

Privacy policy

website working-dog.de

1. Privacy at a glance

General information

The following notes provide 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. Detailed information on the subject of data protection can be found in our data protection declaration listed under 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 their contact details in the section "Notice on the responsible body" in this data protection declaration.

How do we collect your data?

On the one hand, your data is collected when you communicate it to us. This can be z. B. be data that you enter in a contact form. Other data is collected automatically or with your consent by our IT systems when you visit the website. This is primarily technical data (e.g. internet browser, operating system or time of the page view). 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 analyze your user behavior.

What rights do you have regarding your data?

You have the right to receive information about the origin, recipient and purpose of your stored personal data free of charge at any time. You also have the right to request the correction or deletion of this data. If you have given your consent to data processing, you can revoke this consent at any time for the future. You also have the right, under certain circumstances, to request that the processing of your personal data be restricted.

You also have the right to lodge a complaint with the competent supervisory authority.

You can contact us at any time if you have any further questions on the subject of data protection.

Analysis tools and third-party tools

When you visit this website, your surfing behavior can be statistically evaluated. This is mainly done with so-called analysis programs.

Detailed information on these analysis programs can be found in the following data protection declaration.

2. Hosting and Content Delivery Networks (CDN)

Hetzner

We host our website at Hetzner. The provider is Hetzner Online GmbH, Industriestr. 25, 91710 Gunzenhausen (hereinafter: Hetzner).

Details can be found in Hetzner's data protection declaration: <https://www.hetzner.com/de/rechts/datenschutz>. Hetzner is used on the basis of Art. 6 Para. 1 lit. f

GDPR. We have a legitimate interest in our website being displayed as reliably as possible. If a corresponding consent was requested, the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

Amazon CloudFront CDN

we use the content delivery network Amazon CloudFront CDN. The provider is Amazon Web Services EMEA SARL, 38 avenue John F. Kennedy, L-1855, Luxembourg (hereinafter "Amazon").

Amazon CloudFront CDN is a globally distributed content delivery network. Technically, the information transfer between your browser and our website is routed via the content delivery network. This enables us to increase the global accessibility and performance of our website.

The use of Amazon CloudFront CDN is based on our legitimate interest in providing our website as error-free and secure as possible (Article 6 (1) (f) GDPR).

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://aws.amazon.com/de/blogs/security/aws-gdpr-data-processing-addendum/>.

3. General information and mandatory information

privacy

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

If you use this website, various personal data will be collected.

Personal data is data with which you can be personally identified. This data protection declaration explains what data we collect and what we use it for. It also explains how and for what purpose this happens.

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

Note on the responsible body

The responsible body for data processing on this website is:

Dögel GmbH
Geltestrasse 9
06184 Kabelsketal OT Dölbau

Telephone: +49-34602-9991-0

Email: info@dogel.de

The responsible body is the natural or legal person who, alone or together with others, decides on the purposes and means of processing personal data (e.g. names, e-mail addresses, etc.).

storage duration

Unless a specific storage period has been specified in this data protection declaration, your personal data will remain with us until the purpose for data processing no longer applies. If you assert a legitimate request for deletion or revoke your consent to data processing, your data will be deleted unless we have other legally permissible reasons for storing your personal data (e.g. tax or commercial law retention periods); in the latter case, the data will be deleted once these reasons have ceased to exist.

Data Protection Officer

We have appointed a data protection officer for our company.

Dr Andreas Melzer
Thüringer Straße 31
06112 Halle (Saale)

Phone: +4934513255380
E-mail: dsb@kelobit.de

[Note on data transfer to the USA and other third countries](#)

Among other things, we use tools from companies based in the USA or other third countries that are not secure under data protection law. When these tools are active, your personal data may be transferred to and processed in these third countries. We would like to point out that in these countries no level of data protection comparable to that of the EU can be guaranteed.

For example, US companies are obliged to release personal data to security authorities without you as the person concerned being able to take legal action against this. It can therefore not be ruled out that US authorities (e.g. secret services) will process, evaluate and permanently store your data on US servers for monitoring purposes. We have no influence on these processing activities.

[Revocation of your consent to data processing](#)

Many data processing operations are only possible with your express consent. You can revoke consent that you have already given at any time. The legality of the data processing that took place up until the revocation remains unaffected by the revocation.

[Right to object to data collection in special cases and to direct advertising \(Art. 21 GDPR\)](#)

IF THE DATA PROCESSING IS BASED ON ART. 6 ABS. 1 LIT. E OR F GDPR
DONE, YOU HAVE THE RIGHT AT ANY TIME FOR REASONS ARISING FROM YOUR PARTICULAR
SITUATION RESULTING AGAINST THE PROCESSING OF YOUR PERSONAL DATA
TO OBJECT; THIS ALSO APPLIES TO ANY SERVICE BASED ON THESE PROVISIONS
PROFILING. THE RESPECTIVE LEGAL BASIS ON WHICH A PROCESSING IS BASED,
PLEASE REFER TO THIS PRIVACY STATEMENT. IF YOU OBJECT,
WE WILL NO LONGER PROCESS YOUR CONCERNED PERSONAL DATA, IT
UNLESS WE CAN HAVE COMPELLING PROTECTIVE REASONS FOR PROCESSING
PROOF THAT OUTSTANDING YOUR INTERESTS, RIGHTS AND FREEDOMS OR THAT
PROCESSING IS FOR THE CLAIM, EXERCISE OR DEFENSE OF
LEGAL CLAIMS (OBJECTION ACCORDING TO ART. 21 (1) GDPR).
YOUR PERSONAL DATA WILL BE PROCESSED IN ORDER TO USE DIRECT ADVERTISING,
SO YOU HAVE THE RIGHT TO OBJECT TO THE PROCESSING AT ANY TIME
CONCERNING PERSONAL DATA FOR THE PURPOSE OF SUCH ADVERTISING
TO INSERT; THIS ALSO APPLIES TO PROFILING TO THE EXTENT RELATED TO SUCH DIRECT ADVERTISING
CONNECTED. IF YOU OBJECT, YOUR PERSONAL DATA WILL
SUBSEQUENTLY NOT USED FOR DIRECT ADVERTISING PURPOSES (OBJECTION
IN STYLE OF. 21 ABS. 2 GDPR).

Right of appeal to the competent supervisory authority

In the event of violations of the GDPR, those affected have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, your place of work or the place of the alleged infringement. The right to lodge a complaint is without prejudice to any other administrative or judicial remedy.

Right to data portability

You have the right to data that we hold on the basis of your consent or in performance of a contract process automatically, to have it handed over to itself or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another person responsible, this will only be done 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 SSL or TLS encryption is activated, the data that you transmit to us cannot be read by third parties.

Encrypted payment transactions on this website

If, after the conclusion of a fee-based contract, there is an obligation to send us your payment data (e.g. account number for direct debit authorization), this data is required for payment processing. Payment transactions using the usual means of payment (Visa/MasterCard, direct debit) are carried out exclusively via an encrypted SSL or TLS connection. 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. With encrypted communication, your payment 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 free information about your stored personal data, its origin and recipient and the purpose of the data processing and, if necessary, a right to correction or deletion of this data at any time. You can contact us at any time if you have any further questions on the subject of personal data.

Right to restriction of processing

You have the right to request the restriction of the processing of your personal data. You can contact us at any time for this. The right to restriction of processing exists in the following cases:

- If you dispute the accuracy of your personal data stored by us, we usually need time to check this. For the duration of the examination, you have the right to request that the processing of your personal data be restricted.
- If the processing of your personal data happened/is happening unlawfully, you can request the restriction of data processing instead of deletion.
- If we no longer need your personal data, but you need it to exercise, defend or assert legal claims, you have the right to request that the processing of your personal data be restricted instead of being deleted.
- If you have lodged an objection in accordance with Art. 21 (1) GDPR, your interests and ours must be weighed up. As long as it has not yet been determined whose interests prevail, 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, this data - apart from its storage - may only be used with your consent or to assert, exercise or defend legal claims or to protect

the rights of another natural or legal person or for reasons of important public interest of the European Union or a Member State are processed.

4. Data collection on this website

cookies

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

In some cases, cookies from third-party companies can also be stored on your end 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 processing payment services). Cookies have different functions. Numerous cookies are technically necessary because certain website functions would not work without them (e.g. the shopping cart function or the display of videos). Other cookies are used to evaluate user behavior or to display advertising.

Cookies that are required to carry out the electronic communication process (necessary cookies) or to provide certain functions you want (functional cookies, e.g. for the shopping cart function) or to optimize the website (e.g. cookies for measuring web audience). are, on the basis of Art. 6 Para. 1 lit. f GDPR, unless another legal basis is given. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimized provision of its services. If consent to the storage of cookies was requested, the relevant cookies are stored exclusively on the basis of this consent (Article 6 (1) (a) GDPR); the consent can be revoked at any time.

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

If cookies are used by third-party companies or for analysis purposes, we will inform you of this separately in this data protection declaration and, if necessary, ask for your consent.

Consent with Cookie Notice & Compliance

Our website uses the Cookie Notice & Compliance for GDPR consent technology to obtain your consent to the storage of certain cookies on your end device or to the use of certain technologies and to document this in accordance with data protection regulations.

Cookie Notice & Compliance for GDPR is installed locally on our servers, so there is no connection to third-party servers. Cookie Notice & Compliance for GDPR saves a cookie in your browser in order to be able to allocate the given consent or its revocation to you. The cookie remains active for 1 month. Otherwise, your data will be stored until you request us to delete it, delete the consent cookie yourself, or the purpose for storing the data no longer applies. Mandatory statutory retention requirements remain unaffected.

Cookie Notice & Compliance for GDPR is used to obtain the legally required consent for the use of cookies. The legal basis for this is Art. 6 Para. 1 lit. c GDPR.

contact form

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

This data is processed on the basis of Art. 6 Para. 1 lit. b GDPR if your request is related to the fulfillment of a contract or is necessary to carry out pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective processing of inquiries addressed to us (Art. 6 Para. 1 lit. f GDPR) or on your consent (Art. 6 Para. 1 lit. a GDPR) if this was queried.

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

[Inquiry by e-mail, telephone or fax](#)

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

This data is processed on the basis of Art. 6 Para. 1 lit. b GDPR if your request is related to the fulfillment of a contract or is necessary to carry out pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective processing of inquiries addressed to us (Art. 6 Para. 1 lit. f GDPR) or on your consent (Art. 6 Para. 1 lit. a GDPR) if this was queried.

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

[Registration on this site](#)

You can register on this website to use additional functions on the site. We use the data entered for this purpose only for the purpose of using the respective offer or service for which you have registered. The mandatory information requested during registration must be provided in full. Otherwise we will refuse the registration. For important changes, such as the scope of the offer or technically necessary changes, we use the e-mail address provided during registration to inform you in this way. The data entered during registration is processed for the purpose of implementing the user relationship established by registration and, if necessary, initiating further contracts (Article 6 (1) (b) GDPR). The data collected during registration will be stored by us as long as you are registered on this website and will then be deleted. Statutory retention periods remain unaffected.

[Registration with Facebook Connect](#)

Instead of registering directly on this website, you can register with Facebook Connect. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Facebook, however, the data collected is also transferred to the USA and other third countries.

If you decide to register with Facebook Connect and click on the "Login with Facebook" / "Connect with Facebook" button, you will be automatically redirected to the Facebook platform. There you can log in with your usage data. This will link your Facebook profile to this website or our services. This link gives us access to your data stored on Facebook. These are mainly:

- Facebook name
- Facebook profile and cover photo
- Facebook profile picture
- email address stored on Facebook
- Facebook ID
- Facebook friend lists
- Facebook Likes
- date of birth

- gender
- country
- language

This data is used to set up, provide and personalize your account.

Registration with Facebook Connect and the associated data processing operations are based on your consent (Article 6 (1) (a) GDPR). You can revoke this consent at any time with effect for the future.

Insofar as personal data is collected on our website and forwarded to Facebook using the tool described here, we and Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Article 26 GDPR). Joint responsibility is limited to collecting the data and passing it on to Facebook. The processing by Facebook after the forwarding is not part of the joint responsibility. Our joint obligations have been set out in a joint processing agreement. The wording of the agreement can be found at: https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for issuing data protection information when using the Facebook tool and for implementing the tool on our website in a secure manner in accordance with data protection law. Facebook is responsible for the data security of Facebook products. You can assert your rights (e.g. requests for information) regarding the data processed by Facebook directly on Facebook. If you assert the rights of data subjects with us, we are obliged to forward them to Facebook.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://www.facebook.com/legal/EU_data_transfer_addendum, <https://de-de.facebook.com/help/566994660333381> and <https://www.facebook.com/policy.php>.

For more information, see the Facebook Terms of Use and the Facebook Privacy Policy. You can find these at: <https://de-de.facebook.com/about/privacy/> and <https://de-de.facebook.com/legal/terms/>.

[comment function on this website](#)

For the comment function on this page, in addition to your comment, information about the time the comment was created, your e-mail address and, if you are not posting anonymously, the user name you have chosen will be stored.

Storage of the IP address

Our comment function saves the IP addresses of the users who write comments. Since we do not check comments on this website before they are activated, we need this data in order to be able to take action against the author in the event of legal violations such as insults or propaganda.

Subscribe to comments

As a user of the site, you can subscribe to comments after registering. You will receive a confirmation email to verify that you are the owner of the email address provided. You can unsubscribe from this function at any time via a link in the info mails. In this case, the data entered when subscribing to comments will be deleted; if you have transmitted this data to us for other purposes and elsewhere (e.g. newsletter subscription), this data will remain with us.

Storage duration of the comments

The comments and the associated data are stored and remain on this website until the commented content has been completely deleted or the comments must be deleted for legal reasons (e.g. offensive comments).

legal basis

The comments are stored on the basis of your consent (Article 6 (1) (a) GDPR). You can revoke any consent you have given at any time. An informal message by e-mail to us is sufficient. The legality of the data processing operations that have already taken place remains unaffected by the revocation

5. Processing and publication of data on other websites

Data from your profile can be processed and published on the websites <https://www.caniva.de> and <https://www.vereinshunde.de>. We, Dögel GmbH, are the providers of these websites.

The processing and publication on these websites is based on the consent of the users concerned (Art. 6 Para. 1 lit. a GDPR). The consent can be revoked at any time in the profile settings. With this processing and publication, we also fulfill our contractual obligations from the service agreement with the users concerned (Article 6 (1) (b) GDPR). In addition, with the processing and publication, we are pursuing our legitimate interest in providing the functions and facilitating the use of Caniva and club dogs for Working Dog members (Art. 6 Para. 1 lit. f GDPR).

For more information about privacy at Caniva, visit <https://www.caniva.com/privacyPolicy>.

You can find more information on data protection for club dogs at <https://www.vereinshunde.de/kontakt/impressum/>.

6. Social media

Facebook plugins (Like & Share button)

Plugins from the social network Facebook are integrated on this website. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Facebook, however, the data collected is also transferred to the USA and other third countries.

You can recognize the Facebook plugins by the Facebook logo or the "Like button" ("Like") on this website. You can find an overview of the Facebook plugins here: https://developers.facebook.com/docs/plugins/?locale=de_DE.

When you visit this website, a direct connection is established between your browser and the Facebook server via the plugin. Facebook receives the information that you have visited this website with your IP address. If you click the Facebook "Like" button while you are logged into your Facebook account, you can link the content of this website to your Facebook profile. This allows Facebook to associate your visit to this website with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the data transmitted or how it is used by Facebook. You can find more information on this in Facebook's privacy policy at: <https://de-de.facebook.com/privacy/explanation>.

If you do not want Facebook to be able to associate your visit to this website with your Facebook user account, please log out of your Facebook user account.

The Facebook plugins are used on the basis of Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in the widest possible visibility in social media. If a corresponding consent was requested, the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

Insofar as personal data is collected on our website and forwarded to Facebook using the tool described here, we and Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Article 26 GDPR). Joint responsibility is limited to collecting the data and passing it on to Facebook. The processing by Facebook after the forwarding is not part of the joint responsibility. Our joint obligations have been set out in a joint processing agreement. The wording of the agreement can be found at: https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for issuing data protec-

tion information when using the Facebook tool and for implementing the tool on our website in a secure manner in accordance with data protection law. Facebook is responsible for the data security of Facebook products. You can assert your rights (e.g. requests for information) regarding the data processed by Facebook directly on Facebook. If you assert the rights of data subjects with us, we are obliged to forward them to Facebook.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://www.facebook.com/legal/EU_data_transfer_addendum, <https://de-de.facebook.com/help/566994660333381> and <https://www.facebook.com/policy.php>.

7 . Analytics Tools and Advertising

Google Tag Manager

We use the Google Tag Manager. providers is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland .

The Google Tag Manager is a tool that we can use to integrate tracking or statistical tools and other technologies on our website. The Google Tag Manager itself does not create any user profiles, does not save any cookies and does not carry out any independent analyses. It is only used for the administration and display of the tools integrated via it. However, the Google Tag Manager records your IP address, which can also be transmitted to Google's parent company in the United States.

The Google Tag Manager is used on the basis of Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in the quick and easy integration and management of various tools on its website. If a corresponding consent was requested, the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

Google Analytics

This website uses functions of the web analysis service Google Analytics. providers is Google Ireland Limited (" Google"), Gordon House, Barrow Street, Dublin 4, Ireland .

Google Analytics enables the website operator to analyze the behavior of website visitors. The website operator receives various usage data, such as B. Page views, length of stay, operating systems used and origin of the user. This data may be summarized by Google in a profile that is assigned to the respective user or their device.

Google Analytics uses technologies that enable the user to be recognized for the purpose of analyzing user behavior (e.g. cookies or device fingerprinting). The information collected by Google about the use of this website is usually transmitted to a Google server in the USA and stored there.

This analysis tool is used on the basis of Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising. If a corresponding consent was requested (e.g. consent to the storage of cookies), the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/controllerterms/mccs/>.

IP anonymization

We have activated the IP anonymization function on this website. As a result, your IP address will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before it is transmitted to the USA. Only in exceptional cases will the full IP address be sent to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

browser plug-in

You can prevent Google from collecting and processing your data by downloading and installing the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

You can find more information on how Google Analytics handles user data in Google's data protection declaration: <https://support.google.com/analytics/answer/6004245?hl=de>.

Demographic characteristics in Google Analytics

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

order processing

We have concluded an order processing contract with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

storage duration

Data stored by Google at the user and event level that is linked to cookies, user IDs (e.g. User ID) or advertising IDs (e.g. DoubleClick cookies, Android advertising ID) are anonymised after 14 months or deleted. You can find details on this under the following link: <https://support.google.com/analytics/answer/7667196?hl=de>

Google AdSense (non-personalized)

This website uses Google AdSense, a service for integrating advertisements. providers is Google Ireland Limited (" Google"), Gordon House, Barrow Street, Dublin 4, Ireland .

We use Google AdSense in "non-personalized" mode. In contrast to the personalized mode, the advertisements are therefore not based on your previous user behavior and no user profile is created for you. Instead, so-called "context information" is used when selecting the advertising. The selected advertisements are then based, for example, on your location, the content of the website you are on or your current search terms. You can find out more about the differences between personalized and non-personalized targeting with Google AdSense at: <https://support.google.com/adsense/answer/9007336>.

Please note that cookies or comparable recognition technologies (e.g. device fingerprinting) can also be used when using Google AdSense in non-personalized mode. According to Google, these are used to combat fraud and abuse.

AdSense is used on the basis of Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in marketing its website as effectively as possible. If a corresponding consent was requested, the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/controllerterms/mccs/>.

You can adjust your advertising settings independently in your user account. To do this, click on the following link and log in: <https://adssettings.google.com/authenticated>.

You can find more information about Google's advertising technologies here: <https://policies.google.com/technologies/ads> and <https://www.google.de/intl/de/policies/privacy/>.

Google DoubleClick

This website uses Google DoubleClick functions. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland, (hereinafter "DoubleClick").

DoubleClick is used to show you interest-based ads across the Google advertising network. With the help of DoubleClick, the advertisements can be tailored to the interests of the respective viewer. For example, our advertising may be displayed in Google search results or in advertising banners associated with DoubleClick.

In order to be able to show users interest-based advertising, DoubleClick must recognize the respective viewer and be able to assign the websites they have visited, clicks and other information on user behavior to them. For this purpose, DoubleClick uses cookies or comparable recognition technologies (e.g. device fingerprinting). The information collected is combined into a pseudonymous user profile in order to display interest-based advertising to the user concerned.

Google DoubleClick is used in the interest of targeted advertising. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit. f DSGVO. If a corresponding consent was requested (e.g. consent to the storage of cookies), the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

For more information on how to object to the advertisements displayed by Google, see the following links: <https://policies.google.com/technologies/ads> and <https://adssettings.google.com/authenticated>.

Facebook pixels

This website uses the visitor action pixel from Facebook to measure conversion. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Facebook, however, the data collected is also transferred to the USA and other third countries.

In this way, the behavior of site visitors can be tracked after they have been redirected to the provider's website by clicking on a Facebook ad. This allows the effectiveness of the Facebook ads to be evaluated for statistical and market research purposes and future advertising measures to be optimized.

The data collected is anonymous to us as the operator of this website, we cannot draw any conclusions about the identity of the user. 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 guidelines. This enables Facebook to

place advertisements on Facebook pages and outside of Facebook. This use of the data cannot be influenced by us as the site operator.

The use of Facebook pixels is based on Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in effective advertising measures, including social media. If a corresponding consent was requested (e.g. consent to the storage of cookies), the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://www.facebook.com/legal/EU_data_transfer_addendum and <https://de-de.facebook.com/help/566994660333381>.

Insofar as personal data is collected on our website and forwarded to Facebook using the tool described here, we and Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Article 26 GDPR). Joint responsibility is limited to collecting the data and passing it on to Facebook. The processing by Facebook after the forwarding is not part of the joint responsibility. Our joint obligations have been set out in a joint processing agreement. The wording of the agreement can be found at: https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for issuing data protection information when using the Facebook tool and for implementing the tool on our website in a secure manner in accordance with data protection law. Facebook is responsible for the data security of Facebook products. You can assert your rights (e.g. requests for information) regarding the data processed by Facebook directly on Facebook. If you assert the rights of data subjects with us, we are obliged to forward them to Facebook.

You will find further information on protecting your privacy in Facebook's data protection information: <https://de-de.facebook.com/about/privacy/>.

You can also deactivate the "Custom Audiences" remarketing function in the Ads settings section at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. To do this, you must be logged in to Facebook.

If you do not have a Facebook account, you can deactivate usage-based advertising from Facebook on the website of the European Interactive Digital Advertising Alliance: <http://www.youronlinechoices.com/de/praferenzmanagement/>.

8. Criteo

This website uses Criteo features. The provider is Criteo SA, 32 Rue Blanche, 75009 Paris (hereinafter "Criteo").

Criteo is used to show you interest-based ads within the Criteo advertising network. Your interests are determined on the basis of your previous usage behavior. For example, Criteo records which products you have looked at, put in your shopping cart or bought. Further details on the data collected by Criteo can be found here: <https://www.criteo.com/de/privacy/how-we-use-your-data/>.

In order to be able to show you interest-based advertising, we or other Criteo partners must be able to recognize you. For this purpose, a cookie is stored on your end device or a comparable identifier is used that links your user behavior with a pseudonymous user profile. Details can be found in Criteo's data protection declaration at: <https://www.criteo.com/de/privacy/>.

Your personal data and the Criteo cookies stored in your browser are stored for a maximum of 13 months from the date of collection.

Criteo is used in the interest of targeted advertising measures. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit. f DSGVO. If a corresponding consent was requested (e.g. consent to the storage of cookies), the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

Criteo and we are joint controllers within the meaning of Art. 26 GDPR. An agreement on joint processing has been concluded between Criteo and us, the essential contents of which Criteo describes under the following link: <https://www.criteo.com/de/privacy/how-we-use-your-data/>.

9. Newsletters

newsletter data

If you would like to receive the newsletter offered on the website, we need an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter. Further data is not collected or only collected on a voluntary basis. We use this data exclusively for sending the requested information and do not pass it on to third parties.

The processing of the data entered in the newsletter registration form takes place exclusively on the basis of your consent (Article 6 (1) (a) GDPR). You can revoke your consent to the storage of the data, the e-mail address and their use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

The data you have stored with us for the purpose of subscribing to the newsletter will be stored by us or the newsletter service provider until you unsubscribe from the newsletter and deleted from the newsletter distribution list after you unsubscribe from the newsletter or after it no longer serves any purpose. We reserve the right to remove e-mail addresses from our newsletter distribution list at our own discretion within the scope of our legitimate interest according to Art. 6 Para. 1 lit. f GDPR to delete or block.

Data stored by us for other purposes remain unaffected. After you have been removed from the newsletter distribution list, your e-mail address may be stored by us or the newsletter service provider in a blacklist if this is necessary to prevent future mailings. The data from the blacklist is only used for this purpose and is not merged with other data. This serves both your interest and our interest in complying with the legal requirements when sending newsletters (legitimate interest within the meaning of Art. 6 Para. 1 lit. f GDPR). Storage in the blacklist is not limited in time. **You can object to the storage if your interests outweigh our legitimate interests.**

10. Plugins and Tools

Google Web Fonts (local hosting)

This site uses so-called web fonts provided by Google for the uniform display of fonts. The Google Fonts are installed locally. There is no connection to Google servers.

Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's data protection declaration: <https://policies.google.com/privacy?hl=de>.

Font Awesome

Awesome for the uniform display of fonts and symbols . The provider is Fonticons , Inc., 6 Porter Road Apartment 3R, Cambridge, Massachusetts, USA.

When you call up a page, your browser loads the required fonts into your browser cache in order to display text, fonts and symbols correctly. For this purpose, the browser you are using must connect to the Font Awesome servers . This gives Font Awesome knowledge that this website was accessed via your IP address. Font Awesome is used on the basis of Art. 6 Para. 1 lit. f GDPR. We have a legitimate interest in the uniform representation of the typeface on our website. If a corresponding consent was requested (e.g. consent to the storage of cookies), the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

If your browser does not support Font Awesome , a standard font will be used by your computer. For more information about Font Awesome , see Font Awesome 's privacy policy at: <https://fontawesome.com/privacy>.

Google Maps

This site uses the map service Google Maps. providers is Google Ireland Limited (" Google"), Gordon House, Barrow Street, Dublin 4, Ireland .

In order to use the functions of Google Maps, it is necessary to save your IP address. This information is usually transmitted to a Google server in the USA and stored there.

The provider of this site has no influence on this data transfer. If Google Maps is activated, Google can use Google Web Fonts for the purpose of uniform display of fonts.

When you call up Google Maps, your browser loads the required web fonts into your browser cache in order to display text and fonts correctly.

Google Maps is used in the interest of an attractive presentation of our online offers and to make it easier to find the places we have indicated on the website. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit. f DSGVO. If a corresponding consent was requested, the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission.

Details can be found here:

<https://privacy.google.com/businesses/gdprcontrollerterms/> and

<https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>.

More information on handling user data can be found in Google's data protection declaration:

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

Google reCAPTCHA

We use "Google reCAPTCHA " (hereinafter " reCAPTCHA ") on this website. providers is Google Ireland Limited (" Google"), Gordon House, Barrow Street, Dublin 4, Ireland .

The purpose of reCAPTCHA is to check whether data entry on this website (e.g. in a contact form) is done by a human or by an automated program. To do this, reCAPTCHA analyzes the behavior of the website visitor based on various characteristics. This analysis starts automatically as soon as the website visitor enters the website. For the analysis, reCAPTCHA evaluates various information (e.g. IP address, how long the website visitor spends on the website or mouse movements made by the user). The data collected during the analysis is forwarded to Google.

The reCAPTCHA analyzes run completely in the background. Website visitors are not informed that an analysis is taking place. The storage and analysis of the data takes place on the basis of Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in protecting its web offerings from abusive automated spying and from SPAM. If a corresponding consent was requested, the processing takes place exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; the consent can be revoked at any time.

Further information on Google reCAPTCHA can be found in the Google data protection regulations and the Google terms of use under the following links: <https://policies.google.com/privacy?hl=de> and <https://policies.google.com/terms?hl=de>.

Zendesk

Zendesk CRM system to process user inquiries . The provider is Zendesk , Inc., 1019 Market Street in San Francisco, CA 94103 USA.

We use Zendesk to process your requests quickly and efficiently. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit. f GDPR.

You can only send inquiries by providing your e-mail address and without providing your name.

The messages addressed to us remain with us until you ask us to delete them or the purpose for data storage no longer applies (e.g. after your request has been processed). Mandatory legal provisions - especially retention periods - remain unaffected.

Zendesk has Binding Corporate Rules (BCR) approved by the Irish Data Protection Authority. These are binding company-internal regulations that legitimize the company-internal data transfer to third countries outside the EU and the EEA. Details can be found here: <https://www.zendesk.de/blog/update-privacy-shield-invalidation-european-court-justice/>.

If you do not agree to us processing your request via Zendesk , you can alternatively communicate with us by e-mail, telephone or fax.

For more information, see Zendesk 's privacy policy : <https://www.zendesk.de/company/customers-partners/privacy-policy/>.

Zendesk chat features

Our website offers you the possibility to send us messages via a chat window. Chat functionality is provided by Zendesk . If you use this chat window, we also save your IP address in addition to your chat messages. Your name is not required for the chat.

order processing

We have concluded an order processing contract (AVV) with the above-mentioned provider. This is a contract required by data protection law, which ensures that the personal data of our website visitors is only processed according to our instructions and in compliance with the GDPR.

11. eCommerce and Payment Providers

Data transmission upon conclusion of contract for services and digital content

We only transmit personal data to third parties if this is necessary within the framework of contract processing, for example to the bank responsible for processing payments.

Any further transmission of the data does not take place or only if you have expressly consented 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 GDPR, which allows the processing of data to fulfill a contract or pre-contractual measures.

payment services

We integrate payment services from third party companies on our website. If you make a purchase from us, your payment details (e.g. name, payment amount, account details, credit card number) will be processed by the payment service provider for the purpose of payment processing. The respective contract and data protection provisions of the respective provider apply to these transactions. The payment service providers are used on the basis of Art. 6 Para. 1 lit. b GDPR (contract processing) and in the interest of a smooth, convenient and secure payment process (Art. 6 Para. 1 lit. f GDPR). If your consent is requested for certain actions, Art. 6 Para. 1 lit. a GDPR legal basis for data processing; Consent can be revoked at any time for the future.

We use the following payment services / payment service providers on this website:

PayPal

provider of this payment service is PayPal (Europe) S.à.r.l. et Cie, SCA, 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal").

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://www.paypal.com/de/webapps/mpp/ua/pocpsa-full>.

Details can be found in PayPal's data protection declaration: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

stripes

The provider for customers within the EU is Stripe Payments Europe, Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland (hereinafter "Stripe").

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://stripe.com/de/privacy> and <https://stripe.com/de/guides/general-data-protection-regulation>.

You can read more about this in Stripe's data protection declaration under the following link: <https://stripe.com/de/privacy>.

American Express

The provider of this payment service is American Express Europe SA, Theodor-Heuss-Allee 112, 60486 Frankfurt am Main, Germany (hereinafter "American Express").

American Express may transfer data to its parent company in the United States. Data transmission to the USA is based on the Binding Corporate Rules. Details can be found here: <https://www.americanexpress.com/en-pl/company/legal/privacy-centre/european-implementing-principles/>.

For more information, see American Express' privacy policy: <https://www.americanexpress.com/de/legal/online-datenschutzerklarung.html>.

Mastercard

The provider of this payment service is Mastercard Europe SA, Chaussée de Tervuren 198A, B-1410 Waterloo, Belgium (hereinafter "Mastercard").

Mastercard may transfer data to its parent company in the United States. Data transmission to the USA is based on Mastercard's Binding Corporate Rules. Details can be found here: <https://www.mastercard.de/de-de/datenschutz.html> and <https://www.mastercard.us/content/dam/mccom/global/documents/mastercard-bcrs.pdf>.

VISA

The provider of this payment service is Visa Europe Services Inc., London Branch, 1 Sheldon Square, London W2 6TT, United Kingdom (hereinafter "VISA").

Great Britain is regarded as a safe third country under data protection law. This means that Great Britain has a data protection level that corresponds to the data protection level in the European Union.

VISA may transfer data to its parent company in the United States. Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://www.visa.de/bedingungen/visa-globale-datenschutzmitteilung/mitteilung-zustaatigkeitsfragen-fur-den-ewr.html>. For more information, see VISA's privacy policy: <https://www.visa.de/bedingungen/visa-privacy-center.html>.