

## Web analysis tools and social media

### Cookie Consent Manager CCM19

Our website uses consent technology to obtain your consent to the storage of certain cookies on your terminal device or to the use of certain technologies and to document this in accordance with data protection law. The provider of this technology is: Papoo Software & Media GmbH, Auguststr.4 in 53229 Bonn, Germany Email: info@papoo.de.

When you enter our website, a connection is established to the servers of Consent Manager CCM19 in order to obtain your consents and other declarations regarding the use of cookies. Subsequently, Consent Manager CCM19 stores a cookie in your browser in order to be able to assign the consents granted to you or their revocation. The data collected in this way is stored until you request us to delete it, delete the Consent Manager provider cookie CCM19 yourself or the purpose for storing the data no longer applies. Mandatory legal storage obligations remain unaffected. This consent tool 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 DSGVO.

For more information about CCM19 use of data, see:

<https://www.ccm19.de/en/privacyclarification.html>

### Facebook

If you access our Facebook fan page, Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 D02 X525, Ireland, collects, stores and processes your personal data in accordance with Facebook's privacy policy. You can find the privacy policy here:

<https://facebook.com/policy.php>

Within the framework of the "Facebook Insights" function, Facebook may provide us with the following data categories, among others, in anonymised / statistical form for the purpose of performance measurement and optimisation of our Facebook presence:

- Predefined interactions on our fan page
- timestamp
- country/city of the user
- HTTP language code
- age/gender group
- Previously visited website (so-called referral URL)
- End device of the user
- Facebook user ID (if logged in)

With regard to the processing of insights data, there is a joint responsibility between Facebook and us, within the framework of which Facebook has assumed primary responsibility. This concerns the processing of insights data and the implementation of the data subjects' rights. Please therefore contact Facebook directly regarding all obligations under the GDPR with regard to the processing of insights data. We will forward any requests we receive in this regard to Facebook. Further details are set out in the Joint Controller Addendum, which can be found at: [www.facebook.com/legal/terms/page\\_controller\\_addendum](http://www.facebook.com/legal/terms/page_controller_addendum)

You can find more information about Facebook Insights here:

[www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](http://www.facebook.com/legal/terms/information_about_page_insights_data)

### Instagram

If you visit our Instagram channel, personal data will be stored and processed by Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 D02 X525, Ireland, as provider of Instagram in accordance with Instagram's privacy policy.

You can find the privacy policy here:

<https://help.instagram.com/519522125107875>

We use the statistics service Instagram Insights for the purpose of demand-oriented design and continuous optimisation of our pages. This service records your activity on our site and makes it available to us in anonymised statistics. This provides us with information about, among other things, the interactions of our fan page visitors, the views of our page, the reach of posts, information about the activity of our subscribers as well as information about which countries and locations our visitors come from and statistics about the gender ratios of our visitors. It is not possible for us to draw conclusions about individual users or access individual user profiles.

### **Meta Pixel / Meta Conversion Tracking**

We use the visitor action pixel of the provider Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2 D02 X525, Ireland ("Meta") within our website. The remarketing tag or tracking pixel of Meta was implemented. Meta and we are jointly responsible for the data processing. The meta pixel makes it possible for Meta to determine the visitors to our online offer as a target group for the display of advertisements (so-called "meta ads"). The tracking of a user can also take place across several websites. We use the meta pixel to display the meta ads placed by us only to those meta users who have shown an interest in our online offer or who have certain characteristics (e.g. interest in certain topics or products determined on the basis of the websites visited), which we transmit to Meta (so-called "custom audiences").

With the help of the meta pixel, we can also track the effectiveness of the meta ads for statistical and market research purposes ("audience insights") by seeing whether users were redirected to our website after clicking on a meta ad (so-called "conversion").

The meta pixel is a Javascript code that sends the following data to Meta:

- HTTP header information : including IP address, web browser information, page location, document, website URL and web browser device (computer, smartphone, tablet, other) as well as day and time of use
- Pixel specific data: Pixel ID and meta-cookie data including your meta ID (these are used to link events to a specific meta-advertising account and thus associate them with a meta-user)
- Additional information about the visit and about standard and custom data events.

You can find more information here.

We also use the additional function "automatic extended matching". Here, data such as first and last name, place of residence, email addresses, telephone numbers or Meta IDs of the users are transmitted to Meta in encrypted form for the creation of target groups ("Custom Audiences" or "Look Alike Audiences"). This also includes data from non-Meta users and from users who are not registered with Meta when they visit our website. This can also identify website visitors who have deactivated the storage of third-party cookies.

If no meta-cookies are stored in your browser, no classification into one of the user groups designated as "Custom Audience" will be made. However, if an assignment of the meta ID contained in the meta cookie to a meta user has been made, Meta will assign this user to a so-called "Custom Audience" based on the rules defined by us.

According to the case law of the European Court of Justice, we are jointly responsible with Meta for the operation of the tracking pixel with regard to compliance with data protection regulations. In this context, Meta provides the associated IT infrastructure as well as the website of the social network and is basically the primary contact when it comes to the processing of your data on the pages of the social network (e.g. information or deletion). However, you can also assert your legal rights against us. In this case, we will forward your requests to the operator of the social network. We use the meta pixel to display the "meta ads" we place to meta users who have shown an interest in our online offer or who have certain characteristics that we transmit to Meta (so-called "custom audiences").

The legal basis for the use of Meta Custom Audience is your consent in accordance with Art. 6 para. 1 lit. a) DS-GVO.

You can find more information about this here and in Meta's privacy policy.

### **Paypal**

We offer the option of processing the payment transaction via the payment service provider PayPal, PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg. For payment via PayPal, credit card via PayPal, direct debit via PayPal or - if offered - "Purchase on account" via PayPal, we pass on your payment data to PayPal as part of the payment processing. PayPal reserves the right to conduct a credit check for the payment methods credit card via PayPal, direct debit via PayPal or - if offered - "purchase on account" via PayPal. PayPal uses the result of the credit check with regard to the statistical probability of non-payment for the purpose of deciding whether to provide the respective payment method. The credit report may contain probability values (so-called score values). Insofar as score values are included in the result of the credit report, these have their basis in a scientifically recognised mathematical-statistical procedure. Address data, among other things, is included in the calculation of the score values.

For further information on data protection law, including information on the credit agencies used, please refer to PayPal's data protection declaration:

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

### **Pinterest plugin**

On our site, we use social plugins of the social network Pinterest, which is operated by Pinterest Inc., 808 Brannan Street San Francisco, CA 94103-490, USA ("Pinterest"). When you call up a page that contains such a plugin, your browser establishes a direct connection to the Pinterest servers. The plugin transmits log data to the Pinterest server in the USA. This log data may contain your IP address, the address of the websites visited that also contain Pinterest functions, the type and settings of the browser, the date and time of the request, how you use Pinterest and cookies.

Further information on the purpose, scope and further processing and use of the data by Pinterest, as well as your rights in this regard and options for protecting your privacy, can be found in the Pinterest data protection information:

<https://help.pinterest.com/en/guide/all-about-pinterest>

### **Pinterest Ads**

We use a "Pinterest Tag" from Pinterest Europe Ltd, 2nd Floor, Palmerston House, Fenian Street, Dublin 2, Ireland ("Pinterest Ltd") on our website. This is an individual code snippet that enables us to use our Pinterest campaigns in a needs-based manner, to further optimise them and to measure their conversion. This allows us to ensure that our Pinterest ads are displayed to Pinterest users according to their interests and to track subsequent actions by Pinterest users. In particular, the following information is processed for this purpose: Your IP address, device information (e.g. type, brand), the browser system used, the time at which our offer was called up and the reaction to the respective campaign transmitted. The data processed in this way is anonymous for us, so it is not possible for us to infer your identity. The legal basis for the processing is Art. 6 para. 1 sentence 1 lit. a DSGVO in conjunction with your consent.

For more information on the protection of your privacy and on the purposes, scope and further processing of the data by Pinterest Ltd. please refer to the data policy of Pinterest Ltd.

### **Stripe**

We offer the option to pay via the payment service provider Stripe Payments Europe Ltd, 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland. When paying via Stripe, we pass on the information you provided during the ordering process, along with information about your order (name, address, account number, bank code, credit card number if applicable, invoice amount, currency and transaction number) in accordance with Art. 6 Para. 1 lit. b DSGVO. Your data will only be passed on for the purpose of payment processing with the payment service provider Stripe Payments Europe Ltd. and only insofar as it is necessary for this purpose. You can find more information about Stripe's data protection at:

<https://stripe.com/de/privacy#translation>

### **Social Plug-ins**

We currently use the following social media plug-ins: Facebook/Meta, Pinterest. In doing so, personal data is transmitted to the respective plug-in provider with the help of a button and stored there.

The respective plug-in provider stores the data collected about you as usage profiles and uses them for purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation is carried out in particular (also for users who are not logged in) for the display of needs-based advertising and to inform other users of the social network about your activities on some of our websites. You have the right to object to the creation of these user profiles, whereby you must contact the respective plug-in provider to exercise this right. Via the plug-ins, we offer you the opportunity to interact with the social networks and other users so that we can improve our offer and make it more interesting for you as a user. The legal basis for the use of the plug-ins is Art. 6 para. 1 lit. f DS-GVO.

The data transfer takes place regardless of whether you have an account with the plug-in provider and are logged in there. If you are logged in to the plug-in provider, the data we collect is directly assigned to your account with the plug-in provider. In the case of US providers, transmission takes place in the USA;

Further information on the purpose and scope of the data collection and its processing by the plug-in provider can be found in the data protection declarations of these providers communicated below. There you will also receive further information on your rights in this regard and setting options for protecting your privacy:

- Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 D02 X525, Ireland  
[www.facebook.com/policy.php](http://www.facebook.com/policy.php)
- Pinterest Inc, 635 High Street, Palo Alto, CA, USA  
<https://help.pinterest.com/en/guide/all-about-pinterest>

### **Wix**

We have created our website with the modular system of the provider Wix.com Ltd, Namal 40, Tel Aviv, Israel ("Wix") and use the services of Wix in the operation of our website.

When you visit our website, Wix collects your personal data, such as your contact details, your IP address or your geographical location. Furthermore, Wix analyses user behaviour and creates user statistics.

Wix stores the data of website visitors in various locations. These can be data centres in the EU, the USA, Ireland, South Korea, Taiwan and Israel. Your data is thus transferred to third countries in which there is no level of data protection comparable to that in the EU. The EU has adequacy decisions in place with Israel and South Korea. It is thus clear that personal data in Israel and South Korea enjoy an adequate level of protection comparable to European data protection law. According to its own information, Wix uses standard contractual clauses approved by the EU for the transfer of personal data to other third countries without an adequacy decision, which ensure compliance with the European level of data protection when transferring personal data outside the EU.

We have concluded an order processing agreement with Wix. Wix and processors engaged by Wix process your personal data exclusively on our behalf and in our interest, to the extent specified by us and for the purposes specified by this privacy policy.

For more information about privacy at Wix, please visit: <https://de.wix.com/about/privacy>

### **Wix Payments**

When payments are made via Wix Payments, your payment data (e.g. payment amount, information on the payment method used, details of the payee) are processed by Wix in order to carry out the payment and are transmitted to the credit institution commissioned with the payment. This processing only takes place insofar as it is actually necessary for the execution of the payment. Wix then authenticates the payment using the authentication procedure stored for you at your credit institution.

### **Wix Chat**

For live chat on our site, we use Wix Chat. If Live Chat is called up, Live Chat temporarily collects the IP address at the beginning in order to determine the country from which the Live Chat is started. In this way, it is possible to offer you customer service tailored to your needs. The IP address is not permanently stored by Live Chat.

### **Wix Analytics**

Our website uses Wix Analytics, a web analytics service provided by Wix. Wix Analytics stores so-called "cookies", text files on your computer to analyse the use of the website. The information generated by the cookie is transmitted to Wix servers, stored there and used to analyse user behaviour. Wix also uses this information to create reports on website activity or to provide other services related to website use to the website operator. You may refuse the use of cookies by selecting the appropriate settings on your browser. In this case, you may not be able to use all the functions of this website.

### **YouTube videos**

On our YouTube channel you can find videos or helpful tips about our offer. The customer service team also professionally answers users' questions and comments on YouTube. Personal data is stored and processed by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4 D04 E5W5, Ireland ("Google"), as operator of YouTube, in accordance with Google's privacy policy. You can find the privacy policy here: <https://policies.google.com/privacy>  
The YouTube's Analytics functions enable us to carry out certain statistical evaluations to optimise our channel. This includes, in particular, details of the most popular videos (e.g. length of time users spend on the channel, ranking of videos), target groups (e.g. countries, language settings, age and gender, activity times) and the reach of our channel (e.g. where users were directed to a video from) and impressions (e.g. how many users saw a particular ad). It is not possible for us to draw conclusions about individual users or access individual user profiles. Further information about YouTube's analytics functions can be found at: <https://support.google.com/youtube/answer/9002587?hl=en>

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Law 24/7 Schröder Rechtsanwalts-gesellschaft mbH