

Privacy Policy

§ 1 Information about the collection of personal data

In the following, we inform you about the collection of personal data when using our website and ordering in our webshop. Personal data is all data that can be related to you personally, e.g. name, address, e-mail addresses, user behaviour. The responsible party pursuant to Art. 4 (7) of the EU General Data Protection Regulation (DS-GVO) is

Wine Academy Hamburg GmbH
Eimsbütteler Chaussee 37
20259 Hamburg
+49 40 88128027
post@wineacademy.de

When you contact us by e-mail or via a contact form, the data you provide (your e-mail address, name and telephone number, if applicable) will be stored by us in order to answer your questions. We delete the data accruing in this context after the storage is no longer necessary or restrict the processing if there are legal retention obligations.

If we use commissioned service providers for individual functions of our offer or would like to use your data for advertising purposes, we will inform you in detail about the respective processes below. In doing so, we will also state the defined criteria for the storage period.

Any data passed on to WSET such as name(s), date of birth, gender, e-mail address and documentation provided for reasonable adjustment or special consideration applications will be handled in accordance to the privacy policy of WSET.

§ 2 Your rights

Right of confirmation

Every data subject has the right granted by the European Directive and Regulation to obtain confirmation from the controller as to whether personal data concerning him or her are being processed. If a data subject wishes to exercise this right of confirmation, he or she may, at any time, contact any employee of the controller.

Right of access

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation, to obtain at any time from the controller, free of charge, information about the personal data stored about him or her and a copy of that information. In addition, the European Directive and Regulation Body has granted the data subject access to the following information:

- the purposes of the processing
- the categories of personal data processed
- the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular in the case of recipients in third countries or international organisations
- if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining this duration
- the existence of the right to obtain the rectification or erasure of personal data concerning him or her, or the restriction of processing by the controller, or the right to object to such processing
- the existence of a right of appeal to a supervisory authority
- if the personal data are not collected from the data subject: Any available information on the origin of the data
- the existence of automated decision-making, including profiling, pursuant to Article 22(1) and (4) of the GDPR and, at least in these cases, meaningful information about the logic involved and the scope and intended effects of such processing for the data subject.
- Furthermore, the data subject shall have the right to obtain information as to whether personal data have been transferred to a third country or to an international organisation. If this is the case, the data subject shall also have the right to obtain information on the appropriate safeguards in relation to the transfer.

If a data subject wishes to exercise this right of access, he or she may contact an employee of the controller at any time.

Right of rectification

Any person affected by the processing of personal data has the right granted by the European Directive and Regulation to request the immediate rectification of any inaccurate personal data concerning him or her. Furthermore, the data subject

has the right to request the completion of incomplete personal data, including by means of a supplementary declaration, taking into account the purposes of the processing.

If a data subject wishes to exercise this right of rectification, he or she may, at any time, contact any employee of the controller.

Right to erasure (right to be forgotten)

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation, to obtain from the controller the erasure without delay of personal data concerning him or her, where one of the following grounds applies and insofar as the processing is not necessary:

The personal data were collected or otherwise processed for such purposes for which they are no longer necessary.

The data subject revokes the consent on which the processing was based pursuant to Art. 6(1)(a) DS-GVO or Art. 9(2)(a) DS-GVO and there is no other legal basis for the processing.

The data subject objects to the processing pursuant to Article 21(1) DS-GVO and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Article 21(2) DS-GVO.

The personal data have been processed unlawfully.

The erasure of the personal data is necessary for compliance with a legal obligation under Union or Member State law to which the controller is subject.

The personal data have been collected in relation to information society services offered pursuant to Article 8(1) DS-GVO.

If one of the aforementioned reasons applies, and a data subject wishes to arrange for the deletion of personal data stored by Wine Academy Hamburg, he or she may, at any time, contact any employee of the controller. The employee of Wine Academy Hamburg will arrange for the deletion request to be complied with immediately.

If the personal data has been made public by Wine Academy Hamburg and our company is responsible pursuant to Art. 17 Para. 1 DS-GVO, Wine Academy Hamburg shall implement reasonable measures, including technical measures, to compensate other data controllers for processing the personal data published, taking into account the available technology and the cost of implementation, in order to inform the data subject that he or she has requested from those other data controllers to erase all links to or copies or replications of the personal data, unless the processing is necessary. The employee of the Wine Academy Hamburg will arrange the necessary in individual cases.

Right to restriction of processing

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation-maker, to obtain from the controller the restriction of processing if one of the following conditions is met:

The accuracy of the personal data is contested by the data subject for a period enabling the controller to verify the accuracy of the personal data.

The processing is unlawful, the data subject objects to the erasure of the personal data and requests instead the restriction of the use of the personal data.

The controller no longer needs the personal data for the purposes of the processing, but the data subject needs it for the assertion, exercise or defence of legal claims.

The data subject has objected to the processing pursuant to Article 21(1) of the GDPR and it is not yet clear whether the legitimate grounds of the controller override those of the data subject.

If one of the aforementioned conditions is met, and a data subject wishes to request the restriction of personal data stored by Wine Academy Hamburg, he or she may, at any time, contact any employee of the controller. The employee of Wine Academy Hamburg will arrange the restriction of the processing.

Right to data portability

Every person affected by the processing of personal data has the right granted by the European Directive and Regulation to receive the personal data concerning him or her, which have been provided by the data subject to a controller, in a structured, commonly used and machine-readable format. The data subject shall also have the right to transmit such data to another controller without hindrance from the controller to whom the personal data have been provided, provided that the processing is based on consent pursuant to Article 6(1)(a) of the GDPR or Article 9(2)(a) of the GDPR or on a contract pursuant to Article 6(1)(b) of the GDPR and the processing is carried out by automated means, unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, when exercising the right to data portability pursuant to Article 20(1) of the GDPR, the data subject shall have the right to obtain the direct transfer of personal data from one controller to another controller where technically feasible and provided that this does not adversely affect the rights and freedoms of other persons.

In order to assert the right to data portability, the data subject may at any time contact any employee of Wine Academy Hamburg.

Right to object

Any data subject concerned by the processing of personal data has the right, granted by the European Directives and Regulations, to object at any time, on grounds relating to his or her particular situation, to processing of personal data concerning him or her carried out on the basis of Article 6(1)(e) or (f) of the DS-GVO. This also applies to profiling based on these provisions.

The Wine Academy Hamburg shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the assertion, exercise or defence of legal claims.

If Wine Academy Hamburg processes personal data for direct marketing purposes, the data subject shall have the right to object at any time to processing of personal data processed for such marketing. This also applies to the profiling, insofar as it is related to such direct marketing. If the data subject objects to Wine Academy Hamburg to the processing for direct marketing purposes, the Wine Academy Hamburg will no longer process the personal data for these purposes.

In addition, the data subject has the right, on grounds relating to his or her particular situation, to object to processing of personal data concerning him or her which is carried out by the Wine Academy Hamburg for scientific or historical research purposes, or for statistical purposes pursuant to Article 89(1) of the Data Protection Regulation (DS-GVO), unless such processing is necessary for the performance of a task carried out in the public interest.

In order to exercise the right to object, the data subject may directly contact any employee of the Wine Academy Hamburg or another employee. The data subject is also free to exercise his/her right to object by means of automated procedures using technical specifications in connection with the use of information society services, notwithstanding Directive 2002/58/EC.

Automated decisions in individual cases, including profiling

Any person concerned by the processing of personal data shall have the right, granted by the European Directive and the Regulation, not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her, provided that the decision (1) is not necessary for entering into, or the performance of, a contract between the data subject and the controller, or (2) is authorised by Union or Member State law to which the controller is subject and that such law lays down appropriate measures to safeguard the data subject's rights and freedoms and legitimate interests, or (3) is made with the data subject's explicit consent.

If the decision (1) is necessary for entering into, or the performance of, a contract between the data subject and the data controller, or (2) it is made with the data subject's explicit consent, the Wine Academy Hamburg shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, which include at least the right to obtain the data subject's involvement on the part of the controller, to express his or her point of view and contest the decision.

If the data subject wishes to exercise the rights concerning automated decisions, he or she may, at any time, contact any employee of the controller.

Right to withdraw consent under data protection law

Any person affected by the processing of personal data has the right granted by the European Directive and Regulation to withdraw consent to the processing of personal data at any time.

If the data subject wishes to exercise the right to withdraw consent, he or she may, at any time, contact any employee of the controller.

You also have the right to complain to a data protection supervisory authority about our processing of your personal data.

§ 3 Collection of personal data when visiting our websites

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

following data, which is technically necessary for us to display our website to you and to ensure its stability and security (legal basis is Art. 6 para. 1 p. 1 lit. f DS-GVO):

IP address

Date and time of the request

Time zone difference to Greenwich Mean Time (GMT)

Content of the request (specific page)

Access status/HTTP status code

Amount of data transferred in each case

Website from which the request came

Browser

Operating system and its interface

Language and version of the browser software.

In addition to the aforementioned data, cookies are stored on your computer when you use our website. Cookies are small text files that are stored on your hard drive in relation to the browser you are using and which provide the party setting the cookie (in this case, us) with certain information. Cookies cannot execute programmes or transfer viruses to your computer. They serve to make the Internet offer more user-friendly and effective overall.

Use of cookies:

This website uses the following types of cookies, the scope and functionality of which are explained below:

Transient cookies (see b)

Persistent cookies (see c).

Transient cookies are automatically deleted when you close the browser. These include, in particular, session cookies. These store a so-called session ID, with which various requests of your browser can be assigned to the common session. This enables your computer to be recognised when you return to our website. Session cookies are deleted when you log out or close the browser.

Persistent cookies are deleted automatically after a set period of time, which may vary depending on the cookie. You can delete the cookies in the security settings of your browser at any time.

You can configure your browser settings according to your preferences and, for example, refuse to accept third-party cookies or all cookies. Please note that you may not be able to use all the functions of this website.

We use cookies to identify you for subsequent visits if you have an account with us. Otherwise you would have to log in again for each visit.

The Flash cookies used are not collected by your browser, but by your Flash plug-in. We also use HTML5 storage objects that are stored on your end device. These objects store the required data independently of the browser you are using and have no automatic expiry date. If you do not want Flash cookies to be processed, you must install an appropriate add-on, e.g. "Better Privacy" for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>) or the Adobe Flash Killer Cookie for Google Chrome. You can prevent the use of HTML5 storage objects by setting your browser to private mode. We also recommend that you regularly delete your cookies and browser history manually.

§ 4 Registration on our website

The data subject has the possibility to register on the website of the controller by providing personal data. Which personal data are transmitted to the controller in the process results from the respective input mask used for the registration. The personal data entered by the data subject are collected and stored exclusively for internal use by the controller and for its own purposes. The controller may arrange for the data to be transferred to one or more processors, for example a parcel service provider, who will also use the personal data exclusively for an internal use attributable to the controller.

By registering on the website of the controller, the IP address assigned by the internet service provider (ISP) of the data subject, the date as well as the time of registration are also stored. The storage of this data takes place against the background that only in this way can the misuse of our services be prevented and, if necessary, this data makes it possible to clarify criminal offences that have been committed. In this respect, the storage of this data is necessary for the protection of the data controller. As a matter of principle, this data is not passed on to third parties unless there is a legal obligation to pass it on or the passing on serves the purpose of criminal prosecution.

The registration of the data subject by voluntarily providing personal data serves the purpose of the controller to offer the data subject content or services which, due to the nature of the matter, can only be offered to registered users. Registered persons are free to modify the personal data provided during registration at any time or to have them completely deleted from the controller's database.

The controller shall provide any data subject at any time, upon request, with information on what personal data is stored about the data subject.

Furthermore, the controller shall correct or delete personal data at the request or indication of the data subject, provided that this does not conflict with any statutory retention obligations. All employees of the controller are available to the data subject as contact persons in this context.

§ 5 Subscription to our newsletter

On the website of Wine Academy Hamburg, users are given the opportunity to subscribe to our enterprise's newsletter. The personal data transmitted to the controller when the newsletter is subscribed to is specified in the input mask used for this purpose.

Wine Academy Hamburg informs its customers and business partners at regular intervals by means of a newsletter about enterprise offers. The newsletter of our enterprise can basically only be received by the data subject, if (1) the data subject has a valid e-mail address and (2) the data subject registers for the newsletter mailing. For legal reasons, a confirmation e-mail is sent to the e-mail address registered by a data subject for the first time for the newsletter dispatch using the double opt-in procedure. This confirmation e-mail serves to verify whether the owner of the e-mail address as the data subject has authorised the receipt of the newsletter.

When registering for the newsletter, we also store the IP address of the computer system used by the data subject at the time of registration, as assigned by the Internet service provider (ISP), as well as the date and time of registration. The collection of this data is necessary in order to be able to trace the (possible) misuse of the e-mail address of a data subject at a later point in time and therefore serves as a legal safeguard for the controller.

The personal data collected in the context of a registration for the newsletter are used exclusively for sending our newsletter. Furthermore, subscribers to the newsletter could be informed by e-mail if this is necessary for the operation of the newsletter service or a related registration, as could be the case in the event of changes to the newsletter offer or changes in the technical circumstances. No personal data collected as part of the newsletter service will be passed on to third parties. The subscription to our newsletter can be cancelled by the data subject at any time. The consent to the storage of personal data, which the data subject has given us for the newsletter dispatch, can be revoked at any time. For the purpose of revoking consent, a corresponding link can be found in each newsletter. Furthermore, it is also possible to unsubscribe from the newsletter mailing directly on the website of the controller at any time or to inform the controller of this in another way.

§ 6 Newsletter tracking

The newsletters of the Wine Academy Hamburg contain so-called tracking pixels. A tracking pixel is a miniature graphic that is embedded in such e-mails that are sent in HTML format to enable log file recording and log file analysis. This allows a statistical evaluation of the success or failure of online marketing campaigns. Based on the embedded tracking pixel, Wine Academy Hamburg may see if and when an e-mail was opened by a data subject, and which links in the e-mail were called up by the data subject.

Such personal data collected via the tracking pixel contained in the newsletters are stored and analysed by the controller in order to optimise the newsletter dispatch and to better adapt the content of future newsletters to the interests of the data subject. This personal data will not be disclosed to third parties. Data subjects are entitled at any time to revoke the separate declaration of consent given in this regard via the double opt-in procedure. After a revocation, this personal data will be deleted by the data controller. Wine Academy Hamburg automatically regards a withdrawal from the receipt of the newsletter as a revocation.

§ 7 Routine Deletion and Blocking of Personal Data

We process and store personal data of the data subject only for the period of time necessary to achieve the purpose of storage or if this has been provided for by the European Directive and Regulation Maker or another legislator in laws or regulations to which the controller is subject.

If the storage purpose ceases to apply or if a storage period prescribed by the European Directive and Regulation Maker or another competent legislator expires, the personal data shall be routinely blocked or deleted in accordance with the statutory provisions.

§ 8 Duration for which the personal data are stored

The criterion for the duration of the storage of personal data is the respective statutory retention period. After expiry of the period, the corresponding data is routinely deleted if it is no longer required for the fulfilment or initiation of the contract.

§ 9 Data processing when using our website and webshop and ordering via other sales platforms

If you order goods in our web shop or order goods from us via another sales platform, it is necessary for the conclusion of the contract that you provide your personal data, which we require for the processing of your order. Mandatory data required for the processing of contracts are marked separately, other data are voluntary. We process the data you provide for the processing of your order and invoicing. For this purpose, we may pass on your payment data to our house bank. The legal basis for this is Art. 6 para. 1 p. 1 lit. b DS-GVO.

You can voluntarily create a customer account, which allows us to save your data for future purchases. When you create an account under "My account", the data you provide will be stored revocably. You can always delete all further data, including your user account, in the customer area.

We may also process the data you provide to inform you about other interesting products from our portfolio or to send you e-mails with technical information.

We are obliged by commercial and tax law to store your address, payment and order data for a period of ten years. However, we restrict processing after four years, i.e. your data is only used to comply with these legal obligations.

§ 10 Data transmission when using the PayPal payment service

Within the framework of payment processing, we pass on your payment data to PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal") when you pay via PayPal, credit card via PayPal, direct debit via PayPal or - if offered - "purchase on account" via PayPal.

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" via PayPal. (See here: www.paypal.com/de/webapps/mpp/ua/privacy-full?locale.x=de_DE#rAnnex.)

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 creditworthiness information may contain probability values (so-called score values). Insofar as score values are included in the result of the credit report, they have their basis in a scientifically recognised mathematical-statistical procedure. Among other things, address data is included in the calculation of the score values.

In addition, PayPal is entitled to pass on your data to known third parties (banks, e-service providers, service partners, but also auditors, analysis services, credit agencies, marketing partners, cloud service providers, retargeting providers, affiliated companies) as well as to unnamed third parties (www.paypal.com/de/webapps/mpp/ua/third-parties-list).

For further information on data protection law, including information on the credit agencies used, please refer to PayPal's data protection declaration: www.paypal.com/de/webapps/mpp/ua/privacy-full. The legal basis for this is Art. 6 para. 1 p. 1 lit. b DS-GVO.

Klarna data protection notice

If you decide to use Klarna's payment services, we ask for your consent that we may transmit the data necessary for the processing of the payment and an identity and credit check to Klarna. In Germany, the credit agencies mentioned in Klarna's privacy policy may be used for the identity and credit check. You can revoke your consent to this use of personal data at any time vis-à-vis Klarna.

§ 12 Use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc ("Google"). Google Analytics uses cookies, which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. In the event that IP anonymisation is activated on this website, however, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating 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. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by

Google by downloading and installing the browser plug-in available at the following link:

<http://tools.google.com/dlpage/gaoptout?hl=de>.

This website uses Google Analytics with the extension "_anonymizeIp()". This means that IP addresses are processed in abbreviated form, thus excluding the possibility of personal references. If the data collected about you is related to a person, this is immediately excluded and the personal data is deleted immediately.

We use Google Analytics to analyse and regularly improve the use of our website. The statistics obtained enable us to improve our offer and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the use of Google Analytics is Art. 6 para. 1 p. 1 lit. f DS-GVO.

Information of the third party provider: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. User conditions: <http://www.google.com/analytics/terms/de.html>, Overview of data protection: <http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as the data protection declaration: <http://www.google.de/intl/de/policies/privacy>.

This website also uses Google Analytics for a cross-device analysis of visitor flows, which is carried out via a user ID. You can deactivate the cross-device analysis of your usage in your customer account under "My data", "Personal data"].

§ 13 Disclosure to third parties in other respects

We pass on your personal data to third parties involved in the processing of the contract, such as the logistics company commissioned with the delivery and the credit institution commissioned with payment matters, but also Amazon Ltd. if it acts as a warehouse and shipping service provider on our behalf. In cases where your personal data is passed on to third parties, the scope of the data transferred is limited to the minimum required for processing and handling the order.

If the goods purchased from us are sent directly by the wholesaler or manufacturer or by our shipping service Amazon, we pass on the data on the goods ordered and your personal data (name and address) to them so that the goods can be sent to you. The legal basis for this is Article 6 (1) (b) of the General Data Protection Regulation (DSGVO), which allows us to process the data if this is necessary for the performance of a contract with you or for the implementation of a pre-contractual measure.

Disclosure of email address and/or telephone number to shipping service providers

On our website, you have the option of consenting to the forwarding of your e-mail address and/or telephone number in order to enable the selected shipping service provider to announce the delivery or to coordinate it with you. In the following, we inform you about which data is passed on to which shipping service provider and on the basis of which legal situation this occurs:

DHL

If the delivery of your goods is carried out by the shipping service provider DHL, and you have expressly agreed to the forwarding of your email address during the ordering process, this will be forwarded to DHL (Deutsche Post AG, Charles-de-Gaulle-Straße 20, 53113 Bonn, Germany) for the purpose of announcing the delivery or coordinating the delivery date. The legal basis for the data processing is Art. 6 para. 1 lit. a of the General Data Protection Regulation (DSGVO), which allows us to process the data if you have consented to the processing. If you do not consent to the disclosure of the email address, the delivery will be made according to the conditions of paragraph 2.3.1 of this privacy policy. An announcement of the delivery or a coordination of the delivery date by DHL is then not possible.

Consent to the use of data can be revoked at any time for the future. To do so, please contact the person responsible for data processing (this person is named under point 1 of this data protection declaration), or the shipping service provider directly.

Your personal data will not be transferred to third parties for purposes other than those mentioned above.

We also only pass on your personal data to third parties if:

- you have given your express consent to this in accordance with Art. 6 Para. 1 S. 1 lit. a DSGVO,
- the disclosure is necessary for the assertion, exercise or defence of legal claims in accordance with Art. 6 Para. 1 Sentence 1 lit. f DSGVO and there is no reason to assume that you have an overriding interest worthy of protection in the non-disclosure of your data,

- in the event that there is a legal obligation to disclose your data pursuant to Art. 6 para. 1 sentence 1 lit. c DSGVO, as well as
- this is legally permissible and necessary for the processing of contractual relationships with you according to Art. 6 para. 1 p. 1 lit. b DSGVO.
- Within the framework of the ordering process, consent is obtained from you for the transfer of your data to third parties.

The same applies to the use of other shipping service providers such as Hermes, GLS and UPS.

Privacy policy on the use and application of Instagram

We have integrated components of the Instagram service on this website. Instagram is a service that qualifies as an audiovisual platform and enables users to share photos and videos and to disseminate such data in other social networks.

The operator of the Instagram services is Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland.

Each time one of the individual pages of this website operated by the data controller is called up and on which an Instagram component (Insta button) has been integrated, the internet browser on the information technology system of the data subject is automatically caused by the respective Instagram component to download a representation of the corresponding component from Instagram. Within the scope of this technical procedure, Instagram receives knowledge about which specific subpage of our website is visited by the data subject.

If the data subject is logged into Instagram at the same time, Instagram recognises which specific sub-page the data subject is visiting each time the data subject calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Instagram component and assigned by Instagram to the respective Instagram account of the data subject. If the data subject activates one of the Instagram buttons integrated on our website, the data and information thus transmitted will be assigned to the personal Instagram user account of the data subject and stored and processed by Instagram.

Instagram always receives information via the Instagram component that the data subject has visited our website if the data subject is simultaneously logged into Instagram at the time of calling up our website; this takes place regardless of whether the data subject clicks on the Instagram component or not. If the data subject does not want this information to be transmitted to Instagram, he or she can prevent the transmission by logging out of his or her Instagram account before accessing our website.

Further information and the applicable data protection provisions of Instagram can be found at <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>.

Privacy policy on the use and application of Facebook

We have integrated components of the company Facebook on this website. Facebook is also a social network, i.e. a social meeting place operated on the Internet, an online community that generally enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for exchanging opinions and experiences or enables the internet community to provide personal or company-related information. Facebook allows users of the social network, among other things, to create private profiles, upload photos and network via friend requests.

Facebook's operating company is Facebook, Inc, 1 Hacker Way, Menlo Park, CA 94025, USA. If a data subject lives outside the USA or Canada, the controller of personal data is Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

By each call of one of the individual pages of this website, which is operated by the data controller and on which a Facebook component (Facebook plug-in) has been integrated, the internet browser on the information technology system of the data subject is automatically caused by the respective Facebook component to download a representation of the corresponding Facebook component from Facebook. A complete overview of all Facebook plug-ins can be found at https://developers.facebook.com/docs/plugins/?locale=de_DE. Within the scope of this technical procedure, Facebook receives information about which specific sub-page of our website is visited by the data subject.

If the data subject is logged into Facebook at the same time, Facebook recognises which specific sub-page of our website the data subject is visiting each time the data subject calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Facebook component and assigned by Facebook to the respective Facebook account of the data subject. If the data subject activates one of the Facebook buttons integrated on our website,

for example the "Like" button, or if the data subject posts a comment, Facebook assigns this information to the personal Facebook user account of the data subject and stores this personal data.

Facebook always receives information via the Facebook component that the data subject has visited our website if the data subject is simultaneously logged into Facebook at the time of calling up our website; this takes place regardless of whether the data subject clicks on the Facebook component or not. If the data subject does not want this information to be transmitted to Facebook, he or she can prevent the transmission by logging out of his or her Facebook account before accessing our website.

The data policy published by Facebook, which can be accessed at <https://de-de.facebook.com/about/privacy/>, provides information on the collection, processing and use of personal data by Facebook. It also explains which setting options Facebook offers to protect the privacy of the data subject. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the data subject to suppress data transmission to Facebook.

Data protection provisions on the use and application of Google Remarketing

We use Google Remarketing services on this website. Google Remarketing is a function of Google Ads that enables a company to display advertisements to Internet users who have previously visited the company's website.

The integration of Google Remarketing thus allows a company to create user-related advertising and consequently to display interest-relevant advertisements to the Internet user. This application can therefore be used to display our advertisements to you when you continue to use the internet after visiting our website.

This is done by means of cookies stored in your browser, which Google uses to record and analyse your usage behaviour when you visit various websites. In this way, Google can determine your previous visit to our website. According to its own statements, Google does not combine the data collected in the course of remarketing with your personal data, which may be stored by Google. In particular, according to Google, pseudonymisation is used in remarketing.

You can prevent participation in this tracking procedure in various ways:

(a) by adjusting your browser software accordingly; in particular, the suppression of third-party cookies means that you will not receive any third-party ads;

b) by installing the plug-in provided by Google at the following link: <https://www.google.com/settings/ads/plugin>; c) by deactivating the interest-based ads of the providers that are part of the self-regulation campaign "About Ads" via the link <http://www.aboutads.info/choices>, whereby this setting is deleted when you delete your cookies; d) by permanent deactivation in your browsers Firefox, Internet Explorer or Google Chrome under the link <http://www.google.com/settings/ads/plugin>, e) by means of the corresponding cookie setting. Please note that in this case you may not be able to use the full functionality of this website.

Further information on data protection at Google can be found here: <http://www.google.com/intl/de/policies/privacy> and <https://services.google.com/sitestats/de.html>. Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>.

Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

The legal basis for the use of this function is Art. 6 (1) a DSGVO.

Privacy policy on the use and application of Google Ads

We have integrated the functions of Google Ads on this website. Google Ads is an internet advertising service that allows advertisers to place ads in Google's search engine results as well as in the Google advertising network. Google Ads allows an advertiser, for example, to specify certain keywords in advance by means of which an ad is displayed in Google's search engine results exclusively when the user retrieves a keyword-relevant search result with the search engine. In the Google advertising network, the ads are distributed on topic-relevant websites by means of an automatic algorithm and in compliance with the previously defined keywords.

The operating company of the Google Ads services is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

The purpose of Google Ads is to promote our website by displaying interest-relevant advertising on the websites of third-party companies and in the search engine results of the Google search engine and to display third-party advertising on our website.

If a data subject accesses our website via a Google advertisement, a so-called conversion cookie will be stored by Google on the data subject's information technology system. What cookies are has already been explained above. A conversion cookie loses its validity after thirty days and does not serve to identify the data subject. The conversion cookie is used to track whether certain sub-pages, for example the shopping basket of an online shop system, have been called up on our website, provided the cookie has not yet expired. The conversion cookie enables both us and Google to track whether a data subject who has accessed our website via an AdWords ad has generated a sale, i.e. has completed or cancelled a purchase of goods.

The data and information collected through the use of the conversion cookie are used by Google to compile visit statistics for our website. These visit statistics are in turn used by us to determine the total number of users who were referred to us via ads, i.e. to determine the success or failure of the respective ads and to optimise our ads for the future. Neither our company nor other advertisers of Google Ads receive information from Google by means of which the data subject could be identified.

By means of the conversion cookie, personal information, such as the websites visited by the data subject, is stored. Each time the data subject visits our website, personal data, including the IP address of the internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may share this personal data collected via the technical process with third parties.

The data subject can prevent the setting of cookies by our website at any time by means of an appropriate setting of the Internet browser used, as already described above, and thus permanently object to the setting of cookies. Such a setting of the internet browser used would also prevent Google from setting a conversion cookie on the information technology system of the data subject. In addition, a cookie already set by Google Ads can be deleted at any time via the internet browser or other software programmes.

Furthermore, the data subject has the option to object to interest-based advertising by Google. To do this, the data subject must call up the link www.google.de/settings/ads from any of the internet browsers he or she uses and make the desired settings there.

Further information and the applicable data protection provisions of Google can be found at <https://www.google.de/intl/de/policies/privacy/>.

§ 14 Legal basis of processing

Art. 6 I lit. a DS-GVO serves our company as the legal basis for processing operations in which we obtain consent for a specific processing purpose.

If the processing of personal data is necessary for the performance of a contract to which the data subject is a party, as is the case, for example, with processing operations that are necessary for a delivery of goods or the provision of another service or consideration, the processing is based on Art. 6 I lit. b DS-GVO.

The same applies to processing operations that are necessary for the implementation of pre-contractual measures, for example in the case of enquiries about our products or services. If our company is subject to a legal obligation by which the processing of personal data becomes necessary, such as for the fulfilment of tax obligations, the processing is based on Art. 6 I lit. c DS-GVO.

In rare cases, the processing of personal data might become necessary in order to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor were to be injured on our premises and as a result his or her name, age, health insurance details or other vital information had to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d DS-GVO.

Finally, processing operations could be based on Art. 6 I lit. f DS-GVO. Processing operations which are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to protect a legitimate interest of our company or a third party, provided that the interests, fundamental rights and freedoms of the data subject are not

overridden. Such processing operations are permitted to us in particular because they were specifically mentioned by the European legislator. In this respect, it took the view that a legitimate interest could be assumed if the data subject is a customer of the controller (recital 47, sentence 2 of the GDPR).

If the processing of personal data is based on Article 6 I lit. f of the GDPR, our legitimate interest is the performance of our business activities for the benefit of the well-being of all our employees and our shareholders.