

## Privacy and Data Protection

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We appreciate your visit to our website and thank you for your interest in our company, our products and our web pages. Protecting your privacy when using our web pages is important to us. Therefore, please take note of the following information:

### 1) Handling of Personal Data

Basically, you may visit our website without us collecting any personal data from you. Personal data is only collected if you voluntarily disclose such data for the purpose of concluding a contract or opening a customer account. Without your explicit consent, this data is merely used for contract performance and processing your inquiries. Upon complete fulfilment of the contract and complete payment of the purchase price your data will be stored with care for tax and commercial law retention periods, to be deleted upon expiry of these periods.

### 2) Transfer of Personal Data

2.1 For the purpose of contract fulfilment, personal data collected by us is transferred to the transport company commissioned with the delivery, provided this is required for delivering the goods.

2.2 The phone number of the customer is handover to the transport service provider GLS (General Logistics Systems Germany GmbH & Co. OHG, GLS Germany-Straße 1 - 7, 36286 Neuenstein) or to the transport service provider DHL (Deutsche Post AG, Charles-de-Gaulle-Straße 20, 53113 Bonn) for the purpose of coordinating a date of delivery. If the customer doesn't give his phone number, we only pass the name of the addressee and the delivery address to GLS or DHL. In this case, a preceding coordination about the date of delivery with GLS or DHL is not possible.

2.3 If paying per PayPal, credit card via PayPal, direct debit per PayPal or, if offered, purchasing on account via PayPal, we transfer your payment data to PayPal (Europe) S.a. r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as "PayPal") for the purpose of payment processing. PayPal reserves itself the exclusion of certain payment methods such as credit card via PayPal, direct debit per PayPal or, if offered, purchasing on account, after the result of a credit investigation. PayPal uses the result of the credit check with regard to the statistical probability of failure for the purpose of deciding whether to offer the corresponding payment method. The credit check may contain probability values (so called score values). Insofar as score values are included in the credit report, they are based on scientifically recognized, mathematical-statistical procedures. Among other data, address data are taken into account when calculating the score

values. For further information on our privacy policy and the use of credit agencies, please refer to the PayPal data protection information: <https://www.paypal.com/webapps/mpp/ua/privacy-full>.

2.4 If paying with credit card via Stripe, we transfer your payment data to Stripe Payments Europe Ltd (C/o A&I Goodbody, Ifsc, North Wall Quay, Dublin 1, 662880) (hereinafter referred to as "Stripe") for the purpose of payment processing. For further information on the privacy policy and the use of credit agencies, please refer to the Stripe data protection information: <https://stripe.com/gb/privacy/>.

### 3) Cookies

Among other things this website uses so-called "cookies" serving to make our Internet presence more user-friendly, effective and secure - for instance to accelerate navigation on our platform. Furthermore, cookies allow us to measure the frequency of website visits as well as general navigation. Cookies are small text files stored on your computer system. Please note that some of these cookies are transferred from our server to your computer system, mostly so-called "session cookies". "Session cookies" are characterized by being automatically deleted from your hard drive upon the end of the browser session. Other cookies remain on your computer system and allow us to recognize your computer system during your next visit (so-called permanent cookies). You may certainly decline these cookies at any time provided your browser permits this. Please note that once your browser is set to decline cookies (from our website) certain features of this website may not be available or restricted.

### 4) Use of Google AdWords Conversion-Tracking

This website utilizes the online advertising program "Google AdWords" and the conversion tracking within the framework of Google AdWords. The conversion-tracking cookie is set on the user's browser, if he clicks on an ad delivered by Google. Cookies are small text files, which the internet browser places on your browser. These cookies lose their validity after 30 days. They are not used to acquire personal identification data. If the user visits a certain page of this website and if the cookie has not yet expired, Google and we will be able to tell that the user clicked on the ad and was forwarded to this page. Each Google AdWords client gets a different cookie. Thus, cookies cannot be tracked via the website of AdWords clients. The information collected by the conversion cookies are used to provide aggregate conversion statistics to AdWord clients who have opted-in for conversion tracking. Clients are informed about the total number of users who clicked on the ad and were forwarded to a conversion tracking tag page. However, they do not get any information enabling them to identify users personally. If you do not want to participate in the tracking program, you can refuse the use of this program by easily deactivating the google conversion-tracking cookie via your internet browser through the user settings. In this case, you will not be included in the conversion tracking statistics. Further information concerning Google data privacy can be found at <http://www.google.com/intl/en/policies/privacy/>.

## 5) Social Plugins

5.1 We have incorporated so-called plugins of the social network facebook.com (hereinafter "Facebook") into our website. Facebook is a company of the Facebook Inc., California Ave, Palo Alto, CA 94304, United States. A list and the appearance of these Facebook plugins may be viewed at the following Internet address: <https://developers.facebook.com/docs/plugins>.

During each visit of a webpage of our online presence that is equipped with such a plugin, the plugin causes the browser used by you to download the visual presentation of the plugin from the Facebook server and to display it. By integrating the plugin, Facebook receives the information that your browser has visited the respective webpage of our website even if you do not have a Facebook user account or are not currently logged into Facebook. This information (including your IP address) will be sent directly from your browser to a server from Facebook in the United States and stored there.

If you are a member of Facebook, and while visiting our website are logged into Facebook, Facebook due to information sent by the plugin recognizes which particular webpage of our website you are currently visiting and assigns this to your personal Facebook user account regardless of whether you activate one of the plugins. Should you then activate one of the plugins, for example by clicking the "I like" button or by submitting a comment, this will be sent to your personal user account with Facebook and stored there. To prevent Facebook from assigning collected data to your user account on Facebook, you have to log out from Facebook before visiting our website. To block Facebook plugins from collecting and transferring your visitor data in the future you may obtain a Browser Add On by "Facebook Blocker" for several Internet browsers at the following link; please do not delete the Browser Add On for as long as you wish to block Facebook plugins: <http://webgraph.com/resources/facebookblocker/>.

At the following Internet address you can find Facebook's privacy policy with further information on the collection and use of data by Facebook, your relevant rights as well as on settings for the protection of your privacy: <https://en-gb.facebook.com/policy.php>.

5.2 On our webpage we use the "+1" Button of the social network Google+ (Google Plus) of the Google Inc., 1600 Amphitheatre Parkway, Mountain View, California, 94043 United States, (hereinafter "Google").

During each visit of a webpage of our website that is equipped with a "+1" button, the "+1" button causes the browser used by you to download the visual presentation of the "+1" button from the Google server and to display it. By doing so, the Google server receives the information which particular webpage of our website you are currently visiting. When displaying a "+1" button, Google records your browsing history for a period of up to two weeks for system maintenance and troubleshooting purposes. Further evaluation of your visit of a website of our website with a "+1" button does not take place.

Should you activate the "+1" button while being logged into Google+ (Google Plus), then Google by using your Google profile records information on the URL recommended by you, your IP address and other browser related information so that your "+1" recommendation can be stored and made publicly accessible. Your "+1" recommendation may be displayed as reference together with your

profile name and your photo in Google services such as search results or your Google profile (as "+1" tab in your Google profile) or in other places on websites and adverts on the Internet.

At the following Internet address you will find the privacy policy of Google regarding the "+1" button with further information on collection, transfer and use of data by Google, your relevant rights as well as your options for profile setting: <https://developers.google.com/+/web/buttons-policy>.

5.3 This website uses so called social plugins (« plugins ») from the micro-blogging service Twitter operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA (« Twitter »). The plugins are labeled with the Twitter logo, for example in the form of a blue « Twitter » bird. You will find an overview of the Twitter plugins and their appearance at :

<https://twitter.com/about/resources/buttons>

If you request a page of our website, which contains such a plugin, your browser will build up a direct connection to the servers of Twitter. The plugin's content will be directly transmitted from Twitter to your browser, which will integrate it into the page. Through integration of the plugin, Twitter obtains the information that you browser has accessed the relevant page of our website, even if you do not have a Twitter profile or if you are not logged into Twitter currently. This information (including your IP address) will be directly transmitted from your browser to a Twitter server in the USA and saved there.

If you are logged into Twitter, Twitter may directly assign the visit of our website to your Twitter account. If you interact with the plugins, for example by activating the Twitter button, the corresponding information will also be directly transmitted by your browser to a Twitter server in the USA and saved there. Furthermore, this information will be released on your Twitter account and revealed to your contacts.

To learn more about the purpose and extent of data collection, processing and the use of this data by Twitter as well as your rights in this respect and setting options for protecting your privacy, please refer to Twitter's privacy policy: <https://twitter.com/privacy?lang=en>.

If you do not want Twitter to allocate data collected via our website to your Twitter account, you have to log out of Twitter prior to visiting our website. You can completely prevent the downloading of Twitter plugins by browser add-ons, for example by using the script blocker: « NoScript » (<http://noscript.net/>).

5.4 On our website so called social plugins ("plugins") of the online service Instagram are applied which are operated by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). The plugins can be recognized by the Instagram logo, for example in form of an Instagram camera. A list of Instagram plugins and their look can be found under:

<http://blog.instagram.com/post/36222022872/introducing-instagram-badges>.

If you request a page of our website, which contains such a plugin, your browser will build up a direct connection to the servers of Instagram. The content of the plugin will be directly transmitted from Instagram to your browser and integrated into the page of the website. By integrating the plugin, Instagram obtains the information that your browser has accessed on the corresponding page of our website, even if you do not have an Instagram profile or if you are not logged into Instagram. This

information (including your IP address) will be directly transferred to and stored on a server operated by Instagram in the USA.

If you are logged in with Instagram, it will be able to assign your visit of our website to your Instagram account. If you interact with the plugins, such as pressing the Instagram camera button, the corresponding information will be sent directly to a server of Instagram and be stored there. The information is also posted on your Instagram account and can be seen by your contacts.

For information on the purpose and extent of data capture and the further processing and use of data by Instagram, as well as your rights in this regard and turn-off options for the protection of your personal privacy, please refer to the Instagram data protection information:

<https://www.instagram.com/about/legal/privacy/>.

If you do not want Instagram to collect data about you via our internet website and to link this directly with your data stored on your Instagram account, you need to log off from Instagram before going to our website. You can completely prevent the loading of Instagram plugins on your browser by add-ons such as the script blocker "NoScript" ([http:// noscript.net/](http://noscript.net/)).

5.5 On our website so called social plugins ("plugins" of the social network Pinterest are applied, which are operated by Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA ("Pinterest" The plugins can be recognized by the button "Pin-it" on our website.

If you request a page of our website, which contains such a plugin, your browser will build up a direct connection to the servers of Google. The content of the plugin will be directly transmitted from Pinterest to your browser, which will integrate it into the website. By integrating the plugin, Pinterest obtains the information that your browser has accessed on the corresponding page of our website, even if you do not have a Pinterest account or if you are not logged into Pinterest currently. This information (including your IP address) is transferred to and stored on a server operated by Pinterest in the USA.

If you are logged in with Pinterest, it will be able to assign your visit of our website to your Pinterest account. If you interact with the plugins, such as pressing the "Pin-it" button, the corresponding information is sent directly to Pinterest and will be stored there. The information is also posted on Pinterest and can be seen by your contacts.

For information on the purpose and extent of data capture and the further processing and use of data by Pinterest, as well as your rights in this regard and turn-off options for the protection of your personal privacy, please refer to the Google data protection information:

<https://about.pinterest.com/en/privacy-policy>.

If you do not want Pinterest to collect data about you via our internet website and to link this with your data stored on Pinterest, you need to log off from Pinterest before going to our website.

## 6) Web analysis service

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses so-called Cookies, text files which are stored on your computer and which enable you to conduct an analysis of the use of the website. The information generated by the cookies about your use of the website will normally be transmitted to a server in the US, where it is stored.

In the case of activating an IP anonymizer for this website, your IP address will however be abbreviated by Google within the member states of the European Union or within other member states to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address will be transmitted to a server in the US, where it is abbreviated. On behalf of the website operator, Google will use this information to evaluate your use of the website, to compile reports on website activities and to provide further services connected to the website use and the internet use for the benefit of the website operator.

The IP address transmitted by your browser in the context of Google Analytics will not be linked to other data retrieved by Google. You may prevent the storage of cookies by making the appropriate settings in your browser. However, we should point out that in that case you might not be able to use the full functionality of this website. You may permanently refuse Google to collect data generated by cookies regarding the use of the website (including your IP address) and to process them by downloading and installing the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

As an alternative to the browser plugin or for browsers regarding mobile devices, please click on the following link in order to set an opt-out cookie, which disables Google Analytics to collect data on this website in the future (this opt-out cookie only functions for this browser and this domain. If you delete your cookies on this browser, you have to click again on this link:

[Deactivate Google Analytics](javascript:gaOptout())

Please note, this website uses Google Analytics with the extension "\_anonymizeIp()". IP addresses will therefore be processed only in abbreviated form to prevent them from being directly linked to a particular individual.

## 7) Information on Customer Rights and Contacts

You are entitled to obtain information on your saved data free of charge and to correct, block or delete this data where applicable. Please contact us with any further inquiries about the collection, processing or use of your personal data. The same shall apply for obtaining information, your requests to block, delete or correct your personal data as well as for withdrawals of granted consents. You can find our contact address in our legal notice.