

# Privacy Statement

## 1. Data protection at a glance

### General notes

The following information provides a simple overview of what happens to your personal data when you visit this website. Personal data is all data with which you can be personally identified. For detailed information on the subject of data protection, please refer to our data protection declaration listed below this text.

### Data collection on this website

#### Who is responsible for data collection on this website?

The data processing on this website is carried out by the website operator. You can find his contact details in the imprint of this website.

#### How do we collect your data?

On the one hand, your data is collected when you provide it to us. This may be data that you enter in a contact form, for example.

Other data is automatically collected by our IT systems when you visit the website. These are mainly technical data (e.g. Internet browser, operating system or time of the page call). This data is collected automatically as soon as you enter this website.

#### What do we use your data for?

Part of the data is collected to ensure that the website is provided without errors. Other data can be used to analyse your user behaviour.

#### What rights do you have regarding your data?

You have the right to receive information free of charge at any time about the origin, recipient and purpose of your stored personal data. You also have the right to demand the correction or deletion of this data. For this purpose, as well as for further questions regarding data protection, you can contact us at any time at the address given in the imprint. Furthermore, you have the right to complain to the responsible supervisory authority.

Furthermore, you have the right to demand under certain circumstances the restriction of the processing of your personal data. For details, please refer to the data protection declaration under "Right to limit processing".

#### Analysis tools and third-party tools

When you visit this website, your surfing behaviour can be statistically evaluated. This is mainly done with cookies and with so-called analysis programs. The analysis of your surfing behaviour is usually anonymous; the surfing behaviour cannot be traced back to you.

You can object to this analysis or prevent it by not using certain tools. You can find detailed information about these tools and about your options to object to them in the following data protection declaration.

## 2. Hosting und Content Delivery Networks (CDN)

### External Hosting

This website is hosted by an external service provider (Hoster). The personal data collected on this website is stored on the hoster's servers. This may include, but is not limited to, IP addresses, contact requests, meta and communication data, contract data, contact details, names, website accesses and other data generated by a website.

The use of the hoster is for the purpose of fulfilling a contract with our potential and existing customers (Art. 6 para. 1 lit. b DSGVO) and in the interest of a secure, fast and efficient provision of our online offer by a professional provider (Art. 6 para. 1 lit. f DSGVO).

Our hoster will only process your data to the extent necessary to fulfil its performance obligations and will follow our instructions with regard to this data.

### **Conclusion of a contract on order processing**

In order to guarantee data protection compliant processing, we have concluded a contract for order processing with our host.

## **3. General notes and Compulsory Information**

### **Data protection**

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and according to the legal data protection regulations as well as this privacy policy.

When you use this website, various personal data is collected. Personal data is data with which you can be personally identified. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done.

We would like to point out that data transmission on the Internet (e.g. communication by e-mail) can have security gaps. A complete protection of data against access by third parties is not possible.

### **Note on the responsible body**

The person responsible for data processing on this website is: Max Mustermann  
Phone: 123456789 E-mail: 1234@gmail.com

The controller is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data (e.g. names, e-mail addresses, etc.).

### **Revocation of your consent to data processing**

Many data processing operations are only possible with your express consent. You can revoke a previously given consent at any time. For this purpose an informal notification by e-mail to us is sufficient. The legality of the data processing carried out up to the time of revocation remains unaffected by the revocation.

### **Right to object to data collection in special cases and to direct advertising (Art. 21 DPA)**

IF THE DATA PROCESSING IS CARRIED OUT ON THE BASIS OF ART. 6 ABS. 1 LIT. E OR F DSGVO, YOU SHALL HAVE THE RIGHT TO OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA AT ANY TIME FOR REASONS ARISING FROM YOUR SPECIFIC SITUATION, INCLUDING PROFILING BASED ON THESE PROVISIONS. THE RESPECTIVE LEGAL BASIS ON WHICH PROCESSING IS BASED CAN BE FOUND IN THIS PRIVACY STATEMENT. IF YOU OBJECT, WE WILL NO LONGER PROCESS YOUR PERSONAL DATA CONCERNED, UNLESS WE CAN PROVE THAT THERE ARE COMPELLING REASONS FOR PROCESSING WHICH ARE WORTHY OF PROTECTION AND WHICH OUTWEIGH YOUR INTERESTS, RIGHTS AND FREEDOMS, OR IF THE PROCESSING SERVES TO ASSERT, EXERCISE OR DEFEND LEGAL CLAIMS (OBJECTION ACCORDING TO ART. 21 PARA. 1 DSGVO).

IF YOUR PERSONAL DATA ARE PROCESSED FOR THE PURPOSE OF DIRECT MARKETING, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF PERSONAL DATA CONCERNING YOU FOR THE PURPOSE OF SUCH MARKETING, INCLUDING PROFILING, INsofar AS IT IS CONNECTED WITH SUCH DIRECT MARKETING. IF YOU OBJECT, YOUR PERSONAL DATA WILL SUBSEQUENTLY NO LONGER BE USED FOR THE PURPOSE OF DIRECT MARKETING (OBJECTION ACCORDING TO ARTICLE 21 PARAGRAPH 2 DSGVO).

### **Right of appeal to the competent supervisory authority**

In the event of infringements of the DSGVO, those concerned have a right of appeal to a supervisory authority, in particular in the Member State of their habitual residence, place of work or the place where the alleged infringement was committed. This right of appeal is without prejudice to other administrative or judicial remedies.

## **Right to data portability**

You have the right to have data which we process automatically on the basis of your consent or in fulfilment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another responsible party, this will only take place to the extent that it is technically feasible.

## **SSL or TLS Encryption**

For security reasons and to protect the transmission of confidential content, such as orders or inquiries that you send to us as the site operator, this site uses SSL or TLS encryption. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If the SSL or TLS encryption is activated, the data that you transmit to us cannot be read by third parties.

## **Information, deletion and correction**

Within the framework of the applicable legal provisions, you have the right to obtain information free of charge at any time about your stored personal data, its origin and recipients and the purpose of the data processing and, if applicable, a right to correct or delete this data. For this purpose, as well as for further questions regarding personal data, you can contact us at any time at the address given in the Legal Notice.

## **Right to restrict processing**

You have the right to request the restriction of the processing of your personal data. To do so, you can contact us at any time at the address given in the imprint. The right to restrict processing exists in the following cases:

If you dispute the accuracy of your personal data stored with us, we usually need time to verify this. For the duration of the review, you have the right to demand the restriction of the processing of your personal data.

If the processing of your personal data was/is unlawful, you may request the restriction of data processing instead of deletion.

If we no longer need your personal data, but you need them in order to exercise, defend or assert legal claims, you have the right to request restriction of the processing of your personal data instead of deletion.

If you have lodged an objection in accordance with Art. 21 Paragraph 1 DSGVO, a balance must be struck between your interests and ours. As long as it has not yet been determined whose interests outweigh the interests of both parties, you have the right to demand that the processing of your personal data be restricted.

If you have restricted the processing of your personal data, these data - apart from their storage - may only be processed with your consent or for the assertion, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of an important public interest of the European Union or a Member State.

## **Processing of customer and contract data**

We collect, process and use personal data on the basis of article 6 paragraph 1 lit. b DSGVO, insofar as they are necessary for the establishment, content or modification of the legal relationship (inventory data). We collect, process and use personal data about the use of our Internet pages (usage data) on the same legal basis, insofar as this is necessary to enable the user to use the service or to invoice the user. The details result from the respective offers and contracts.

## **Data transmission upon conclusion of contract for services and digital contents**

We only transfer personal data to third parties if this is necessary within the framework of the contract, for example to the credit institution commissioned with the handling of payments.

A further transmission of the data does not take place or only if you have expressly agreed to the transmission. Your data will not be passed on to third parties without your express consent, for example for advertising purposes.

The basis for data processing is Art. 6 para. 1 lit. b DSGVO, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

## 4. Data Collection on this Website

### Cookies

Our Internet pages use so-called "cookies". Cookies are small text files and do not cause any damage to your end device. They are either stored temporarily for the duration of a session (session cookies) or permanently (permanent cookies) on your end device. Session cookies are automatically deleted at the end of your visit. Permanent cookies remain stored on your terminal device until you delete them yourself or until your web browser automatically resolves them.

In some cases, cookies from third-party companies may also be stored on your terminal device when you enter our site (third-party cookies). These enable us or you to use certain services of the third-party company (e.g. cookies for the processing of payment services).

Cookies have various functions. Many cookies are technically necessary, as certain website functions would not work without them (e.g. the shopping basket function or the display of videos). Other cookies are used to evaluate user behaviour or display advertising.

Cookies that are required for the electronic communication process or for the provision of certain functions you have requested (e.g. shopping basket function) are stored on the basis of Art. 6 Para. 1 lit. f DSGVO. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimised provision of his services. If a corresponding consent has been requested (e.g. consent to the storage of cookies), the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

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

Insofar as cookies are used by third-party companies or for analysis purposes, we will inform you separately within the scope of this data protection declaration and, if necessary, request your consent.

### 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 the server inquiry  
IP address

This data is not merged with other data sources.

These data are recorded on the basis of Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in the technically error-free presentation and optimisation of his website - for this purpose the server log files must be recorded.

### Contact form

If you send us enquiries via the contact form, your details from the enquiry form, including the contact data you provide there, will be stored by us for the purpose of processing the enquiry and in the event of follow-up questions. We will not pass on this data without your consent.

This data is processed on the basis of Art. 6 para. 1 lit. b DSGVO, insofar as your enquiry is connected with the fulfilment of a contract or is necessary for the implementation of pre-contractual measures. In all other cases the processing is based on our legitimate interest in the effective processing of the inquiries addressed to us (Art. 6 para. 1 lit. f DSGVO) or on your consent (Art. 6 para. 1 lit. a DSGVO), provided that this has been requested.

The data entered by you in the contact form will remain with us until you request us to delete it, revoke your consent to its storage or the purpose for which it was stored ceases to apply (e.g. after your enquiry has been processed). Mandatory legal provisions - in particular retention periods - remain unaffected.

## 5. Plugins and Tools

### Google Maps (with consent)

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

To ensure the privacy of this website, Google Maps is disabled when you first enter this website. A direct connection to Google's servers is only established when you activate Google Maps yourself (consent pursuant to Art. 6 para. 1 lit. a DSGVO). This prevents your data from being transmitted to Google the very first time you enter the site.

After activation, Google Maps will save your IP address. This is then usually transferred to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer after Google Maps has been activated.

You can find more information on the handling of user data in the Google privacy policy:

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

## WordPress.com-Stats

Diese Website verwendet WordPress.com-Stats, eine Webanalysesoftware, die von Automattic Inc., 60 29th Street #343, San Francisco, CA 94110-4929, USA, unter Einsatz der Trackingtechnologie von Quantcast Inc., 201 3rd St, Floor 2, San Francisco, CA 94103-3153, USA und comScore Inc., 11950 Democracy Drive, Suite 600 Reston, VA 20190, USA, bereitgestellt wird.

WordPress.com-Stats verwendet "Cookies", d.h. Textdateien, die auf Ihrem Computer platziert werden, um die Website bei der Analyse der Nutzung der Website durch die Benutzer zu unterstützen. Die durch den Cookie erzeugten Informationen über Ihre Nutzung der Website (einschließlich Ihrer vor der Speicherung anonymisierten IP-Adresse) werden auf dem Server in den USA gespeichert. Sie können die Verwendung von Cookies ablehnen, indem Sie die entsprechenden Einstellungen Ihres Browsers wählen. Bitte beachten Sie jedoch, dass Sie in diesem Fall möglicherweise nicht die volle Funktionalität dieser Website nutzen können.

Sie können die Verfolgung durch Quantcast mit Wirkung für die Zukunft ablehnen, indem Sie ein Opt-Out-Cookie in Ihrem Browser setzen: <http://www.quantcast.com/opt-out>

Sie können die Verfolgung durch comScore mit Wirkung für die Zukunft ablehnen, indem Sie ein Opt-Out-Cookie in Ihrem Browser setzen: <http://www.scorecardresearch.com/OptOutTag.aspx>

Wenn Sie die Cookies Ihres Browsers löschen, müssen Sie diese Opt-Out-Cookies erneut setzen.

## Stripe

If you choose a payment method from the payment service provider Stripe, the payment will be processed via the payment service provider Stripe Payments Europe Ltd, 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland, to which we will pass on your information provided during the ordering process together with the information about your order (name, address, account number, bank code, possibly credit card number, invoice amount, currency and transaction number) in accordance with Art. 6 para. 1 lit. b DSGVO. Your data will be passed on exclusively for the purpose of payment processing with the payment service provider Stripe Payments Europe Ltd. and only to the extent necessary for this purpose. You can find more information about the data protection of Stripe under the URL <https://stripe.com/de/privacy#translation>.

## Paypal

If you pay via PayPal, credit card via PayPal, direct debit via PayPal or - if offered - "purchase on account" or "payment by instalments" via PayPal, we will pass on your payment data to PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal"), within the scope of the payment processing. The data will be passed on in accordance with Art. 6 para. 1 lit. b DSGVO and only to the extent necessary for the processing of payments.

PayPal reserves the right to carry out a credit check for the payment methods credit card via PayPal, direct debit via PayPal or - if offered - "purchase on account" or "payment by instalments" via PayPal. For this purpose, your payment data may be passed on to credit agencies pursuant to Art. 6 para. 1 lit. f DSGVO on the basis of PayPal's legitimate interest in determining your solvency. PayPal uses the result of the credit assessment with regard to the statistical probability of non-payment for the purpose of deciding on the provision of the respective payment method. The credit report may contain probability values (so-called score values). If score values are included in the result of the credit report, they are based on a scientifically recognized mathematical-statistical procedure. The calculation of score values includes, but is not limited to, address data. For further information on data protection law, including information on the credit agencies used, please refer to PayPal's data protection declaration:

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

You can object to this processing of your data at any time by sending a message to PayPal. However, PayPal may still be entitled to process your personal data if this is necessary to process your payment in accordance with the contract.

Source: <https://www.e-recht24.de/muster-datenschutzerklaerung.html>