within the framework of the settings of the mobile devices). The data may be processed in the USA. The provider of this site has no influence on this data transmission. For further details on data transfer to third countries, please refer to section 4. More information on the handling of user data can be found in Google's privacy policy: <https://www.google.de/intl/de/policies/privacy/>.

3.4.4.7 EHI seal of quality

On our website we use the seal "EHI Geprüfter Online-Shop", a widget of the EHI Retail Institute GmbH, Spichernstraße 55, 50672 Cologne ("EHI"). When you visit our website, dynamic content (current rating of the shop, certificate, etc.) is loaded into the widget by EHI servers. After you have given your consent, your IP address, the website previously visited, the date and time of the request, the amount of data transferred, the browser type and version, the operating system you are using and the requesting provider (referrer data) are transmitted to the EHI servers. Further information on data protection at EHI can be found at: www.ehi-siegel.de/datenschutz

3.4.4.8. uptain plugin

To improve the interaction with our visitors, we use a Java-Script plugin from uptain GmbH, Obergrünwalder Str.8a, 42103 Wuppertal ("uptain plugin"). This allows us to analyse your use of the website and to improve our customer approach (e.g. by means of a dialogue window). For this purpose, we collect information about your usage behaviour, i.e. movement of the cursor, length of stay, links clicked on and, if applicable, information provided. The information collected is not passed on to third parties unless we are legally obliged to do so. Insofar as the information collected by the uptain plugin contains personal data, this is deleted

immediately after your visit to our website.

3.5 Customer account

In order to provide you with the greatest possible convenience when shopping, we offer you the permanent storage of your personal data in a password-protected customer account. The creation of the customer account is voluntary and is based on your consent within the meaning of Article 6 (1) (a) DSGVO. After setting up a customer account, no new data entry is required. In addition, you can view and change the data stored about you in your customer account at any time.

In addition to the data requested when placing an order, you must enter a password of your choice to set up a customer account. This is used together with your e-mail address to access your customer account. Please treat your personal access data confidentially and in particular do not make them accessible to unauthorised third parties. We cannot accept any liability for misused passwords unless we are responsible for the misuse. Please note that you will automatically remain logged in after leaving our website, unless you actively log out. You have the option to delete your customer account at any time. Please note, however, that this does not simultaneously delete the data that can be viewed in the customer account.

3.6 Contact form and telephone contact

We offer visitors to our website the opportunity to contact us by telephone or via a contact form. We use the information you provide when contacting us (mandatory information is marked with an asterisk in the contact form) exclusively for the purpose of processing your request. When contacting us by telephone for the purpose of clarifying questions about your order, we also need your customer number and order number to process your request.

The legal basis for the processing of the aforementioned data is both your consent within the meaning of Article 6 (1) (a) DSGVO and Article 6 (1) (f) DSGVO. The proper processing of your requests is to be regarded as a legitimate interest within the meaning of the DSGVO. If your contact is made in connection with a contractual relationship between you and us, Article 6 (1) (b) DSGVO, i.e. this contractual relationship, is also the legal basis for data processing. You can revoke your consent to the use of data explained above at any time with effect for the future free of charge by sending a short message to the contact details given under 2. The lawfulness of the processing based on your consent up to the time of your revocation is not affected by this. However, we would like to point out that it will no longer be possible to process your request from the time of any revocation. Outside of the existence of a revocation, your data related to the request will be deleted after your request has been processed.

4. Recipients outside the EU

With the exception of the processing operations set out in paragraphs 3.4.1.1, 3.4.2.1, 3.4.2.2, 3.4.2.3, 3.4.2.5, 3.4.3.1, 3.4.3.2, 3.4.3.3, 3.4.3.5 and 3.4.3.6, we do not disclose your data to recipients located outside the European Union or the European Economic Area.

The aforementioned processing operations result in the transmission of data to the servers of the providers of tracking and targeting technologies commissioned by us. In this context, data may also be processed outside the EU and the EEA and usage profiles may also be created and enriched with data from other websites. Since these data processing operations can also be carried out outside the EU and the EEA, in particular in the USA, it should be noted that in such countries outside the EU or the EEA, the same - high - level of data protection cannot be established as in Europe. Therefore, certain risks unfortunately cannot be excluded in the case of data processing outside the EU or the EEA. For example, such data may be exposed to

access by foreign authorities in the context of surveillance measures beyond the actual purpose and there may be neither effective legal remedies against this nor the possibility to turn to authorities to assert or enforce claims under data protection law. Personal data will only be processed outside the EU and the EEA if you have given your consent, which can be revoked at any time (Art. 49 (1) a DSGVO).

5. Your rights

5.1 Overview

In addition to the right to revoke the consent you have given to us, you have the following further rights if the respective legal requirements are met:

- Right to information about your personal data stored by us pursuant to Art. 15 DSGVO; in particular, you can obtain information about the processing purposes, the category of personal data, the categories of recipients to whom your data have been or will be disclosed, the planned storage period, the origin of your data if it has not been collected directly from you,
- Right to have inaccurate data corrected or correct data completed in accordance with Art. 16 of the DSGVO,
- Right to have your data stored by us deleted in accordance with Art. 17 DSGVO insofar as no legal or contractual retention periods or other legal obligations or rights to further storage are to be complied with,
- Right to restrict the processing of your data in accordance with Art. 18 DSGVO, insofar as the accuracy of the data is disputed by you, the processing is unlawful, but you object to its erasure; the controller no longer requires the data, but you need it to assert, exercise or defend legal claims or you have objected to the processing in accordance with Art. 21 DSGVO,
- Right to data portability pursuant to Art. 20 DSGVO, i.e. the right to have selected data stored by us about you transferred in a common, machine-readable format, or to request that it be transferred to another person responsible,
- Right to complain to a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters.

5.2 Right of objection

Under the conditions of Art. 21 (1) DSGVO, data processing may be objected to for reasons arising from the particular situation of the data subject. The above general right to object applies to all processing purposes described in this privacy notice that are processed on the basis of Article 6(1)(f) of the DSGVO. In contrast to the special right of objection directed at data processing for advertising purposes (see section 3.3.3), we are only obliged under the DSGVO to implement such a general right of objection if you give us reasons of overriding importance for doing so (e.g. a possible danger to life or health). In addition, you have the option of contacting the van Laack supervisory authority responsible for the GmbH, the data protection officer(s) in NRW (North Rhine-Westphalia).