

Privacy policy

The protection and security of your personal data is very important to us.

You can use our website without providing any personal data. If a data subject wishes to make use of our company's services via our website, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we always obtain the consent of the data subject.

The processing of personal data (e.g. name, address, e-mail address or telephone number of a data subject) is always carried out in accordance with the General Data Protection Regulation (GDPR) and in accordance with the country-specific data protection regulations applicable to us.

With the following privacy policy, we would like to inform the public about the type, scope and purpose of the personal data we collect, use and process. This privacy policy also informs data subjects about the rights to which they are entitled.

As the controller, we have implemented numerous technical and organisational measures to ensure that the personal data processed via our website is protected as completely as possible. However, data transmissions over the Internet can always contain security gaps. Therefore, 100% protection cannot be guaranteed. For this reason, any data subject can of course also send us personal data by telephone or post, for example.

1. definitions

This data protection declaration is based on the terms used by the European legislator for the adoption of the GDPR (Article 4 GDPR). This privacy policy should be both easy to read and easy to understand for everyone. To ensure this, we would first like to explain the terms used. These are some of the terms used in this privacy policy

"personal data"

Any information relating to an identified or identifiable natural person (hereinafter "data subject"). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

"data subject"

Any identified or identifiable natural person whose personal data is processed by the controller.

"processing"

Any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

"Restriction of processing"

The marking of stored personal data with the aim of restricting its future processing.

"Profiling"

Any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

"Controller"

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

"Recipient"

A natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular enquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

"Third party"

A natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

"Consent"

any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

2) Information on the collection of personal data and contact details of the controller

2.1 We are pleased that you are visiting our website and thank you for your interest. In the following, we will inform you about how we handle your personal data when you use our website. Personal data is all data with which you can be personally identified.

2.2 The controller in charge of data processing on this website, within the meaning of the General Data Protection Regulation (GDPR), is Masalo NL, Sandra Hermaonwski, Schönecker Weg 3, 12555 Berlin, Deutschland, Tel.: 04131 777 18 52, E-Mail: shop@masalo.eu. The controller of personal data is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data.

2.3 This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g. orders or enquiries to the controller). You can recognise an encrypted connection by the character string "https://" and the lock symbol in your browser line.

3) Data collection when visiting our website

When you use our website for information purposes only, i.e. if you do not register or otherwise provide us with information, we only collect the data that your browser transmits to our server

(so-called "server log files"). When you visit our website, we collect the following data, which is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the time of access
- Amount of data sent in bytes
- Source/reference from which you reached the page
- Browser used
- Operating system used
- IP address used in anonymised form

The processing is carried out in accordance with Art. 6 para. 1 lit. f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data is not passed on or used in any other way. However, we reserve the right to subsequently check the server log files if there are concrete indications of unlawful use.

4) Cookies

We use cookies, i.e. small text files that are stored on your end device, to make visiting our website attractive and to enable the use of certain functions. Some of these cookies are automatically deleted after you close your browser (so-called "session cookies"), while others remain on your device for longer and allow you to save page settings (so-called "persistent cookies"). In the latter case, you can find the storage period in the cookie settings overview of your web browser.

If personal data is also processed by individual cookies used by us, the processing is carried out in accordance with Art. 6 para. 1 lit. b GDPR either for the execution of the contract, in accordance with Art. 6 para. 1 lit. a GDPR in the case of consent given or in accordance with Art. 6 para. 1 lit. f GDPR to safeguard our legitimate interests in the best possible functionality of the website and a customer-friendly and effective design of the page visit.

You can set your browser so that you are informed about the setting of cookies and can decide individually whether to accept them or to exclude the acceptance of cookies for certain cases or in general.

Please note that if you do not accept cookies, the functionality of our website may be restricted.

5) Making contact

When you contact us (e.g. via contact form or email), personal data is processed exclusively for the purpose of processing and responding to your enquiry and only to the extent necessary for this purpose. The legal basis for the processing of this data is our legitimate interest in responding to your request in accordance with Art. 6 para. 1 lit. f GDPR. If your contact is aimed at a contract, the additional legal basis for the processing is Art. 6 para. 1 lit. b GDPR. Your data will be deleted if it can be inferred from the circumstances that the matter in question has been conclusively clarified and provided that there are no statutory retention obligations to the contrary.

6) Data processing when opening a customer account

In accordance with Art. 6 para. 1 lit. b GDPR, personal data will continue to be collected and processed to the extent necessary if you provide it to us when opening a customer account. The data required to open an account can be found in the input mask of the corresponding form on our website. Your customer account can be cancelled at any time by sending a message to the above address of the controller. After deletion of your customer account, your data will be deleted, provided that all contracts concluded through it have been fully processed, there are no legal retention periods to the contrary and we have no legitimate interest in further storage.

7 Collection and storage of personal data and the nature and purpose of its use

7.1 ... for orders placed via our website

You can either place orders via our website as a guest without registering or register in our shop as a customer for future orders. The advantage of registering is that you can log in to our shop directly with your e-mail address and password in the event of a future order without having to enter your contact details again.

Your personal data will be entered into an input mask and transmitted to us and stored. If you place an order via our website, we initially collect the following data both in the case of a guest order and in the case of registration in the shop:

- Title, first name, surname,
- a valid e-mail address,
- address,
- telephone number (landline and/or mobile)

This data is collected

- to be able to identify you as our customer
- to be able to process, fulfil and process your order
- for correspondence with you
- for invoicing purposes
- to process any existing liability claims and to assert any claims against you
- to ensure the technical administration of our website
- to manage our customer data

As part of the ordering process, we will obtain your consent to process this data.

The data processing takes place in response to your order and/or registration and is required in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR for the purposes mentioned for the appropriate processing of your order and for the mutual fulfilment of obligations arising from the purchase contract.

The personal data collected by us for the processing of your order will be stored until the expiry of the statutory retention obligation and then deleted, unless we are obliged to store it for a longer period of time in accordance with Art. 6 para. 1 sentence 1 lit. c GDPR due to tax and commercial law storage and documentation obligations (from HGB, StGB or AO) or you have consented to further storage in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR.

7.2 ...for orders by telephone or email

You can also order from us by telephone or email.

As part of the ordering process, we first collect the following data

- Title, first name, surname,
- valid e-mail address, if applicable,
- address,
- telephone number (landline and/or mobile)

This data is collected

- to be able to identify you as our customer
- to be able to process, fulfil and process your order
- for correspondence with you
- for invoicing purposes
- to process any existing liability claims and to assert any claims against you
- to manage our customer data

As part of the ordering process, we will obtain your consent to process this data.

The data processing takes place in response to your order and is required in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR for the purposes mentioned for the appropriate processing of your order and for the mutual fulfilment of obligations arising from the purchase contract.

The personal data collected by us for the processing of your order will be manually entered and stored in our shop database.

The personal data collected by us for the processing of your order will be stored until the expiry of the statutory retention obligation and then deleted, unless we are obliged to store it for a longer period of time in accordance with Article 6 para. 1 sentence 1 lit. c GDPR due to tax and commercial law storage and documentation obligations (from HGB, StGB or AO) or you have consented to further storage in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR.

7.3 ...When using our "Experience reports" form

We offer you the opportunity to share your experiences with our products with other visitors to our website using "testimonials". To do this, you can submit a star rating with us using a form provided on our website and leave a personal experience report. You will need to provide a valid e-mail address and your name (which can be shortened) so that we know who the review is from and can assign it to a customer and thus verify the authenticity of the review.

Your e-mail address will not be published. You are free to decide whether you wish to enter this data in the form and when entering your testimonial.

Data processing for the purpose of publishing an experience report with us is carried out in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR on the basis of your voluntarily given consent.

The personal data collected by us for the use of the input form will be stored until the expiry of the statutory retention obligation and then deleted, unless we are obliged to store it for a longer period of time in accordance with Art. 6 para. 1 sentence 1 lit. c GDPR due to tax and commercial law storage and documentation obligations (from HGB, StGB or AO) or you have consented to further storage in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR.

8) Use of customer data for direct advertising

8.1 Registration for our email newsletter

If you register for our e-mail newsletter, we will send you regular information about our offers. The only mandatory information for sending the newsletter is your e-mail address. The provision of further data is voluntary and is used to address you personally. We use the so-called double opt-in procedure for sending newsletters, which ensures that you only receive newsletters if you have expressly confirmed your consent to receive the newsletter by clicking on a verification link sent to the email address provided

By activating the confirmation link, you give us your consent to use your personal data in accordance with Art. 6 para. 1 lit. a GDPR. We store your IP address entered by the Internet service provider (ISP) as well as the date and time of registration in order to be able to trace any possible misuse of your e-mail address at a later date. The data we collect when you register for the newsletter is used strictly for the intended purpose. You can unsubscribe from the newsletter at any time using the link provided in the newsletter or by sending a corresponding message to the controller named at the beginning. Once you have cancelled your subscription, your e-mail address will be deleted from our newsletter mailing list immediately, unless you have expressly consented to further use of your data or we reserve the right to use your data for other purposes that are permitted by law and about which we inform you in this declaration.

8.2 Sending the e-mail newsletter to existing customers

If you have provided us with your e-mail address when purchasing goods or services, we reserve the right to regularly send you offers for similar goods or services to those already purchased from our range by e-mail. In accordance with Section 7 (3) UWG, we do not need to obtain separate consent from you for this. In this respect, data processing is carried out solely on the basis of our legitimate interest in personalised direct advertising in accordance with Art. 6 para. 1 lit. f GDPR. If you have initially objected to the use of your email address for this purpose, we will not send you any emails. You are entitled to object to the use of your email address for the aforementioned advertising purpose at any time with effect for the future by sending a message to the controller named at the beginning. You will only incur transmission costs for this in accordance with the basic rates. Upon receipt of your objection, the use of your e-mail address for advertising purposes will be discontinued immediately.

8.3 - Newsletter dispatch via rapidmail

Our email newsletters are sent via the technical service provider rapidmail GmbH, Augustinerplatz 2, 79098 Freiburg ("rapidmail"), to whom we pass on the data you provided when registering for the newsletter. This transfer takes place in accordance with Art. 6 para. 1 lit. f GDPR and serves our legitimate interest in using an effective, secure and user-friendly newsletter system. The data you enter for the purpose of subscribing to the newsletter (e.g. email address) is stored on rapidmail's servers in Germany.

rapidmail uses this information to send and statistically analyse the newsletter on our behalf. For evaluation purposes, the emails sent contain so-called web beacons or tracking pixels,

which are one-pixel image files stored on our website. This allows us to determine whether a newsletter message has been opened and which links have been clicked on. Conversion tracking can also be used to analyse whether a predefined action (e.g. purchase of a product on our website) has taken place after clicking on the link in the newsletter. Technical information is also collected (e.g. time of access, IP address, browser type and operating system). The data is collected exclusively in pseudonymised form and is not linked to your other personal data; direct personal identification is excluded. This data is used exclusively for the statistical analysis of newsletter campaigns. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients.

If you wish to object to the data analysis for statistical evaluation purposes, you must unsubscribe from the newsletter.

We have concluded an order processing contract with rapidmail in which we oblige rapidmail to protect our customers' data and not to pass it on to third parties.

You can find further information on rapidmail's data protection in rapidmail's privacy policy: <https://www.rapidmail.de/datenschutz>

9) Data processing for order processing

9.1 Transfer of personal data to shipping service providers

If necessary for contract processing for delivery and payment purposes, the personal data collected by us will be passed on to the commissioned transport company and the commissioned credit institution in accordance with Art. 6 para. 1 lit. b GDPR.

If we owe you updates for goods with digital elements or for digital products on the basis of a corresponding contract, we process the contact data (name, address, email address) provided by you when ordering in order to inform you personally by suitable means of communication (e.g. by post or email) about upcoming updates within the legally prescribed period as part of our statutory information obligations in accordance with Art. 6 para. 1 lit. c GDPR. Your contact details will be used strictly for the purpose of notifying you of updates owed by us and will only be processed by us for this purpose to the extent necessary for the respective information.

To process your order, we also work together with the following service provider(s), who support us in whole or in part in the fulfilment of concluded contracts. Certain personal data is transmitted to these service providers in accordance with the following information.

- DHL

If the goods are delivered by the transport service provider DHL (Deutsche Post AG, Charles-de-Gaulle-Straße 20, 53113 Bonn), we will pass on an encrypted e-mail address (not the one you provided during the ordering process) to DHL in accordance with Art. 6 para. 1 lit. a GDPR prior to delivery of the goods for the purpose of coordinating a delivery date or for delivery notification. Otherwise, we will only pass on the name of the recipient and the delivery address to DHL for the purpose of delivery in accordance with Art. 6 para. 1 lit. b GDPR. The information will only be passed on if this is necessary for the delivery of the goods. In this case, prior coordination of the delivery date with DHL or notification of delivery is not possible. Consent can be withdrawn at any time with effect for the future from the controller named above or from the transport service provider DHL.

9.2 Use of special service providers for order processing and fulfilment

Orders are processed by the shipping service provider "emoose" (emoose GmbH, In den Hallen 9-13, 66115 Saarbrücken).

Name, address and any other personal data will be passed on to emoose in accordance with Art. 6 para. 1 lit. b GDPR exclusively for processing the online order. Your data will only be passed on if this is actually necessary for processing the order. Details on data protection at emoose and emoose's privacy policy can be viewed on the emoose website at "emoose.de".

9.3 Use of payment service providers (payment services)

- Klarna

If a Klarna payment service is selected, the payment is processed via Klarna Bank AB (publ), <https://www.klarna.com/de/>, Sveavägen 46, 111 34 Stockholm, Sweden (hereinafter "Klarna"). In order to enable payment processing, your personal data (first and last name, street, house number, postcode, city, gender, email address, telephone number and IP address, possibly also your date of birth and bank details) as well as data related to the order (e.g. invoice amount, item, delivery method) will be passed on to Klarna for the purpose of identity and credit checks, provided that you have expressly consented to this in accordance with Art. 6 para. 1 lit. a GDPR during the ordering process. You can see which credit agencies your data may be forwarded to here:

https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_de/credit_rating_agencies

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 recognised mathematical-statistical procedure. The calculation of the score values includes, but is not limited to, address data. Klarna uses the information obtained on the statistical probability of a payment default to make a balanced decision on the establishment, execution or termination of the contractual relationship.

You can revoke your consent at any time by sending a message to the data controller or to Klarna. However, Klarna may still be authorised to process your personal data if this is necessary to process payments in accordance with the contract.

Your personal data will be processed in accordance with the applicable data protection regulations and in accordance with the information in Klarna's privacy policy for data subjects based in Germany https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_de/privacy

or for data subjects based in Austria

https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_at/privacy

will be processed.

- PayPal

When paying via PayPal, credit card via PayPal, direct debit via PayPal or - if offered - "purchase on account" or "payment by instalments" via PayPal, we 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"), as part of the payment processing. The transfer takes place in accordance with Art. 6 para. 1 lit. b GDPR and only insofar as this is necessary for payment processing.

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 in accordance with Art. 6 para. 1 lit. f GDPR on the basis of PayPal's legitimate interest in determining your solvency. PayPal uses the result of the credit check 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 recognised mathematical-statistical procedure. The calculation of the score values includes, but is not limited to, address data. Further data protection information, including information on the credit agencies used, can be found in PayPal's privacy policy: <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 authorised to process your personal data if this is necessary for contractual payment processing.

- SOFORT

If you select the "SOFORT" payment method, payment will be processed via the payment service provider SOFORT GmbH, Theresienhöhe 12, 80339 Munich, Germany (hereinafter "SOFORT"), to whom we will pass on the information you provided during the ordering process together with the information about your order in accordance with Art. 6 para. 1 lit. b GDPR. Sofort GmbH is part of the Klarna Group (Klarna Bank AB (publ), Sveavägen 46, 11134 Stockholm, Sweden). Your data will only be passed on for the purpose of payment processing with the payment service provider SOFORT and only to the extent that it is necessary for this purpose. You can obtain further information about SOFORT's data protection provisions at the following Internet address: <https://www.klarna.com/sofort/datenschutz>.

10) Online marketing

Facebook Pixel for the creation of Custom Audiences (with Cookie Consent Tool)

The so-called "Facebook pixel" of the social network Facebook, which is operated by Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland ("Facebook"), is used within our online offering.

If a user clicks on an advert placed by us that is displayed on Facebook, an addition is added to the URL of our linked page by Facebook Pixel. If our site allows data to be shared with Facebook via pixels, this URL parameter is written to the user's browser via a cookie, which our linked site sets itself. This cookie is then read by Facebook Pixel and enables the data to be forwarded to Facebook.

With the help of the Facebook pixel, Facebook is able to determine the visitors of our online offer as a target group for the display of adverts (so-called "Facebook ads"). Accordingly, we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our online offering or who have certain characteristics (e.g. interests in certain topics or products determined on the basis of the websites visited), which we transmit to Facebook (so-called "custom audiences"). With the help of the Facebook pixel, we also want to ensure that our Facebook ads correspond to the potential interest of users and are not annoying. This also allows us to analyse the effectiveness of Facebook ads for statistical and market research purposes by tracking whether users were redirected to our website after clicking on a Facebook ad (so-called "conversion").

The data collected is anonymous to us, so it does not allow us to draw any conclusions about the identity of users. However, the data is stored and processed by Facebook so that a

connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes in accordance with the Facebook Data Usage Policy (<https://www.facebook.com/about/privacy/>). The data can enable Facebook and its partners to place adverts on and off Facebook.

The data processing associated with the use of the Facebook pixel is only carried out with your express consent in accordance with Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the "cookie consent tool" provided on the website.

11) Web analysis services

Google Analytics 4

This website uses Google Analytics 4, a service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), which can be used to analyse the use of websites.

When using Google Analytics 4, so-called "cookies" are used as standard. Cookies are text files that are stored on your end device and enable your use of a website to be analysed. The information collected by cookies about your use of the website (including the IP address transmitted by your device, shortened by the last digits, see below) is usually transmitted to a Google server, where it is stored and processed. This may also result in information being transmitted to the servers of Google LLC based in the USA and further processing of the information there.

When using Google Analytics 4, the IP address transmitted by your end device when you use the website is always collected and processed in anonymised form by default and automatically, so that the information collected cannot be directly linked to a person. This automatic anonymisation takes place by Google truncating the IP address transmitted by your device within member states of the European Union (EU) or other signatory states to the Agreement on the European Economic Area (EEA).

Google uses this and other information on our behalf to evaluate your use of the website, to compile reports on your website activities and usage behaviour and to provide us with other services relating to your use of the website and the Internet. The abbreviated IP address transmitted by your device as part of Google Analytics 4 will not be merged with other Google data. The data collected as part of the use of Google Analytics 4 is stored for 2 months and then deleted.

Google Analytics 4 also enables the creation of statistics with statements about the age, gender and interests of website users on the basis of an evaluation of interest-based advertising and with the use of third-party information via a special function, the so-called "demographic characteristics". This makes it possible to determine and differentiate between user groups of the website for the purpose of target group-optimised marketing measures. However, data collected via the "demographic characteristics" cannot be assigned to a specific person and therefore not to you personally. This data collected via the "demographic characteristics" function is stored for two months and then deleted.

All processing described above, in particular the setting of Google Analytics cookies for the storage and reading of information on the end device used by you for the use of the website, will only take place if you have given us your express consent to do so in accordance with Art. 6 para. 1 lit. a GDPR. Without your consent, Google Analytics 4 will not be used during your use of the

website. You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service using the "cookie consent tool" provided on the website.

We have concluded a so-called order processing contract with Google for our use of Google Analytics 4, which obliges Google to protect the data of our website users and not to pass it on to third parties.

To ensure compliance with the European level of data protection, including in the event of any transfer of data from the EU or the EEA to the USA and possible further processing there, Google relies on the so-called standard contractual clauses of the European Commission, which we have contractually agreed with Google.

Further legal information on Google Analytics 4, including a copy of the aforementioned standard contractual clauses, can be found at <https://policies.google.com/privacy?hl=de&gl=de> and at <https://policies.google.com/technologies/partner-sites>

12) Retargeting/remarketing/recommendation advertising

Google Ads Remarketing

Our website uses the functions of Google Ads Remarketing, which we use to advertise this website in Google search results and on third-party websites. The provider is Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). For this purpose, Google sets a cookie in the browser of your end device, which automatically enables interest-based advertising by means of a pseudonymous cookie ID and on the basis of the pages you visit. Any further data processing will only take place if you have consented to Google linking your internet and app browsing history to your Google account and using information from your Google account to personalise ads that you view on the web. In this case, if you are logged in to Google while visiting our website, Google will use your data together with Google Analytics data to create and define target group lists for cross-device remarketing. For this purpose, Google temporarily links your personal data with Google Analytics data to create target groups. As part of the use of Google Ads Remarketing, personal data may also be transmitted to the servers of Google LLC. in the USA.

Details on the processing triggered by Google Ads Remarketing and how Google handles data from websites can be found here: <https://policies.google.com/technologies/partner-sites>

You can permanently object to the setting of cookies by Google Ads Remarketing by downloading and installing the browser plug-in from Google available at the following link

<https://support.google.com/ads/answer/7395996?>

Further information and the data protection provisions regarding advertising and Google can be found here:

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

All processing described above, in particular the setting of cookies for reading information on the end device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the "Cookie Consent Tool" provided on the website.

Microsoft Advertising

This website uses the "Microsoft Advertising" conversion tracking technology from Microsoft (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). Microsoft places a cookie on your computer if you have reached our website via a Microsoft advertising advert. Cookies are small text files that are stored on your end device. These cookies lose their validity after 180 days and are not used for personal identification. If the user visits certain pages of this website and the cookie has not yet expired, Microsoft and we can recognise that the user clicked on the ad and was redirected to this page (conversion page).

The information collected using the conversion cookie is used to create conversion statistics, i.e. to record how many users reach a conversion page after clicking on an advert. This tells us the total number of users who clicked on our advert and were redirected to a page with a conversion tracking tag. However, we do not receive any information with which users can be personally identified.

All processing described above, in particular the setting of cookies for reading information on the end device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 para. 1 lit. a GDPR. Without this consent, Microsoft Advertising will not be used during your visit to our website.

You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the "cookie consent tool" provided on the website.

You can find more information about Microsoft's privacy policy at the following Internet address: <https://privacy.microsoft.com/de-de/privacystatement>

13) Site functionalities

13.1 Use of YouTube videos

This website uses the YouTube embedding function to display and play videos from the provider "YouTube", which belongs to Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google").

The extended data protection mode is used here, which, according to the provider, only initiates the storage of user information when the video(s) is/are played. If the playback of embedded YouTube videos is started, the provider "YouTube" uses cookies to collect information about user behaviour. According to information from "YouTube", these are used, among other things, to record video statistics, improve user-friendliness and prevent abusive behaviour. If you are logged in to Google, your data will be assigned directly to your account when you click on a video. If you do not wish your data to be associated with your YouTube profile, you must log out before activating the button. You have the right to object to the creation of these user profiles, whereby you must contact YouTube to exercise this right. When using YouTube, personal data may also be transmitted to the servers of Google LLC. in the USA.

Regardless of whether the embedded videos are played, a connection to the Google network is established each time this website is accessed, which may trigger further data processing operations without our influence.

All processing described above, in particular the reading of information on the end device used via the tracking pixel, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 para. 1 lit. a GDPR. Without this consent, YouTube videos will not be used during your visit to our website.

You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the "cookie consent tool" provided on the website via alternative options communicated to you on the website.

Further information on data protection at "Youtube" can be found in the Youtube terms of use at <https://www.youtube.com/static?template=terms> and in Google's privacy policy at <https://www.google.de/intl/de/policies/privacy>

13.2 Use of Vimeo videos

Plugins from the Vimeo video portal of Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA are integrated on our website. When you access a page on our website that contains such a plugin, your browser establishes a direct connection to the Vimeo servers. The content of the plugin is transmitted by Vimeo directly to your browser and integrated into the page. Through this integration, Vimeo receives the information that your browser has accessed the corresponding page of our website, even if you do not have a Vimeo account or are not currently logged in to Vimeo. This information (including your IP address) is transmitted directly from your browser to a Vimeo server in the USA and stored there.

If you are logged in to Vimeo, Vimeo can directly associate your visit to our website with your Vimeo account. If you interact with the plugins (e.g. by clicking the start button of a video), this information is also transmitted directly to a Vimeo server and stored there.

If you do not want Vimeo to assign the data collected via our website directly to your Vimeo account, you must log out of Vimeo before visiting our website.

The purpose and scope of the data collection and the further processing and use of the data by Vimeo as well as your rights in this regard and setting options to protect your privacy can be found in Vimeo's data protection information: <https://vimeo.com/privacy>

The Google Analytics tracking tool from Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland, is automatically integrated into videos from Vimeo that are embedded on our website. This is Vimeo's own tracking, to which we have no access and which cannot be influenced by our site. Google Analytics uses so-called "cookies" for tracking purposes. These are text files that are stored on your computer and enable your use of the website to be analysed. The information generated by the cookie about your use of this website is usually transmitted to a Google server and stored there; this may also involve transmission to the servers of Google LLC. in the USA.

All processing described above, in particular the reading of information on the end device used via the tracking pixel, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 para. 1 lit. a GDPR. Without this consent, Vimeo videos will not be used during your visit to our website.

You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the "cookie consent tool" provided on the website via alternative options communicated to you on the website.

13.3 - Google Web Fonts

This website uses so-called web fonts provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google") for the standardised 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 are using must connect to Google's servers. This may also result in the transmission of personal data to the servers of Google LLC. in the USA. In this way, Google becomes aware that our website has been accessed via your IP address. The processing of personal data in the course of establishing a connection with the provider of the fonts is only carried out if you have given us your express consent to do so in accordance with Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the "cookie consent tool" provided on the website. If your browser does not support web fonts, a standard font will be used by your computer.

Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://www.google.com/policies/privacy/>

13.4 Google reCAPTCHA

On this website, we use the reCAPTCHA function of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). This function is primarily used to differentiate whether an entry is made by a natural person or abusively by machine and automated processing. The service includes the sending of the IP address and any other data required by Google for the reCAPTCHA service to Google and is carried out in accordance with Art. 6 para. 1 lit. f GDPR on the basis of our legitimate interest in determining individual responsibility on the Internet and avoiding misuse and spam. As part of the use of Google reCAPTCHA, personal data may also be transmitted to the servers of Google LLC. in the USA.

Further information on Google reCAPTCHA and Google's privacy policy can be found at: <https://www.google.com/intl/de/policies/privacy/>

Insofar as legally required, we have obtained your consent to the processing of your data as described above in accordance with Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time with effect for the future. To exercise your right of revocation, please follow the option described above for making an objection.

For the transfer of data from the EU to the USA, Google relies on so-called standard data protection clauses of the European Commission, which are intended to ensure compliance with the European level of data protection in the USA.

14) Rights of the data subject

The applicable data protection law grants you the following data subject rights (information and intervention rights) vis-à-vis the controller with regard to the processing of your personal data, whereby reference is made to the stated legal basis for the respective exercise requirements:

- Right of access pursuant to Art. 15 GDPR;
- Right to rectification pursuant to Art. 16 GDPR;
- Right to erasure pursuant to Art. 17 GDPR;
- Right to restriction of processing pursuant to Art. 18 GDPR;
- Right to information pursuant to Art. 19 GDPR;
- Right to data portability pursuant to Art. 20 GDPR;
- Right to withdraw consent granted pursuant to Art. 7 para. 3 GDPR;

- Right to lodge a complaint pursuant to Art. 77 GDPR.

15) Right to object

If we process your personal data as part of a balancing of interests on the basis of our overriding legitimate interest, you have the right to object to this processing at any time with effect for the future on grounds relating to your particular situation.

If you exercise your right to object, we will stop processing the data concerned. However, we reserve the right to continue processing if we can demonstrate compelling legitimate grounds for the processing which override your interests, fundamental rights and freedoms, or if the processing serves the establishment, exercise or defence of legal claims.

If your personal data is processed by us 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. You can exercise your objection as described above.

If you exercise your right to object, we will stop processing the data concerned for direct marketing purposes.

16) Duration of storage of personal data

The duration of the storage of personal data is determined by the respective legal basis, the purpose of processing and - if applicable - additionally by the respective statutory retention period (e.g. retention periods under commercial and tax law).

When processing personal data on the basis of express consent in accordance with Art. 6 para. 1 lit. a GDPR, this data is stored until the data subject withdraws their consent.

If there are statutory retention periods for data that is processed within the scope of legal or similar obligations on the basis of Art. 6 para. 1 lit. b GDPR, this data will be routinely deleted after the retention periods have expired, provided that it is no longer required for contract fulfilment or contract initiation and/or we no longer have a legitimate interest in further storage.

When processing personal data on the basis of Art. 6 para. 1 lit. f GDPR, this data is stored until the data subject exercises their right to object in accordance with Art. 21 para. 1 GDPR, unless we can demonstrate compelling legitimate grounds for the processing that outweigh the interests, rights and freedoms of the data subject, or the processing serves the assertion, exercise or defence of legal claims.

When processing personal data for the purpose of direct marketing on the basis of Art. 6 para. 1 lit. f GDPR, this data is stored until the data subject exercises their right to object in accordance with Art. 21 para. 2 GDPR.

Unless otherwise stated in the other information in this declaration on specific processing situations, stored personal data will be deleted when it is no longer necessary for the purposes for which it was collected or otherwise processed.

17) Data security

We use the widespread SSL (Secure Socket Layer) method in conjunction with the highest level of encryption supported by your browser when you visit our website. As a rule, this is 256-bit encryption. If your browser does not support 256-bit encryption, we use 128-bit v3 technology instead. You can recognise whether an individual page of our website is transmitted in encrypted

form by the closed display of the key or lock symbol in the lower status bar of your browser or in the browser line at the top.

We also use suitable technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

18) Up-to-dateness and amendment of this privacy policy

This privacy policy is currently valid and was last updated in December 2022.

It may become necessary to amend this privacy policy as a result of the further development of our website and services or due to changes in legal or official requirements. The current privacy policy can be accessed and printed out at any time on our website under the following link:

Click here!

Exclusion of liability & disclaimer

1) Content of the online offer

All content available on the website has been carefully checked. Nevertheless, no absolute warranty or guarantee can be given for the correctness, completeness or topicality of the information or for trouble-free access.

We are also not liable for damages in connection with this content or the use of this content. Links to external sites do not fall within our area of responsibility and are not the subject of legal liability. We hereby expressly distance ourselves from the content of all linked pages on this homepage and do not adopt their content as our own. The use of the Internet is at the user's own risk. We request immediate notification of any offences against applicable law, custom or morality. The link will then be deleted immediately.

2) References and links

We would like to point out that any links on the website may lead to external providers. The respective authors are responsible for the content of these pages.

In the case of direct or indirect references to external websites ("hyperlinks") that lie outside our area of responsibility, a liability obligation would only come into force if we were aware of the content and it would be technically possible and reasonable for us to prevent use in the event of illegal content.

We hereby expressly declare that no illegal content was recognisable on the linked pages at the time the links were created. We have no influence whatsoever on the current and future design, content or authorship of the linked pages. We therefore hereby expressly distance ourselves from all content of all linked pages that were changed after the link was created. This statement applies to all links and references set within our own Internet offer as well as to external entries in guest books, discussion forums, link directories, mailing lists and all other forms of databases set up by us to whose content external write access is possible. Liability for illegal, incorrect or incomplete content and in particular for damages resulting from the use or non-use of such information lies solely with the provider of the page to which reference is made and not with the person who merely refers to the respective publication via links.

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