

## Data Protection

### Data Privacy Statement

We are pleased to see that you are interested in our website. The protection of your privacy is important to us. Below you will find detailed information about the way we use your data.

### Storage of access details in server log files

You can visit any pages on our website without sharing your personal details with us. We only save access details to so-called server log files, e.g. the name of the requested file, the date and time of the call, the data volume that is sent and the requesting ISP. These details are used entirely for the purpose of trouble-free site operation and to help us improve our offer. They do not allow us to draw conclusions about yourself as a person.

### Collection and use of data for contractual fulfilment and when opening a customer account

We collect personal details if you voluntarily share such details with us when placing an order, when contacting us (e.g. via a contact form or by email) or when opening a customer account. The details which are collected by us are specified on the relevant form you complete. The details you provide are used by us for the purpose of contractual fulfilment and for processing your requests. After the contract has been fully completed or your customer account has been deleted, your details are locked against further use and are deleted after the expiry of the statutory retention periods, specified by tax law and trade law, unless you have expressly consented to the further use of your details or unless we have reserved a right of further use to which we are legally entitled and about which you will find information below. You can delete your customer account at any time; can request this either by sending a message to the contact specified below or via the relevant function provided for this purpose in your customer account.

### Sharing details for the purpose of contractual fulfilment

To ensure contractual fulfilment, we will share your details with the shipping company instructed to ship the ordered items, but we shall only do so to the extent that this is required for shipment. To handle the relevant payment transactions, we share the required payment details with the credit institution instructed for payment and with any payment service provider instructed by us or with the payment service provider selected by you when you placed your order.

### Use of details when you register to receive our email newsletter

When you register to receive our newsletter, you share certain details with us separately which we require in order to send you our email newsletter at regular intervals. You can opt out of our newsletter at any time, and you can do so either by sending a message to the contact specified below or via the relevant link provided for this purpose in the newsletter.

### Use of details for postal advertising and your right of objection

We also reserve the right to store your first name, surname, postal address and – if we have received such additional details from you under our contractual relationship – your title, academic degree, year of birth and specification of your job, industry or business – in the form of summary lists which we may then use for our own promotional purposes, such as sending you attractive offers and details of our products by surface mail. You may object to the storage and use of your data for such purposes at any time by sending a message to the contact below.

### Credit check and scoring

If we provide products or services prior to payment – e.g. if you make a purchase on account – we reserve the right to protect our legitimate interests by obtaining identity and credit checks from companies specialising in such services (i.e. credit reference agencies). For credit checking purposes we send the required personal details to the following company/companies:

Bürgerel Wirtschaftsinformationen GmbH & Co.  
KG Gasstrasse 18  
22761 Hamburg, Germany

The credit check may include a score, calculated on the basis of scientifically recognised mathematical/statistical processes, including, among other things, your address details. Once we have received information about the statistical probability of default, we come to a balanced decision concerning the establishment, implementation and termination of the contract. Your legitimate interests will be taken into account in accordance with the relevant statutory provisions.

#### **Use of cookies**

To make visiting our website attractive and to allow the use of certain functions, we have placed so-called cookies on some of our web pages. These are small text files which are saved to your device. Some of the cookies we use are deleted again after the end of each browser session, i.e. after you close your browser (so-called session cookies). Other cookies remain on your device and enable us to recognise your browser next time you visit our website (persistent cookies). You can set your browser so that you are notified of the use of cookies and so that you can decide from case to case whether to accept them, whether to refuse them in specific instances or whether to refuse them in general. If you refuse to accept cookies, the functionality of our website may be limited.

#### **Use of tracker for web analytics**

On this website we use certain facilities provided by etracker GmbH ([www.etracker.com](http://www.etracker.com)) to collect and save data which then permits us to create usage profiles through the use of pseudonyms. The purpose of such usage profiles is to analyse visitor behaviour, so that we can improve our offer and be more demand-focused in the products and services we offer. We may wish to use cookies for this purpose. These are small text files which are saved locally to your device, so that you will be recognised next time you visit our website. The usage profile is pseudonymised and is therefore not matched up with the personal data of the individual behind the pseudonym unless we have received a person's express and separate consent. Should you wish to object to the collection and storage of your details, you can do so at any time and with immediate effect for the future by clicking the following link: "<http://www.etracker.de/privacy?et=jLs>".

As soon as you have expressed your objection, an opt-out cookie is saved to your device. If you clear the cookies on your device, you will need to click this link again.

#### **Email reminding you to submit a rating**

If you have given your express consent for this purpose, either during or after your order, by ticking the relevant checkbox or clicking a button for this purpose, we will use your email address to remind you to rate your order via the rating system used by us. You can withdraw your consent at any time by sending a message to the contact below.

#### **Contact and right of information**

You have the right to receive free information concerning the personal details we hold about you and, where applicable, concerning the correction, blocking or deletion of such details. Please contact our data protection officer if you have any questions about the way we collect, process or use your personal details, if you wish to obtain information, if you want us to correct, block or delete your details, if you wish to withdraw your consent to any specific use of your data or if you want to object to such use:

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