

# Privacy Policy

## 1. Introduction

This website is operated by: Beyond the Chair Co. .

It is very important to us to handle the data of our website visitors confidentially and to protect it in the best possible way. For this reason, we make every effort to comply with the requirements of the GDPR.

In the following, we explain to you how we process your data on our website. To do this, we use language that is as clear and transparent as possible so that you can really understand what happens to your data.

## 2. General information

### 2.1 Processing of personal data and other terms

Data protection applies to the processing of personal data. Personal data means all data with which you can be personally identified . This is, for example, the IP address of the device (PC, laptop, smartphone, etc.) in front of which you are currently sitting . Such data is processed when 'something happens to it'. Here, for example, the IP is transmitted from the browser to our provider and automatically stored there. This is then a processing (according to Art. 4 No. 2 GDPR) of personal data (according to Art. 4 No. 1 GDPR).

These and other legal definitions can be found in Art. 4 GDPR.

### 2.2 Applicable regulations/laws - GDPR, BDSG and TDDDGD

The scope of data protection is regulated by law. In this case, these are the GDPR (General Data Protection Regulation) as a European regulation and the BDSG (Federal Data Protection Act) as a national law.

In addition, the TDDDGD supplements the provisions of the GDPR as far as the use of cookies is concerned.

### 2.3 The person responsible

The controller responsible for data processing on this website is within the meaning of the GDPR. This is the natural or legal person who alone or jointly

with others determines the purposes and means of the processing of personal data.

You can reach the person responsible at :

Beyond the Chair Co.

2031 East 3rd Street, Bloomington, Indiana, 47401

margaret@beyondthechair.net

#### 2.4 How data is generally processed on this website

As we have already established, some data (e.g. IP address) is collected automatically. This data is mainly required for the technical provision of the website. If we also use personal data or collect other data, we will inform you of this at or ask for your consent.

You consciously provide us with other personal data at .

You can find detailed information on this at below.

#### 2.5 Your rights

The GDPR provides you with comprehensive rights. These include, for example, free information about the origin, recipient and purpose of your stored personal data. You can also request the correction, blocking or deletion of this data or complain to the responsible data protection supervisory authority. You can revoke your consent to at any time.

The details of these rights and how to exercise them can be found at in the last section of this Privacy Policy.

#### 2.6 Data protection - Our view

Data protection is more than just a chore for us! Personal data has great value and careful handling of this data should be a matter of course in our digitalized world. Furthermore, as a website visitor to , you should be able to decide for yourself what "happens" to your data, when and by whom. We therefore undertake to comply with all statutory provisions, collect only the data that is necessary for us and, of course, treat it confidentially.

#### 2.7 Forwarding and deletion

The transfer and deletion of data are also important and sensitive issues. We would therefore like to briefly inform you in advance about our general approach to this.

Data will only be passed on on the basis of a legal basis and only if this is unavoidable. This may be the case in particular if it is a so-called Data Processor and a Data Processing Agreement has been concluded in accordance with Art. 28 GDPR.

We delete your data when the purpose and legal basis for processing no longer apply and the deletion does not conflict with any other legal obligations. Art. 17 GDPR also provides a 'good' overview of this.

For further information, please refer to this Privacy Policy at and contact if you have any specific questions.

## 2.8 Hosting

This website is hosted externally. The personal data collected on this website is stored on the hoster's servers. This includes the automatically collected and stored log files (see below for more details), as well as all other data provided by website visitors to .

External hosting is used for the purpose of secure, fast and reliable provision of our website and in this context serves to fulfill the contract with our potential and existing customers .

The legal basis for the processing is Art. 6 para. 1 lit. a, b and f GDPR, as well as § 25 para. 1 TDDDG, insofar as consent includes the storage of cookies or access to information in the terminal device of the website visitor or user within the meaning of the TDDDG.

Our hoster only processes data that is necessary to fulfill its performance obligations and acts as our Data Processor, i.e. it is subject to our instructions. We have concluded a corresponding Data Processing Agreement with our hoster.

We use the following hoster:

WiX

Wix.com Ltd, Nema St. 40, 6350671 Tel Aviv, Israel.

support@wix.com

<https://de.wix.com/about/privacy>.

## 2.9 Legal basis

The processing of personal data always requires a legal basis. The GDPR provides the following possibilities in Art. 6 para. 1 sentence 1:

- a) The data subject has given their consent to the processing of their personal data for one or more specific purposes;
- b) processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
- c) processing is necessary for compliance with a legal obligation to which the controller is subject
- d) processing is necessary in order to protect the vital interests of the data subject or of another natural person;
- e) processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller
- f) processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party , except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

In the following sections, we will tell you the specific legal basis for the respective processing.

## 3. What happens on our website

When you visit our website, we process your personal data.

We use SSL or TLS encryption to protect this data in the best possible way against unauthorized access by third parties. You can recognize this encrypted connection by the fact that a <https://> or a lock symbol is displayed in the address bar of your browser.

Below you can find out what data is collected when you visit our website , for what purpose this is done and on what legal basis.

### 3.1 Data collection when accessing the website

When you visit the website, information is automatically stored in so-called server log files. This is the following information:

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

This data is temporarily required in order to be able to display our website to you permanently and without any problems. In particular, this data is used for the following purposes:

- System security of the website
- System stability of the website
- Troubleshooting on the website
- Establishing a connection to the website
- Presentation of the website

Data processing is carried out in accordance with Art. 6 para. 1 lit. f GDPR and is based on our legitimate interest in the processing of this data, in particular our interest in the functionality of the website and its security.

Where possible, this data is stored in pseudonymized form and deleted once the respective purpose has been achieved.

If the server log files make it possible to identify the data subject, the data is stored for a maximum period of 14 days. An exception is made if a security-relevant event occurs. In this case, the server log files are stored until the security-relevant event has been resolved and finally clarified.

Otherwise, no merging with other data takes place.

### 3.2 Cookies

#### 3.2.1 General information

This website uses so-called cookies. This is a data record, information that is stored in the browser of your end device and is related to our website.

The use of cookies can make it easier for visitors to navigate the website.

### 3.2.2 Rejecting cookies

The setting of cookies can be prevented by adjusting the settings of your browser at .

Here you will find the corresponding links to frequently used browsers:

Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-und-website-daten-in-firefox-loschen?redirectslug=Cookies+l%C3%B6schen&redirectlocale=en>

Google Chrome: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=de>

Microsoft Edge: <https://support.microsoft.com/de-de/windows/l%C3%B6schen-und-verwalten-von-cookies-168dab11-0753-043d-7c16-ed5947fc64d>

Safari: <https://support.apple.com/de-de/guide/mdm/mdmf7d5714d4/web> and <https://support.apple.com/de-de/guide/safari/sfri11471/mac> If you use a different browser , we recommend that you enter the name of your browser and 'Delete and manage cookies' in a search engine and follow the official link to your browser.

Alternatively, you can also manage your cookie settings at [www.aboutads.info/choices/](http://www.aboutads.info/choices/) [www.youronlinechoices.com](http://www.youronlinechoices.com).

However, we must point out to you that a comprehensive blocking/deletion of cookies can lead to impairments in the use of the website.

### 3.2.3 Technically necessary cookies

We use technically necessary cookies on this website to ensure that our website functions correctly and in accordance with the applicable laws. They help to make the website user-friendly. Some functions of our website cannot be displayed without the use of cookies.

The legal basis for this is Art. 6 para. 1 lit. b, c and/or f GDPR, depending on the individual case.

### 3.2.4 Technically not necessary cookies

We also use cookies on our website that are not technically necessary. These cookies are used, among other things, to analyze the surfing behavior of the

website visitor or to offer functions of the website that are not technically necessary.

The legal basis for this is your consent in accordance with Art. 6 para. 1 lit. a GDPR.

Technically unnecessary cookies are only set with your consent, which you can revoke at any time in the cookie consent tool at .

### 3.3 Data processing through user input

#### 3.3.1 Own data collection

We offer the following services on our website: To become a member, participate in research, meeting information, and scholarship applications.

We collect the following data for this purpose:

Name

E-mail address

Address

Phone number

Date of birth

Account details

Attitudinal data, identifier data, Generic data, Biometric data, Education information, ethnicity, contact details, Geolocation data, Activity data, Commercial information, Personal information

The legal basis for this data processing is Art. 6 para. 1 lit. b GDPR.

The data will be deleted as soon as the respective purpose no longer applies and it is possible in accordance with the legal requirements.

#### 3.3.2 Contact us

##### a) e-mail

If you contact us by email at , we will process your email address and any other data contained in the email. This data is stored on the mail server and in some cases on the respective end devices. Depending on the request, the legal basis for this is regularly Art. 6 para. 1 lit. f GDPR or Art. 6 para. 1 lit. b

GDPR. The data will be deleted as soon as the respective purpose no longer applies and it is possible in accordance with the legal requirements.

b) Contact form

We offer a contact form. This is used to contact our company.

In this form, we generally process your first name and surname, your telephone number, your e-mail address, a postal address and the content of the message. The data is stored on our web server and forwarded internally to the relevant e-mail addresses.

The legal basis for data processing is Art. 6 para. 1 lit. f GDPR, as we have a legitimate interest in responding to your request and in an uncomplicated way of contacting you. If the contact is aimed at the conclusion of a contract, the additional legal basis for the processing is Art. 6 para. 1 lit. b GDPR.

We delete this data no later than 3 months after receipt, unless it is required for a contractual relationship that has arisen.

We bind the contact form from

Wix

Wix.com Ltd, Nermal St. 40, 6350671 Tel Aviv, Israel

<https://de.wix.com/about/privacy>.

on our website.

c) Chat

Wix Chat

We have integrated the chat function of Wix on our website. This service is offered by Wix.com Ltd, Nermal St. 40, 6350671 Tel Aviv, Israel.

With the help of this service, we can enable communication via chat between website visitors and us directly on the website and in this way clarify (pre-)contractual questions and provide advice.

Wix uses cookies to recognize the Internet browser of the website visitor in order to ensure that individual users of our website's chat function can be distinguished. The information generated by the cookies (including the IP address) is transmitted to a Wix server and stored there. The legal basis for

this is consent pursuant to Art. 6 para. 1 lit. a GDPR and Section 25 para. 1 TDDDG. Consent can be revoked at any time.

Further information:

<https://de.wix.com/about/privacy>.

### 3.3.3 Questionnaires/Forms

#### a) Google Forms

This website uses Google Forms. Google Forms is a service for designing and analyzing surveys and online forms. This service is offered by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

We use Google Forms to create and integrate online forms that are used to record messages, inquiries or other entries on our website.

Google Forms uses cookies to collect and store data on our website. These cookies are only set with consent. This consent can be revoked and managed at any time in our cookie consent tool. The legal basis for this is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG, insofar as this consent includes access to information in the user's end device or the storage of cookies within the meaning of the TDDDG.

In addition, the legal basis for the use of Google Forms is Art. 6 para. 1 lit. f GDPR. We have a legitimate interest in creating online forms and integrating them into our website so that they work. Insofar as the data processing via the form serves to offer our contractual services, the legal basis is Art. 6 para. 1 lit. b GDPR.

The data entered into the form by the website visitor will be stored on the Google Forms servers until the website visitor requests to erase it, revokes consent to its storage or the purpose for which the data was stored no longer applies. Mandatory statutory provisions on retention periods remain unaffected.

You can find more information at here:

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

## b) Wix Forms

This website uses Wix Forms. Wix Forms is a service for creating online forms. This service is offered by wix.com Ltd, Nermal St. 40, 6350671 Tel Aviv, Israel.

This service enables us to create online forms for recording messages, inquiries or other entries for our website and to integrate them there.

Wix Forms uses cookies to ensure error-free display, security, analysis, data collection and storage on our website. These cookies are only set with consent. This consent can be revoked and managed at any time in our cookie consent tool. The legal basis for this is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG, insofar as this consent includes access to information in the user's end device or the storage of cookies within the meaning of the TDDDG.

In addition, the legal basis for the use of Wix Forms is Art. 6 para. 1 lit. f GDPR. We have a legitimate interest in creating online forms and integrating them into our website so that they work. Insofar as the data processing via the form serves to offer our contractual services, the legal basis is Art. 6 para. 1 lit. b GDPR.

The data entered into the form by the website visitor will be stored on Wix's servers until the website visitor requests to erase it, revokes consent to its storage or the purpose for which the data was stored no longer applies. Mandatory statutory provisions on retention periods remain unaffected.

You can find more information at here:

<https://allaboutcookies.org/>.

<https://de.wix.com/manage/privacy-security-hub>.

## 3.4 Website construction kit system

### 3.4.1 Wix

We use the Wix service to create our website. This is a service of Wix.com Ltd, Nermal 40, 6350671 Tel Aviv, Israel.

Wix is a website builder system that can be used to create HTML5 websites and mobile websites. It is an online platform that is based on the cloud principle. This makes it very easy to integrate the functions into your own website. With this service, we can design our website according to our wishes and meet our goal of user-friendliness.

Wix uses cookies. These cookies are only set with the consent of the website visitor and can be revoked at any time. The legal basis for the processing is Art. 6 para. 1 lit. a GDPR.

Furthermore, the use of the service is technically necessary for us to display our website. The legal basis for the processing is Art. 6 para. 1 lit. f GDPR.

The data will be deleted as soon as it is no longer required for the processing purposes.

Further information:

<https://de.wix.com/about/privacy>.

### 3.5 Newsletter

#### 3.5.1 WIX

We use WIX to provide our newsletter. This service is provided by wix.com Ltd, Nema St. 40, 6350671 Tel Aviv, Israel.

This service can be used to organize and analyse the sending of newsletters. The data entered to receive the newsletter is stored on the service's servers.

With the help of WIX, interactions with the newsletter can be analyzed. In addition, conversion rates can be determined and the users of the newsletter can be categorized in order to adapt the newsletter to the different target groups.

This analysis can be contradicted.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time by unsubscribing from the newsletter. The legality of the processing that has already taken place remains unaffected by any revocation.

We also use other e-mail services from WIX to fulfill our contractual services and for customer administration. The legal basis for this is Art. 6 para. 1 lit. b GDPR.

The data will be deleted at the end of the contract between us and WIX, unless the website visitor withdraws their consent beforehand. If this is the case, the data will be deleted from the distribution list.

In addition, after unsubscribing from the newsletter, the e-mail address is stored on a blacklist separately from other data for an indefinite period of time. The legal basis for this is Art. 6 para. 1 lit.f GDPR. It serves the interest of the website visitor as well as our interest in using/operating a newsletter in accordance with the legal requirements.

Further details:

<https://de.wix.com/manage/privacy-security-hub>.

<https://de.wix.com/about/privacy>.

### 3.6 Analysis and tracking tools

#### 3.6.1 Google Analytics

We use Google Analytics on this website. Google Analytics is a web analysis service. This service is provided by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Analytics uses cookies to recognize the user and thus to analyze the usage behavior. These cookies are only set with consent. Consent can be revoked at any time and managed in our cookie consent tool.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG.

The use of Google Analytics results in IP anonymization. The IP address of the respective user is shortened on servers within the member states of the EU (or the European Economic Area) in such a way that it is no longer possible to trace it back to a natural person. In addition, Google undertakes to provide appropriate data protection via the Google Ads data processing

conditions and creates an evaluation of website use and website activity and provides the services associated with use. The Google Ads Data Processing Terms apply to companies that are subject to the EU General Data Protection Regulation (GDPR) of the European Economic Area (EEA), the California Consumer Privacy Act (CCPA) or similar regulations.

An additional browser plugin can be used to prevent the information collected (such as the IP address) from being sent to Google and used by Google. The plugin and further information can be found at <https://tools.google.com/dlpage/gaoptout?hl=de>.

Otherwise, the storage period depends on the type of data processed. Each customer can choose how long Google Analytics stores data before it is automatically deleted. The maximum lifespan of a Google Analytics cookie is two years.

Further information on the use of data by Google can also be found at <https://support.google.com/analytics/answer/6004245?hl=de>. For all other queries, you can also contact directly at [support-deutschland@google.com](mailto:support-deutschland@google.com)

### 3.6.2 Google Conversion Tracking

This website uses Google Conversion Tracking. Google Conversion Tracking is a web analysis service. This service is offered by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Conversion Tracking uses cookies for identification. We learn the number of users and which actions were carried out on the website by the website visitors .

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

The data is deleted as soon as it is no longer required for the processing purposes.

Further details:

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

### 3.6.3 Google Ads Remarketing

We use Google Ads Remarketing on this website. Google Ads Remarketing is a web analysis service. This service is provided by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Ads Remarketing sets cookies for the following purpose: Website visitors can be assigned to a specific target group and accordingly be provided with personalized advertising.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

Further details:

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

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

#### 3.6.4 Google Tag Manager

We use Google Tag Manager on this website. Google Tag Manager is a web analysis service. This service is provided by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

The Google Tag Manager does not store cookies and does not analyze independently. It is only used to manage the tools integrated via it. However, the IP address of the website visitor is recorded, which can be transferred to Google's parent company in the USA.

The legal basis for the processing is Art. 6 para. 1 lit. f GDPR. We have a legitimate interest in integrating and managing various tools on our website in an uncomplicated manner.

Further details:

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

#### 3.6.5 Google Ads

We use Google Ads on this website. Google Ads is an online advertising program of Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

The service enables us to link advertisements in the Google search engine to certain key words and to place targeted advertisements based on existing user data. Cookies are used for conversion tracking.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

The EU Commission's Standard Contractual Clauses (SCC) apply to data transfers to the USA.

Further details:

<https://privacy.google.com/businesses/controllerterms/mccs/>.

### 3.6.6 Google AdSense

We use Google AdSense on this website. Google AdSense is a service that integrates advertisements into a website. This service is offered by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

When selecting advertising, so-called "context information" (e.g. location, website content) is used in non-personalized mode. Google AdSense uses cookies to combat fraud and abuse.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

The EU Commission's Standard Contractual Clauses (SCC) apply to data transfers to the USA.

Further details:

<https://privacy.google.com/businesses/controllerterms/mccs/>

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

<https://policies.google.com/technologies/ads>

<https://www.google.de/intl/de/policies/privacy/>.

### 3.6.7 Google DoubleClick

We use Google DoubleClick on this website. Google DoubleClick is an online advertising service. This service is provided by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

With the help of Google DoubleClick, website visitors to are shown interest-based advertisements throughout the Google advertising network.

Google DoubleClick uses cookies to ensure the functions of Google DoubleClick and to display interest-based advertising.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

Further details:

<https://policies.google.com/technologies/ads>

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

### 3.6.8 WIX Analytics

We integrate the analytics functions of Wix on our website. This service is offered by wix.com Ltd, Nemaal St. 40, 6350671 Tel Aviv, Israel.

Wix Analytics collects and stores various types of user data for optimization and marketing purposes. This data is anonymized and summarized in statistical reports. The information collected includes login data, time zone settings, operating system and platform used, details of website visits such as the URL, duration of use, number of pages visited per session, search terms entered, information about interactions on the website, such as content searched for or viewed, page response speed and conversion rate.

Wix Analytics uses cookies for this purpose. The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG, insofar as this consent includes access to information in the user's end device or the storage of cookies within the meaning of the TDDDG.

Otherwise, the legal basis for the processing is Art. 6 para. 1 lit. f GDPR. We have a legitimate interest in the analysis to ensure the technical stability of our website.

Further information:

<https://de.wix.com/about/privacy>.

### 3.7 Social media plugins

### 3.7.1 Facebook

Elements of the social network Facebook are integrated on this website. This service is offered by Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.

If the social media element is activated, a direct connection is established between the website visitor and the Facebook servers and their IP address is transmitted to Facebook. If the website visitor has a user account, the visit to this website can be assigned to the corresponding user account.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

If personal data is collected on this website with the help of Facebook and forwarded to Meta, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for data processing in accordance with Art. 26 GDPR. This joint responsibility is limited exclusively to the collection and transfer of data to Facebook. There is an agreement on joint processing for this purpose:

[https://www.facebook.com/legal/controller\\_addendum](https://www.facebook.com/legal/controller_addendum)

The EU Commission's Standard Contractual Clauses (SCC) apply to data transfers to the USA.

Further information:

[https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum)

<https://de-de.facebook.com/help/566994660333381>

<https://www.facebook.com/policy.php>

<https://de-de.facebook.com/privacy/explanation>.

### 3.7.2 Twitter

Elements of the social network Twitter are integrated on this website. This service is offered by Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02AX07, Ireland.

If the social media element is activated, a direct connection is established between the website visitor and the Twitter servers and their IP address is

transmitted to Twitter. If the website visitor has a user account, the visit to this website can be assigned to the corresponding user account. The website operator has no knowledge of the content of the transmitted data.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

The EU Commission's Standard Contractual Clauses (SCC) apply to data transfers to the USA.

Further information:

<https://twitter.com/de/privacy>

<https://gdpr.twitter.com/en/controller-to-controller-transfers.html>.

### 3.7.3 Instagram

Elements of the social network Instagram are integrated on this website. This service is offered by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

If the social media element is activated, a direct connection is established between the website visitor and the Instagram servers and their IP address is transmitted to Instagram. If the website visitor has a user account, the visit to this website can be assigned to the corresponding user account. As the website operator, we have no knowledge of the content of the transmitted data.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

If personal data is collected on this website with the help of Facebook or Instagram and forwarded to Meta, the website operator and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for data processing in accordance with Art. 26 GDPR. This joint responsibility is limited exclusively to the collection and transfer of data to Facebook and Instagram. There is an agreement on joint processing for this purpose:

[https://www.facebook.com/legal/controller\\_addendum](https://www.facebook.com/legal/controller_addendum).

The website operator is responsible for providing data protection information when using the Instagram tool and for the secure integration of the tool on the corresponding website in accordance with data protection law. Facebook and Instagram, on the other hand, are responsible for the data security of their products. This means that data subjects' rights with regard to data processed by Facebook or Instagram must be asserted directly with Facebook or Instagram.

The EU Commission's Standard Contractual Clauses (SCC) apply to data transfers to the USA.

[https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum)

<https://de-de.facebook.com/help/56699466033381>

<https://www.facebook.com/policy.php>

<https://instagram.com/about/legal/privacy/>.

#### 3.7.4 LinkedIn

Elements of the social network LinkedIn are integrated on this website. This service is offered by LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland.

If the social media element is activated, a direct connection is established between the website visitor and the LinkedIn servers and their IP address is transmitted to LinkedIn. If the website visitor has a user account, the visit to this website can be assigned to the corresponding user account. The website operator has no knowledge of the content of the transmitted data.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

The EU Commission's Standard Contractual Clauses (SCC) apply to data transfers to the USA.

<https://www.linkedin.com/help/linkedin/answer/62538/datenubertragung-aus-der-eu-dem-ewr-und-derschweiz?lang=de>.

Further information:

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

### 3.7.5 TikTok

Elements of the TikTok social network are integrated on this website. This service is offered by TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland.

If the social media element is activated, a direct connection is established between the website visitor and the TikTok servers and their IP address is transmitted to TikTok. If the website visitor has a user account, the visit to this website can be assigned to the corresponding user account. The website operator has no knowledge of the content of the transmitted data.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent can be revoked at any time.

The EU Commission's Standard Contractual Clauses (SCC) apply to data transfers to the USA.

Further information:

[https://www.tiktok.com/legal/page/eea/privacy-policy/de-DE?  
tid=331689749201](https://www.tiktok.com/legal/page/eea/privacy-policy/de-DE?tid=331689749201)

[https://ads.tiktok.com/i18n/official/policy/controller-to-controller.](https://ads.tiktok.com/i18n/official/policy/controller-to-controller)

## 3.8 Social media profiles

We also use the opportunity to place advertisements and job advertisements on social media.

### 3.8.1 LinkedIn

We operate a LinkedIn profile on <https://www.linkedin.com/>. This social network is operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

a) Interaction with our company profile

b) Page Insights

LinkedIn provides us with aggregated statistics and insights (called Page Insights) that tell us how people interact with our Company Page. Among other things, we receive information about the number of profiles that view, comment on or otherwise interact with our posts, as well as aggregated demographic and other information that helps us learn about the interaction with our page or LinkedIn profile. Pages Insights provided to us by LinkedIn consist of aggregated data, and LinkedIn **does not provide** us with **any personally identifiable information** about members in relation to Page Insights. We also have no way of linking Page Insights to individual members.

When placing ads, LinkedIn provides us with information about the types of people who see our ads and about the success of our ads. Personal data is only passed on to us if this person has consented to such processing. We also receive information from LinkedIn that allows us to understand which of our ads led to a purchase being made or an action being taken.

This data is processed for the purpose of analyzing our reach and adapting our content and advertisements to user interests. By evaluating this data, we can recognize how our content, our profile and our advertising are consumed. This enables us to create target group-specific content and place advertisements in order to better market our company and our services.

The processing is based on our legitimate interest in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR.

When processing personal data in the course of the so-called **Page Insights**, the processing is carried out in joint responsibility with LinkedIn in accordance with Art. 26 para. 1 GDPR.

We have concluded a corresponding agreement with LinkedIn for this purpose, which can be viewed here (<https://legal.linkedin.com/pages-joint-controller-addendum>).

The contact details of LinkedIn are:

LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland.

For LinkedIn, you can contact the data protection officer at using the following link:

<https://www.linkedin.com/help/linkedin/ask/TSO-DPO>.

### 3.8.2 Processing by LinkedIn

In connection with your visit to our company profile, LinkedIn may also process additional personal data. In this case, the processing is carried out under the sole responsibility of LinkedIn and without our knowledge. You can find more information from LinkedIn on this at :

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

### 3.8.3 LinkedIn Ads

We also integrate the functions of LinkedIn Ads on our website.

With the help of LinkedIn Ads, we can easily create effective ads that can be seen by a large audience on LinkedIn.

LinkedIn collects personal data for this purpose using cookies. This is used to evaluate the behavior of users in order to analyze the effectiveness of advertising measures and adapt them to future campaigns in a more user-oriented manner.

These cookies are only set with consent. Consent can be withdrawn at any time. The legal basis for this is Art. 6 para. 1 lit. a GDPR.

Otherwise, the legal basis for the processing of data by LinkedIn Ads is Art. 6 para. 1 lit. f GDPR. We have a legitimate interest in expanding and optimizing our advertising presence on the LinkedIn platform.

## 3.9 Facebook

We operate a Facebook fan page on <https://www.facebook.com/>. This social network is operated by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

### 3.9.1 Interaction with our company profile

When you visit our Facebook profile and interact with us, we process personal data. On the one hand, the data made publicly available on the profile. On the other hand, we also process the personal data contained in posts, comments

or direct messages to us. Through interactions such as liking or sharing, we can see the user profile with the public information.

The legal basis for this processing is Art. 6 para. 1 lit. f GDPR. It is in our legitimate interest to provide relevant and interesting content and to enable the use and functionality of our Facebook profile.

Insofar as an inquiry is related to the performance of a contract or is necessary for the implementation of pre-contractual measures, our processing is based on Art. 6 para. 1 lit. b GDPR.

### 3.9.2 Page Insights

As explained in the Meta Privacy Policy under "How do we use your information?" (Meta also collects and uses information to provide analytics services, known as Page Insights, for site operators. This also applies to our Facebook page.

Page insights are summarized statistics that are created based on certain interactions of visitors with pages and the content associated with them (e.g. viewing a page or a video, subscribing to a page, marking a page with "Like" or "No longer like", etc.) and are logged by the meta servers.

In connection with the Page Insights, Meta provides us with summarized statistics and insights that give us information about how people interact with our company website. We do not have access to any personal data, only to the summarized Page Insights. With the help of the page insights, we can view anonymous statistics, e.g. the reach of our account, page views, likes, etc.. These also contain evaluations according to age, gender and location of the users (as specified by them in their respective Facebook profiles). To evaluate the reach, we can make settings or set appropriate filters with regard to the selection of a time period, the viewing of a specific post and demographic groupings. This data is anonymized. It is not possible for us to draw conclusions about specific individuals.

The purpose of processing this data is to analyze our reach and adapt our content and advertisements to user interests so that visitors can derive the greatest possible benefit from them. By evaluating this data, we can recognize how our content, our profile and our advertising are consumed. This allows us

to create target group-specific content and place advertisements to better market our company and our services.

The processing is based on our legitimate interest in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR.

When processing personal data in the course of the so-called Page Insights, we are jointly responsible with Facebook in accordance with Art. 26 para. 1 GDPR.

We have concluded a corresponding agreement with Facebook for this purpose, which can be viewed here ([https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)).

The contact details for Facebook are:

Online contact: <https://www.facebook.com/help/contact/1650115808681298>

Postal: Meta Platforms Ireland Limited, ATTN: Privacy Operations, Merrion Road, Dublin 4, D04 X2K5, Ireland.

For Facebook, you can contact the data protection officer at using the following link:

<https://www.facebook.com/help/contact/540977946302970>.

Further information about the Page Insights:

<https://de-de.facebook.com/help/pages/insights>.

### 3.9.3 Processing of personal data and cookies by Meta

When you access a Facebook page, the IP address assigned to your end device is transmitted to Facebook. According to Facebook, this IP address is anonymized (for "German" IP addresses). Facebook also stores information about the end devices of its users (e.g. as part of the "login notification" function); Facebook may thus be able to assign IP addresses to individual users. If you are as a user currently logged in to Facebook , a cookie with your Facebook ID is stored on your end device. This enables Facebook to track that you have visited and how you have used . Facebook buttons integrated into websites enable Facebook to record your visits to these websites and

assign them to your Facebook profile. This data can be used to tailor content or advertising to you .

Information on how personal data can be managed or deleted can be found in Facebook's Privacy Center:

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

Further information on the handling of data by Facebook can be found here:

<http://de-de.facebook.com/about/privacy>.

### 3.10 Instagram

We operate an Instagram profile. This social media platform is offered by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

#### 3.10.1 Interaction with our company profile

When you visit our Facebook profile and interact with us via it, we process personal data. On the one hand, the data made publicly available on the profile. On the other hand, we also process the personal data contained in posts, comments or direct messages to us. Through interactions such as liking or sharing, we can see the user profile with the public information.

The legal basis for this processing is Art. 6 para. 1 lit. f GDPR. It is in our legitimate interest to provide relevant and interesting content and to enable the use and functionality of our Instagram profile..,

Insofar as an inquiry is related to the performance of a contract or is necessary for the implementation of pre-contractual measures, our processing is based on Art. 6 para. 1 lit. b GDPR.

#### 3.10.2 Insights

As explained in the Meta Privacy Policy under "How do we use your information?" ([https://privacycenter.instagram.com/policy/?entry\\_point=ig\\_help\\_center\\_data\\_policy\\_redirect](https://privacycenter.instagram.com/policy/?entry_point=ig_help_center_data_policy_redirect)), Meta also collects and uses information to provide analytics services, known as insights, for site operators. This also applies to our Instagram profile.

The insights are summarized statistics that are created based on certain interactions of visitors with pages and the content associated with them and are logged by the meta servers. This includes the following information, among others

- How many people see and interact with our products, services or content, such as posts, videos, Facebook pages, listings, stores and advertisements (if the advertisement is shown on meta-products);
- How people interact with our content, websites, apps and services;
- Which group of people interact with our content and which group of people use our services.

Meta provides us with summarized reports and insights that tell us how well our content, features, products and services are performing.

We do not receive access to personal data, but only to the summarized reports.

To evaluate the reach, we can make settings or set appropriate filters with regard to the selection of a time period, the viewing of a specific post and demographic groupings. This data is anonymized. It is not possible for us to draw conclusions about specific individuals.

The purpose of processing this data is to analyze our reach and adapt our content and advertisements to user interests so that visitors can derive the greatest possible benefit from them. By evaluating this data, we can recognize how our content, our profile and our advertising are consumed. This enables us to create target group-specific content and place advertisements in order to better market our company and our services.

The processing is based on our legitimate interest in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR.

When processing personal data in the course of the so-called Insights, the processing is carried out under joint responsibility with Meta in accordance with Art. 26 para. 1 GDPR.

We have concluded a corresponding agreement with Meta, which can be viewed here

([https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)).

Meta's contact details are as follows:

Online contact: <https://www.facebook.com/help/contact/1650115808681298>

Postal: Meta Platforms Ireland Limited, ATTN: Privacy Operations, Merrion Road, Dublin 4, D04 X2K5, Ireland.

For Facebook, you can contact the data protection officer at the following link:

<https://www.facebook.com/help/contact/540977946302970>.

Further information about the Insights:

<https://de-de.facebook.com/help/pages/insights>.

You can find Instagram's full privacy policy at here:

[https://privacycenter.instagram.com/policy/?entry\\_point=ig\\_help\\_center\\_data\\_policy\\_redirect](https://privacycenter.instagram.com/policy/?entry_point=ig_help_center_data_policy_redirect)

### 3.10.3 Processing of personal data and cookies by Meta

When you access an Instagram page, the IP address assigned to your device is transmitted to Meta. According to Meta, this IP address is anonymized (for "German" IP addresses). Meta also stores information about the end devices of its users (e.g. as part of the "login notification" function); Meta may thus be able to assign IP addresses to individual users. If you are as a user currently logged in to Instagram , a cookie with your Instagram ID is stored on your device. This enables Meta to track that you have visited this page and how you have used . Meta buttons integrated into websites enable Meta to record your visits to these websites and assign them to your Instagram profile. This data can be used to tailor content or advertising to you .

Further information:

[https://privacycenter.instagram.com/policy/?entry\\_point=ig\\_help\\_center\\_data\\_policy\\_redirect](https://privacycenter.instagram.com/policy/?entry_point=ig_help_center_data_policy_redirect).

### 3.10.4 Threads

We also use the functions of Threads. Data collected when using the service, including IP address, application used and information about the end device as well as websites accessed, location and mobile phone provider, are processed by Meta Platform, Inc. as described above. This data may also be

transferred to countries outside the European Union. The data collected is linked to the account or profile at Threads. There is no control over the specifics of the data processed by Threads, including its processing, use or disclosure to third parties.

[https://help.instagram.com/769983657850450/?helpref=uf\\_share](https://help.instagram.com/769983657850450/?helpref=uf_share)

<https://privacycenter.instagram.com/policy>.

### 3.11 TikTok

We operate a TikTok channel. TikTok is provided by TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland (hereinafter "TikTok Ireland"). Our TikTok channel gives us the opportunity to present ourselves to TikTok users and to get in touch with them.

#### 3.11.1 Interactions with our TikTok channel

Users can interact with our TikTok channel via their TikTok account, for example by liking or commenting on our posts. In doing so, we process the associated data such as the user name and profile picture.

We use this data to optimize our content and its presentation and to adapt it to the respective user interests.

It is also possible to send us direct messages on our TikTok channel. The user name and profile picture are also displayed here.

The legal basis for data processing is Art. 6 para. 1 lit. f GDPR. We have a legitimate interest in optimizing our TikTok channel and the content published there. We also have a legitimate interest in communicating with users in order to answer questions, respond to criticism, build a relationship and exchange information. This enables us to improve our services and respond to the needs of potential customers . By communicating via TikTok, we reach younger customers in particular .

Comments are saved on the channel for an unlimited period of time and can be viewed by other users . The same applies to the use of the Like function and direct messages.

#### 3.11.2 TikTok analysis

When our TikTok channel is accessed and used, additional data is processed for TikTok analysis. These are summarized statistics that are created and logged by TikTok based on certain interactions of visitors with our TikTok channel and provide information about how our channel is interacted with.

This data includes, but is not limited to:

- - Follower growth
- - Video views
- - Profile views
- - Likes, comments and shares
- - Average playback time
- - Percentage of viewers who watch the entire video
- - Sources of traffic (e.g. profile, For You feed)
- - Geographical distribution of the audience
- - Activity times of the followers.

The data is provided to us in aggregated form as statistics. We do not have access to personal data, but only to the summarized statistics.

Further information on the TikTok analyses can be found here:

<https://www.tiktok.com/creators/creator-portal/en-us/tiktok-content-strategy/understanding-your-analytics/>.

This data is processed solely for the purpose of analyzing and improving the content on our TikTok channel. By evaluating this data, we can recognize how our content and our TikTok channel are consumed. This enables us to create target group-oriented content and, if necessary, to place advertising in order to better market our company and our services.

The processing is based on our legitimate interest in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR.

When processing personal data in the course of TikTok analyses, the processing is carried out under joint responsibility with TikTok in accordance with Art. 26 para. 1 GDPR.

To this end, we have concluded a corresponding agreement with TikTok, which is available here

can be viewed.

The contact details of TikTok are:

Online contact: <https://privacytiktok.zendesk.com/hc/en-us/requests/new>.

Postal: TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland.

You can use this form to contact TikTok's data protection officer:

<https://www.tiktok.com/legal/report/DPO>.

### 3.11.3 Processing of personal data by TikTok

When using TikTok's services, TikTok processes personal data of the users . This includes data such as your IP address, location data, time zone settings, advertising IDs, app and browser versions and device data (system, network type, device ID, screen resolution, operating system, audio settings and connected audio devices). The TikTok profiles and channels accessed, likes, messages and other usage data are also processed. If you are logged into with your own TikTok account , this data is assigned to your account.

Further information on the processing of data by TikTok can be found here: <https://www.tiktok.com/legal/page/eea/privacy-policy/de>.

### 3.12 Social logins

We integrate a social login function on our website. This gives the user the opportunity to register for services on the website via the corresponding (social media) account.

The legal basis for the processing is Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG. Consent is given by selecting the corresponding social media profile and can be revoked at any time for the future.

The transmitted data may subsequently be processed for the establishment, execution and termination of a contractual relationship, Art. 6 para. 1 lit. b GDPR.

If the user chooses such a social login, the corresponding social media provider establishes the identity and transmits the following data to us:

### 3.13 Instagram

When you log in via Instagram, the following data is transmitted to us by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland:

First and last name, e-mail address, profile picture if applicable.

Further information on data processing by Instagram:

<https://instagram.com/about/legal/privacy/>.

### 3.14 Facebook

When you log in via Facebook, the following data is transmitted to us by Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland:

First and last name, e-mail address, profile picture if applicable.

Further information on data processing by Facebook:

<https://de-de.facebook.com/privacy/explanation>.

### 3.15 Third-party content

#### 3.15.1 GTranslate

We integrate the translation function Google Translate from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA on our website.

We have no influence on the translation of the texts. The texts may contain incorrect or arbitrary expressions.

To use the functions of Google Translate, it is necessary to save your IP address. This information is usually transferred to a Google server in the USA and stored there. We have no influence on this data transfer.

The use of Google Translate is in the interest of easy accessibility and accessibility of our online services for international visitors. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR.

Further information:

<https://www.google.de/intl/de/policies/privacy/>.

#### 3.15.2 WIX CDN

We use the CDN from WIX. This service is provided by wix.com Ltd, Nema St. 40, 6350671 Tel Aviv, Israel. the data subject  
<https://de.wix.com/manage/privacy-security-hub>.

<https://de.wix.com/about/privacy>.

### 3.15.3 Dieter Live API

We use the Live API from Dieter macht den Datenschutz to display our Privacy Policy. This is a service of simply Legal GmbH, Burkarderstraße 36, 97082 Würzburg.

The API is a technical interface. When you access our Privacy Policy, a connection to the servers of simply Legal GmbH is established. Your IP address will be transmitted to simply Legal GmbH.

Further information on the handling of data by simply Legal GmbH:

<https://www.dieter-datenschutz.de/datenschutz/>.

## 3.16 Audio and video conferencing

### 3.16.1 Zoom

We use Zoom to communicate with customers . Zoom is an online conferencing tool. This service is offered by Zoom Communications Inc, San Jose, 55 Almaden Boulevard, 6th Floor, San Jose, CA 95113, USA.

When communicating with this tool via video or audio conferencing, personal data is processed by us and the provider of the tool. The data collected includes all information that you provide when using the tool. Metadata relating to the conference is also processed. Furthermore, technical information is processed which is required for the function of online communication. Furthermore, all files that are shared within the tool are stored on the tool provider's servers.

Zoom can also set cookies. These cookies are only set with consent. Consent can be revoked at any time. The legal basis for this is Art. 6 para. 1 lit. a GDPR.

Otherwise, the legal basis for the processing of data by Zoom is Art. 6 para. 1 lit. b GDPR. The communication is related to the performance of a contract or

is necessary for the fulfillment of pre-contractual obligations. Furthermore, this tool is used to simplify communication with our company. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR.

This data is stored until the data subject requests to delete it, the consent for storage has been revoked or the purpose for storage no longer applies.

Cookies remain on the end device until the user deletes them. Mandatory statutory provisions on retention periods remain unaffected.

The EU Commission's Standard Contractual Clauses (SCC) apply to data transfers to the USA.

Further information:

<https://zoom.us/de-de/privacy.html>.

### 3.17 Data transfer to providers on our platform

As part of the use of our platform for the use of services or the purchase of products, we pass on certain personal data to the providers (e.g. service providers, sellers) in order to enable the processing of the corresponding services. This data transfer is necessary so that the providers can provide their services or deliver products.

In doing so, we may pass on the name to identify the user, the contact details to contact them in the event of queries or problems, the address to provide the service or deliver products, the order data to transmit details of the requested service or ordered products and, if necessary, payment information to process the payment (this is usually encrypted and in accordance with the applicable security standards) to the providers.

The legal basis for data transfer is Art. 6 para. 1 lit. b GDPR, as it is necessary for the fulfillment of the contractual relationship between you and the provider.

The providers are obliged to use the transmitted data exclusively for processing the requested services or deliveries and to protect the data in accordance with the applicable data protection laws. He is the direct contractual partner and therefore bears his own responsibility for the processing of personal data. If you have any questions about its data processing, you can contact the provider directly.

## 3.18 Payment services

### 3.18.1 Credit check

In the case of payment methods for which we make advance payments (e.g. purchase on account), we reserve the right to carry out a credit check. The data entered will be transmitted to a credit agency for this purpose. This data is used to determine how likely a payment default will occur. If the risk of non-payment is too high, the payment method in question may be refused.

If the request is related to the performance of a contract or is necessary for the fulfillment of pre-contractual obligations, the legal basis for the processing of this data is Art. 6 para. 1 lit. b GDPR.

We also have a legitimate interest in the processing of this data within the meaning of Art. 6 para. 1 lit. f GDPR in order to prevent payment defaults.

### 3.18.2 PayPal

We use PayPal on our website. PayPal is a payment service provider. This service is offered by PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg.

For the purpose of payment processing, the payment data of the website visitor is processed by the payment service provider as soon as a purchase is made via this website. The respective contractual and data protection provisions of the payment service provider apply to the respective transaction.

The legal basis is Art. 6 para. 1 lit. b GDPR. The data is processed for the purpose of (pre-)contractual obligations.

We also have a legitimate interest in the processing of this data within the meaning of Art. 6 para. 1 lit. f GDPR in order to ensure a fast and reliable payment process.

The EU Commission's Standard Contractual Clauses (SCC) apply to data transfers to the USA.

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

### 3.18.3 Apple Pay

We use Apple Pay on this website. Apple Pay is a payment service provider. This service is offered by Apple Inc, Infinite Loop, Cupertino, CA 95014, USA.

For the purpose of payment processing, the payment data of the website visitor is processed by the payment service provider as soon as a purchase is made via this website. The respective contractual and data protection provisions of the payment service provider apply to the respective transaction.

The legal basis is Art. 6 para. 1 lit. b GDPR. The data is processed for the purpose of (pre-)contractual obligations.

We also have a legitimate interest in the processing of this data within the meaning of Art. 6 para. 1 lit. f GDPR in order to ensure a fast and reliable payment process.

Further details:

<https://www.apple.com/legal/privacy/de-ww/>.

#### 3.18.4 Google Pay

We use Google Pay on this website. Google Pay is a payment service provider. This service is offered by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

For the purpose of payment processing, the payment data of the website visitor is processed by the payment service provider as soon as a purchase is made via this website. The respective contractual and data protection provisions of the payment service provider apply to the respective transaction.

The legal basis is Art. 6 para. 1 lit. b GDPR. The data is processed for the purpose of (pre-)contractual obligations.

We also have a legitimate interest in the processing of this data within the meaning of Art. 6 para. 1 lit. f GDPR in order to ensure a fast and reliable payment process.

Further details:

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

#### 3.18.5 Mastercard

We use Mastercard on this website. Mastercard is a payment service provider. This service is offered by Mastercard Europe SA, Chaussée de Tervuren 198A, B-1410 Waterloo, Belgium.

For the purpose of payment processing, the payment data of the website visitor is processed by the payment service provider as soon as a purchase is made via this website. The respective contractual and data protection provisions of the payment service provider apply to the respective transaction.

The legal basis is Art. 6 para. 1 lit. b GDPR. The data is processed for the purpose of (pre-)contractual obligations.

We also have a legitimate interest in the processing of this data within the meaning of Art. 6 para. 1 lit. f GDPR in order to ensure a fast and reliable payment process.

Mastercard may transfer the data to the parent company in the USA.

Mastercard has Binding Corporate Rules (BCR) for this purpose.

Further details:

<https://www.mastercard.us/content/dam/mccom/global/documents/mastercard-bcrs.pdf>

<https://www.mastercard.de/de-de/datenschutz.html>.

### 3.18.6 VISA

We use VISA on this website. VISA is a payment service provider. This service is offered by Visa Europe Services Inc, London Branch, 1 Sheldon Square, London W2 6TT, United Kingdom.

For the purpose of payment processing, the payment data of the website visitor is processed by the payment service provider as soon as a purchase is made via this website. The respective contractual and data protection provisions of the payment service provider apply to the respective transaction.

The legal basis is Art. 6 para. 1 lit. b GDPR. The data is processed for the purpose of (pre-)contractual obligations.

We also have a legitimate interest in the processing of this data within the meaning of Art. 6 para. 1 lit. f GDPR in order to ensure a fast and reliable payment process.

The EU Commission's Standard Contractual Clauses (SCC) apply to data transfers to the USA.

Further details:

<https://www.visa.de/nutzungsbedingungen/visa-privacy-center.html>.

### 3.18.7 Wix Payments

We use the payment service Wix Payments on our website. This is offered by Wix.com Ltd, Nemaal St. 40, 6350671 Tel Aviv, Israel.

<https://de.wix.com/manage/privacy-security-hub>.

<https://de.wix.com/about/privacy>.

## 3.19 Services for processing orders

### 3.19.1 Paypal

We use PayPal for the purchase process of our products. This service is offered by PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg.

Paypal offers services for processing the order process. Paypal acts as an interface between sellers (product providers) and buyers.

If you decide to purchase a product at , you will be redirected to the Paypal website to complete the purchase process. Paypal's data protection conditions apply, over which we have no influence. We recommend that you read 's Privacy Policy before you enter your personal data .

The legal basis for data processing is Art. 6 para. 1 lit. b GDPR, insofar as it concerns the conclusion, fulfillment and processing of contracts (inventory data), as well as Art. 6 para. 1 lit. f GDPR, as we have a legitimate interest in the use of our website (usage data).

Further information:

<https://www.paypal.com/de/cshelp/article/wie-geht-paypal-mit-dem-datenschutz-um-und-was-ist-die-datenschutzerkl%C3%A4rung-help330>.

### 3.20 Shipping service provider

We work with various shipping service providers (e.g. DHL, DPD, UPS, Hermes) to ship the goods ordered via our website. As part of the necessary delivery of the goods, we pass on your data (name, delivery address and any other information required for shipping) to the respective shipping service provider.

The data transfer takes place on the basis of Art. 6 para. 1 lit. b GDPR for the fulfillment of our contract. We only transmit your email address or telephone number to the shipping service provider if you have expressly consented to this during the ordering process at , for example to enable parcel notification. This consent can be revoked at any time for the future.

Further information on the data protection of our shipping service providers can be found in their respective privacy policies, which can be viewed on their websites.

### 3.21 CRM systems

### 3.22 In-house development

We use a Customer Relationship Management (CRM) system that we developed ourselves.

This CRM enables us to manage existing and potential customers as well as contacts and organize sales, accounting and communication processes. This system is crucial for the analysis and optimization of our customer-related processes.

With the help of the CRM system, we can efficiently organize our customer communication via various channels in order to present relevant information and offers that meet the interests of our customers.

As soon as we collect personal data on our website, we process it in the CRM system. The data is processed on the basis of Art. 6 para. 1 lit. b GDPR for the fulfillment of (pre-)contractual obligations and Art. 6 para. 1 lit. f GDPR, as the use of CRM functions is of central importance for the growth and scaling

of our company and we have a legitimate interest in the most efficient customer management and communication possible.

If a corresponding consent has been requested, the processing is carried out on the basis of Art. 6 para. 1 lit. a GDPR; the consent can be revoked at any time.

Self-decryption enables us to ensure that no data is transferred to third parties.

## **4. What else is important**

Finally, we would like to inform you in detail about your rights and tell you how you can be informed about changes to data protection requirements.

### **4.1 Your rights in detail**

#### **4.1.1 Right to information in accordance with Art. 15 GDPR**

You can request information from us as to whether your personal data is being processed. If this is the case, you can request further information on the type and manner of processing. A detailed list can be found in Art. 15 para. 1 lit. a to h GDPR.

#### **4.1.2 Right to rectification in accordance with Art. 16 GDPR**

This right includes the correction of incorrect data and the completion of incomplete personal data.

#### **4.1.3 Right to erasure in accordance with Art. 17 GDPR**

This so-called 'right to be forgotten' gives you the right, under certain conditions, to request the erasure of personal data by the controller. This is generally the case if the purpose of the data processing no longer applies, if consent has been withdrawn or the initial processing took place without a legal basis. A detailed list of reasons can be found in Art. 17 para. 1 lit. a to f GDPR. This "right to be forgotten" also corresponds to the controller's obligation under Art. 17 para. 2 GDPR to take reasonable steps to ensure that the data is generally erased.

#### **4.1.4 Right to restriction of processing in accordance with Art. 18 GDPR**

This right is subject to the conditions set out in Art. 18 para. 1 lit. a to d.

#### 4.1.5 Right to data portability in accordance with Art. 20 GDPR

This regulates the basic right to receive your own data in a commonly used form and to transfer it to another controller. However, this only applies to data processed on the basis of consent or a contract in accordance with Art. 20 (1) (a) and (b) and insofar as this is technically feasible.

#### 4.1.6 Right to object pursuant to Art. 21 GDPR

You can generally object to processing your personal data. This applies in particular if your interest in objecting outweighs the legitimate interest of the controller in the processing and if the processing relates to direct marketing and/or profiling.

#### 4.1.7 Right to "individual decision-making" pursuant to Art. 22 GDPR

You have the right not to be subject to a decision based solely on automated processing (including profiling), which produces legal effects concerning you or similarly significantly affects you. However, this right is also restricted and supplemented by Art. 22 (2) and (4) GDPR.

#### 4.1.8 Further rights

The GDPR contains comprehensive rights to inform third parties whether or how you have asserted rights under Art. 16, 17, 18 GDPR. However, this is only possible or feasible with reasonable effort.

We would like to take this opportunity to remind you of your right to withdraw your consent in accordance with Art. 7 (3) GDPR. However, this does not affect the lawfulness of the processing carried out up to that point.

We would also like to inform you of your rights under Sections 32 et seq. BDSG, which, however, are largely congruent with the rights just described.

#### 4.1.9 Right to lodge a complaint pursuant to Art. 77 GDPR

You also have the right to lodge a complaint with a data protection supervisory authority if you consider that the processing of personal data relating to you infringes this Regulation.

## **5. What if the GDPR is abolished tomorrow or other changes take place?**

The current status of this Privacy Policy is 17.06.2024. From time to time it is necessary to adapt the content of the Privacy Policy in order to react to actual and legal changes. We therefore reserve the right to amend this Privacy Policy at any time. We will publish the amended version in the same place and recommend that you read the Privacy Policy regularly.

Created with the kind support of Dieter macht den Datenschutz