

data protection

§ 1. General

Your personal data (e.g. title, name, address, email address, telephone number, bank details, credit card number) will only be processed by us in accordance with the provisions of German data protection law and the data protection law of the European Union (EU). In addition to the processing purposes, recipients, legal bases, storage periods, the following regulations also inform you about your rights and the person responsible for your data processing. This data protection declaration only applies to our websites. If you are redirected to other sites via links on our pages, please inform yourself there about how your data is handled.

§ 2 Data processing for contract fulfillment

(1) Purpose of processing

The personal data you provide to us during the ordering process is required to conclude a contract with us. You are not obliged to provide your personal data. However, we cannot send you the goods without providing your address. For some payment methods, we require the necessary

payment data in order to pass it on to a payment service provider commissioned by us. The data entered in the ordering process will be processed for the purpose of fulfilling the contract.

If you send us an inquiry by email, via a contact form, etc. before concluding a contract, we will process the data received in this way to carry out pre-contractual measures and, for example, answer your questions about our products.

If you open a customer account, your data (in particular name, address, payment method, email and password) will be processed to register and create a customer login. With the saved data you can shop with us more quickly and view the orders you have placed at any time. You can remove the account again by sending a message to us or using the delete function.

(2) Legal basis

The legal basis for this processing is Article 6 Paragraph 1 b) GDPR.

(3) Recipient categories

Payment service providers, shipping service providers, hosting providers, if applicable merchandise management system, if necessary suppliers (dropshipping).

(4) Storage period

We store the data required to process the contract until the statutory warranty and, if applicable, contractual guarantee periods expire.

We retain the data required by commercial and tax law for the legally specified periods, usually ten years (see Section 257 HGB, Section 147 AO).

The data processed to carry out pre-contractual measures will be deleted as soon as the measures have been carried out and it is clear that a contract will not be concluded.

§ 3 Comments

(1) Purpose of processing

It is possible to write a comment. Your data (e.g. name/pseudonym, email address, website) will then only be processed for the purpose of publishing your comment.

(2) Legal basis

The legal basis for this processing is Article 6 Paragraph 1 f) GDPR.

(3) Legitimate interest

Our legitimate interest is the public exchange of user opinions on certain topics and products. The publication serves, among other things, transparency and opinion formation. Your interest

in data protection is protected because you can publish your comment under a pseudonym.

(4) Storage period

A specific storage period is not provided. You can request that your comment be deleted at any time.

(5) RIGHT TO OBJECT

You have the right to object at any time to data processing that is carried out on the basis of Article 6 Paragraph 1 f) GDPR and is not used for direct advertising for reasons arising from your particular situation.

In the case of direct advertising, however, you can object to the processing at any time without giving reasons.

§ 4 Further information

Server log files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- operating system used
- Referrer URL
- Host name of the accessing computer
- Time of server request

- IP address

This data will not be merged with other data sources.

This data is collected on the basis of Article 6 Paragraph 1 Letter f GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimization of his website - for this purpose the server log files must be recorded.

contact form

If you send us inquiries using the contact form, your details from the inquiry form, including the contact details you provided there, will be stored by us in order to process the inquiry and in case of follow-up questions. We will not pass on this data without your consent. The data entered into the contact form will therefore only be processed to answer your query.

The legal basis for the processing of the data, if the user has given his consent, is Article 6 (1) (a) GDPR. If contact is aimed at concluding a contract, the legal basis is also Article 6 Paragraph 1 Letter b GDPR. In all other cases or in addition to the previous applicable legal bases, the legal basis for data processing is based on Art. 6 Para. 1 lit. f GDPR, our legitimate interest in answering your

request and in contacting you for this purpose. You can revoke this storage of your request at any time. All you need to do is send us an informal email. The legality of the data processing operations carried out up to the time of revocation remains unaffected by the revocation.

The data you enter in the contact form will remain with us until you request us to delete it, revoke its storage or the purpose for data storage no longer applies (e.g. after the final processing of your request). Mandatory legal provisions - in particular retention periods - remain unaffected.

Inquiries by email, telephone or fax

If you contact us by email, telephone or fax, your request, including all resulting personal data (name, request), will be stored and processed by us for the purpose of processing your request. We will not pass on this data without your consent.

This data is processed on the basis of Art. 6 Para. 1 lit. b GDPR, provided your request is related to the fulfillment of a contract or is necessary to carry out pre-contractual measures. In all other cases, the processing is based on your consent (Art. 6 Para. 1 lit. a GDPR) and/or on our legitimate interests (Art. 6 Para. 1 lit. f GDPR), as we have a

legitimate interest in the effective Processing inquiries sent to us.

The data you send to us via contact requests will remain with us until you request us to delete it, revoke your consent to storage or the purpose for data storage no longer applies (e.g. after processing has been completed your request). Mandatory legal provisions - in particular statutory retention periods - remain unaffected.

§ 5 PayPal transactions

Please note that all PayPal transactions are subject to the PayPal Privacy Policy:

<https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

§ 6 Credit check

The customer data entered is transferred to the control technology StG merchandise management system and stored there for the purpose of quotation and order processing. The data will not be passed on to third parties without the consent of the data owner. The data will be deleted from our system in the event of a written objection.

§ 7 Web analysis with Google Analytics

(1) Purpose of processing

This website uses Google Analytics 4, a web analysis service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Analytics 4 uses so-called "cookies", text files that are stored on your device and enable us to analyze your use of the website. According to Google, Google Analytics 4 does not log or store individual IP addresses. Analytics does not provide precise location data. Instead, the following metadata is derived from IP addresses: "City" (and the derived city latitude and longitude), "Continent," "Country," "Region," "Subcontinent" (and the ID-based equivalents). For access from the EU, IP addresses are only used to derive location data and are then immediately deleted. They are not logged, are not accessible and are not used for other use cases. When collecting metrics in Analytics, all IP lookups occur on EU-based servers before traffic is routed to Analytics servers for processing. These servers are also located outside the EU.

On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity

and to provide other services related to website activity and internet usage to the website operator.

(2) Legal basis

The legal basis for this processing is your consent in accordance with Article 6 Paragraph 1a) GDPR.

(3) Recipient categories

Google and its partner companies.

(4) Transfer to a third country

Google Ireland Limited is an affiliated company of Google LLC. Google LLC is based in the USA (1600 Amphitheater Parkway, Mountain View, CA 94043). The basis for the transfer of personal data from the EU to the USA is the EU-US data protection framework.

(5) Storage period

26 months

(6) RIGHT OF CANCELLATION

You can revoke your consent at any time with future effect via our cookie banner or our website. You can also generally prevent the storage 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 to their full extent.

You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website and from processing this data by Google by downloading and installing the browser plug-in available under the following link: [optout](#)

§ 8 Web analysis

Google Ads and Google Conversion Tracking

This website uses Google Ads. Google Ads is an online advertising program from Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

As part of Google Ads, we use so-called conversion tracking. If you click on an ad placed by Google, a cookie is set for conversion tracking. Cookies are small text files that the Internet browser stores on the user's computer. These cookies expire after 30 days and are not used to personally identify users. If the user visits certain pages on this website and the cookie has not yet expired, Google and we can recognize that the user clicked on the ad and was redirected to this page.

Each Google Ads customer receives a different cookie. The cookies cannot be tracked across Google Ads customers' websites. The information

collected using the conversion cookie is used to create conversion statistics for Google Ads customers who have opted for conversion tracking. Customers learn the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, you will not receive any information that can be used to personally identify users. If you do not want to participate in tracking, you can object to this use by easily deactivating the Google Conversion Tracking cookie via your Internet browser under user settings. You will then not be included in the conversion tracking statistics.

The storage of “conversion cookies” and the use of this tracking tool are based on Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising. If appropriate consent has been requested (e.g. consent to the storage of cookies), processing is carried out exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; consent can be revoked at any time. You can find more information about Google Ads and Google Conversion Tracking in Google's data protection regulations:

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

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general, and activate the automatic deletion of cookies when you close the browser. If cookies are deactivated, the functionality of this website may be restricted.

Demographic characteristics in Google Analytics

This website uses the “demographic characteristics” function of Google Analytics. This allows reports to be created that contain information about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google and third-party visitor data. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the section “Objection to data collection”.

Google Analytics Remarketing

This website uses the functions of Google Analytics Remarketing in conjunction with the cross-device functions of Google Ads and Google DoubleClick. The provider is Google Ireland

Limited (“Google”), Gordon House, Barrow Street, Dublin 4, Ireland.

This function makes it possible to link the advertising target groups created with Google Analytics Remarketing with the cross-device functions of Google Ads and Google DoubleClick. In this way, interest-based, personalized advertising messages that have been adapted to you on one device (e.g. cell phone) depending on your previous usage and surfing behavior can also be displayed on another of your devices (e.g. tablet or PC).

If you have given your consent, Google will link your web and app browser history to your Google account for this purpose. In this way, the same personalized advertising messages can be displayed on every device on which you log in with your Google account.

To support this feature, Google Analytics collects Google-authenticated user IDs, which are temporarily linked to our Google Analytics data to define and create audiences for cross-device advertising.

You can permanently opt out of cross-device remarketing/targeting by opting out of personalized advertising; To do this, follow this

link:

<https://www.google.com/settings/ads/onweb/>.

The summary of the data collected in your Google account is based solely on your consent, which you can give or revoke at Google (Art. 6 Para. 1 lit. a GDPR). For data collection processes that are not merged in your Google account (e.g. because you do not have a Google account or have objected to the merger), the collection of data is based on Art. 6 Para. 1 lit. f GDPR. The legitimate interest arises from the fact that the website operator has an interest in the anonymized analysis of website visitors for advertising purposes.

Further information and the data protection regulations can be found in Google's data protection declaration at:

<https://policies.google.com/technologies/ads?hl=de>.

§ 9 Information about cookies

(1) Purpose of processing

Technically necessary cookies are used on this website. These are small text files that are stored in or by your Internet browser on your computer system. These cookies enable, for example, the insertion of several products into a shopping cart.

(2) Legal basis

The legal basis for this processing is Article 6 Paragraph 1 f) GDPR.

(3) Legitimate interest

Our legitimate interest is the functionality of our website. The user data collected through technically necessary cookies is not used to create user profiles. This protects your interest in data protection.

(4) Storage period

The technically necessary cookies are usually deleted when you close the browser. Permanently stored cookies have a varying lifespan, from a few minutes to several years.

(5) RIGHT TO OBJECT

If you do not want these cookies to be stored, please deactivate the acceptance of these cookies in your internet browser. However, this may result in a functional restriction on our website. You can also delete permanently stored cookies at any time via your browser.

§ 10 Social Plugin

YouTube

This website embeds videos from the YouTube website. The website operator is Google Ireland

Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

When you visit one of our websites on which YouTube is integrated, a connection to YouTube's servers is established. The YouTube server is informed which of our pages you have visited. Furthermore, YouTube can store various cookies on your device. With the help of these cookies, YouTube can obtain information about visitors to this website. This information is, among other things, used to collect video statistics, improve user experience and prevent fraud attempts. The cookies remain on your device until you delete them.

If you are logged into your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account.

The use of YouTube is in the interest of an attractive presentation of our online offerings. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit 1 lit. a GDPR; consent can be revoked at any time.

Further information on how to handle user data can be found in YouTube's privacy policy at: <https://policies.google.com/privacy?hl=de>.

Google Web Fonts

This site uses so-called web fonts, which are provided by Google, for the uniform display of fonts. When you access a page, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly.

For this purpose, the browser you use must connect to Google's servers. This gives Google knowledge that this website was accessed via your IP address. The use of Google Web Fonts is in the interest of a uniform and attractive presentation of our online offerings. This represents a legitimate interest within the meaning of Article 6 Paragraph 1 Letter f GDPR. If your browser does not support web fonts, your computer will use a standard font.

Further information about Google Web Fonts can be found at

<https://developers.google.com/fonts/faq> and in Google's privacy policy:

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

Google Maps

This site uses the Google Maps map service via an API. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

In order to use the functions of Google Maps, it is necessary to save your IP address. This information is usually transferred to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer. The use of Google Maps is in the interest of an attractive presentation of our online offerings and to make it easy to find the places we indicate on the website. This represents a legitimate interest within the meaning of Article 6 Paragraph 1 Letter f GDPR.

You can find more information on how to handle user data in Google's privacy policy:

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

§ 11 Newsletter

(1) Purpose of processing

When you register for the newsletter, your email address will be used for advertising purposes, i.e. as part of the newsletter we will inform you in particular about products from our range. For statistical purposes, we can evaluate which links in the newsletter are clicked. We cannot see which specific person clicked. You have given the following consent separately or, if necessary,

expressly during the ordering process: Subscribe to the newsletter.

(2) Legal basis

The legal basis for this processing is Article 6 Paragraph 1 a) GDPR.

(3) Recipient categories

If necessary, newsletter delivery provider

(4) Storage period

Your email address will only be saved for the newsletter dispatch for the duration of the desired registration.

(5) Right of withdrawal

You can revoke your consent at any time with future effect. If you no longer wish to receive the newsletter, you can unsubscribe as follows: By email

§ 12 Your rights as a data subject

If your personal data is processed, you are the data subject within the meaning of the GDPR and you have the following rights towards us as the person responsible:

1. Right to information

You can request information about your personal data processed by us within the scope of Article 15 GDPR.

2. Right to rectification

If the information concerning you is no longer accurate, you can request a correction in accordance with Art. 16 GDPR. If your data is incomplete, you can request that it be completed.

3. Right to deletion

You can request the deletion of your personal data under the conditions of Art. 17 GDPR.

4. Right to restriction of processing

Within the framework of the provisions of Article 18 GDPR, you have the right to request a restriction on the processing of the data concerning you.

5. Right to data portability

According to Art. 20 GDPR, you have the right to receive the personal data concerning you that you have provided to us in a structured, common and machine-readable format or to request that it be transmitted to another person responsible.

6. Right to revoke the declaration of consent under data protection law

According to Art. 7 Para. 3 GDPR, you have the right to revoke your data protection declaration of consent at any time. This does not affect the lawfulness of the processing carried out based on consent until its revocation.

7. Right to complain to a supervisory authority

If you believe that the processing of your personal data violates the GDPR, you have the right to lodge a complaint with a supervisory authority (in particular in the member state of your place of residence, your place of work or the place of the alleged violation) in accordance with Article 77 of the GDPR. to.

Please also note your right to object according to Art. 21 GDPR:

a) General: justified objection required

Personal data concerning you is processed

- to protect our overriding legitimate interest (legal basis according to Art. 6 Para. 1 f) GDPR) or
- in the public interest (legal basis according to Art. 6 Para. 1 e) GDPR),

you have the right to object to processing at any time for reasons relating to your particular situation; This also applies to profiling based on the provisions of the GDPR.

In the event of an objection, we will no longer process the personal data concerning you unless we can demonstrate compelling legitimate reasons for the processing that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

b) Special case of direct advertising: a simple objection is sufficient

If your personal data is processed for the purpose of direct advertising, you have the right to object to this processing at any time and without giving reasons; This also applies to profiling insofar as it is connected to such direct advertising.

If you object to processing for direct advertising purposes, your personal data will no longer be processed for these purposes.

Person responsible for data processing:

Control technology StG GmbH & Co. KG

Ebbendorf 4 business park

49176 Hilter a. TW

Telephone: 05409/40369-0

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