

# Data Protection Declaration

## 1) Information on the Collection of Personal Data and Contact Details of the Controller

**1.1** We are pleased that you are visiting our website and thank you for your interest. On the following pages, we inform you about the handling of your personal data when using our website. Personal data is all data with which you can be personally identified.

**1.2** The controller in charge of data processing on this website, within the meaning of the General Data Protection Regulation (GDPR), is MOPA Motorparts Vertriebsgesellschaft mbH, Carl-Benz-Ring 20, 53859 Niederkassel, Deutschland, Tel.: +49 (0)228 94511-0, Fax: +49 (0)228 94511-11, E-Mail: info@motorparts.de. The controller in charge of the processing of personal data is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data.

## 2) Data Collection When You Visit Our Website

**2.1** When using our website for information only, i.e. if you do not register or otherwise provide us with information, we only collect data that your browser transmits to our server (so-called "server log files"). When you visit our website, we collect the following data that is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the moment of access
- Amount of data sent in bytes
- Source/reference from which you came to the page
- Browser used
- Operating system used
- IP address used (if applicable: in anonymized form)

Data processing is carried out in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data will not be passed on or used in any other way. However, we reserve the right to check the server log files subsequently, if there are any concrete indications of illegal use.

**2.2** This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g. orders or inquiries to the controller). You can recognize an encrypted connection by the character string https:// and the lock symbol in your browser line.

## 3) Cookies

In order to make your visit to our website more attractive and to enable the use of certain functions, we use cookies, i.e. small text files that are stored on your end device.

In some cases, these cookies are automatically deleted again after the browser is closed (so-called "session cookies"), in other cases, these cookies remain on your end device for longer and allow page settings to be saved (so-called "persistent cookies"). In the latter case, you can find the duration of the storage in the overview of the cookie settings of your web browser.

If personal data is also processed by individual cookies set by us, the processing is carried out either in accordance with Art. 6 (1) point b GDPR for the performance of the contract, in accordance with Art. 6 (1) point a GDPR in the case of consent given or in accordance with Art. 6 (1) point f GDPR to safeguard our legitimate interests in the best possible functionality of the website as well as a customer-friendly and effective design of the page visit.

You can set your browser in such a way that you are informed about the setting of cookies and you can decide individually about their acceptance or exclude the acceptance of cookies for certain cases or in general.

Please note that the functionality of our website may be limited if cookies are not accepted.

## **4) Contacting Us**

### **4.1 Chatwerk**

This website uses a live chat system offered by the following provider: Inbox Solutions GmbH, Pretzfelder Straße 7 - 11, 90425 Nürnberg

The processing of personal data transmitted via chat is carried out either in accordance with Art. 6 (1) point b GDPR, to the extent necessary for the initiation or execution of the contract, or in accordance with Art. 6 (1) point f GDPR based on our legitimate interest in the effective support of our site visitors. Unless otherwise required by law, your data transmitted will be deleted once the relevant facts have been conclusively clarified. Furthermore, additional information may be collected and evaluated by means of cookies for the purpose of creating pseudonymised user profiles.

However, this information will not be used to identify you personally and will not be merged with other data records. To the extent this information has a personal reference, the processing is carried out in accordance with Art. 6 (1) point f GDPR based on our legitimate interest in the statistical analysis of user behaviour for optimisation purposes.

The placing of cookies may be prevented by appropriate browser settings. However, the functionality of our website may be restricted in such a case. You may object to the collection and storage of data for the purpose of creating a pseudonymised user profile at any time with effect for the future.

We have concluded an order processing agreement with the provider, ensuring the protection of our site visitors' data and prohibiting unauthorised disclosure to third parties.

## **4.2 Calendly**

For the provision of an online appointment booking function, we use the services of the following provider: Calendly, LLC, BB&T Tower, 271 17th St NW, Atlanta, GA 30363, USA

For the purpose of making an appointment, your first name, surname and e-mail address (and telephone number, if a telephone appointment is requested) are collected in accordance with Art. 6 (1) point b GDPR and transferred to the provider in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in effective customer management and efficient appointment management and stored there for the purpose of organising the appointments.

After the appointment has been held or after the agreed appointment period has expired, your data will be deleted by the provider.

We have concluded an order processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorised disclosure to third parties.

For the transfer of data to the USA, the provider relies on standard contractual clauses of the European Commission, which are intended to ensure compliance with the European level of data protection.

## **4.3 WhatsApp Business**

We offer visitors to our website the opportunity to contact us via the WhatsApp news service of WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. For this purpose, we use the so-called "Business Version" of WhatsApp.

If you contact us via WhatsApp in connection with a specific business transaction (e.g. an order placed), we will store and use the mobile telephone number you use at WhatsApp and - if provided - your first name and surname in accordance with Art. 6 para. 1 lit. b. GDPR to process and answer your request. Based on the same legal basis, we will ask you via WhatsApp to provide further data (order number, customer number, address or e-mail address), if necessary, in order to be able to allocate your enquiry to a specific transaction.

If you use our WhatsApp contact for general enquiries (e.g. about the range of services, availability or our website), we will store and use the mobile phone number you use at WhatsApp and - if provided - your first and last name in accordance with Art. 6 Para. 1 lit. f GDPR based on our justified interest in the efficient and prompt provision of the requested information.

Your data will always be used only to answer your request via WhatsApp. Your data will not be passed on to third parties.

Please note that WhatsApp Business gains access to the address book of the mobile device we use for this purpose and automatically transfers telephone numbers stored in the address book to a server of the parent company Meta Platforms Inc. in the USA. To

operate our WhatsApp Business account, we use a mobile device whose address book saves only the WhatsApp contact data of those users who have also contacted us via WhatsApp.

This ensures that each person whose WhatsApp contact data is stored in our address book has already consented to the transmission of his WhatsApp telephone number from the address books of his chat contacts in accordance with Art. 6 Para. 1 lit. a GDPR when using the app on his device for the first time by accepting the WhatsApp terms of use. The transmission of data of such users who do not use WhatsApp and/or have not contacted us via WhatsApp is therefore excluded.

For the purpose and scope of data collection and the further processing and use of data by WhatsApp, as well as your rights and setting options for protecting your privacy, please refer to WhatsApp's data protection information:

<https://www.whatsapp.com/legal/?eea=1#privacy-policy>

In the course of the above-mentioned processing, data may be transferred to servers of Meta Platforms Inc. in the USA.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

**4.4** When you contact us (e.g. via contact form or e-mail), personal data is collected. Which data is collected in the case of a contact form can be seen from the respective contact form. This data is stored and used exclusively for the purpose of responding to your request or for establishing contact and for the associated technical administration.

The legal basis for processing data is our legitimate interest in responding to your request in accordance with Art. 6 (1) point f GDPR. If your contact is aimed at concluding a contract, the additional legal basis for the processing is Art. 6 (1) point b GDPR. Your data will be deleted after final processing of your enquiry; this is the case if it can be inferred from the circumstances that the facts in question have been finally clarified, provided there are no legal storage obligations to the contrary.

## **5) Data Processing When Opening a Customer Account and for Contract Processing**

Pursuant to Art. 6 (1) point b GDPR, personal data will continue to be collected and processed to the extent required in each case if you provide us with this data when opening a customer account. The data required for opening an account can be found in the input mask of the corresponding form on our website. Deletion of your customer account is possible at any time and can be done by sending a message to the above address of the person responsible. After deletion of your customer account, your data will be deleted, provided that all contracts concluded via it have been fully processed, no legal retention periods are opposed and no legitimate interest on our part in the continued storage exists.

## **6) Use of Client Data for Direct Advertising**

### **6.1** Subscribe to our e-mail newsletter

If you register for our e-mail newsletter, we will regularly send you information about our offers. The only mandatory data for sending the newsletter is your e-mail address. The provision of further data is voluntary and will be used to address you personally. We use the so-called double opt-in procedure for sending the newsletter. This means that we will only send you an e-mail newsletter once you have expressly confirmed that you consent to receiving newsletters. We will then send you a confirmation e-mail asking you to confirm that you wish to receive the newsletter in future by clicking on an appropriate link.

By activating the confirmation link, you give us your consent for the use of your personal data pursuant to Art. 6 (1) point a GPPR. When you register for the newsletter, we store your IP address entered by your Internet service provider (ISP) as well as the date and time of registration for the purpose of tracing any possible misuse of your e-mail address at a later date. The data collected by us when you register for the newsletter is used exclusively for the promotional purposes by way of the newsletter. You can unsubscribe from the newsletter at any time via the link provided for this purpose in the newsletter or by sending a corresponding message to the responsible person named at the beginning. After unsubscribing, your e-mail address will be deleted from our newsletter distribution list immediately, unless you have expressly consented to further use of your data, or we reserve the right to a more extensive use your data which is permitted by law and about which we inform you in this declaration.

### **6.2** MailChimp

Our e-mail newsletters are sent via this provider: The Rocket Science Group, LLC d/b/a MailChimp, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA

On the basis of our legitimate interest in effective and user-friendly newsletter marketing, we pass on the data you provided when registering for the newsletter to this provider in accordance with Art. 6 (1) point f GDPR so that they can send the newsletter on our behalf.

Subject to your express consent pursuant to Art. 6 (1) point a GDPR, the provider also carries out a statistical analysis of the success of newsletter campaigns by means of web beacons or tracking pixels in the emails sent, which can measure opening rates and specific interactions with the newsletter content. In the process, end device information (e.g. time of page view, IP address, browser type and operating system) is also collected and analysed, but not combined with other data records.

You can revoke your consent to newsletter tracking at any time with effect for the future.

We have concluded an order processing agreement with the provider, which safeguards the data of our website visitors and prohibits a transfer to third parties.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

## **7) Processing of Data for the Purpose of Order Handling**

**7.1** Insofar as necessary for the processing of the contract for delivery and payment purposes, the personal data collected by us will be passed on to the commissioned transport company and the commissioned credit institution in accordance with Art. 6 (1) lit. b GDPR.

If we owe you updates for goods with digital elements or for digital products on the basis of a corresponding contract, we will process the contact data (name, address, e-mail address) provided by you when placing the order in order to inform you personally by suitable means of communication (e.g. by post or e-mail) about upcoming updates within the legally stipulated period of time within the framework of our statutory duty to inform pursuant to Art. 6 (1) lit. c GDPR. Your contact details will be used strictly for the purpose of informing you about updates owed by us and will only be processed by us for this purpose to the extent necessary for the respective information.

In order to process your order, we also work together with the following service provider(s), who support us in whole or in part in the execution of concluded contracts. Certain personal data is transmitted to these service providers in accordance with the following information.

### **7.2** Passing on Personal Data to Shipping Service Providers

- DHL

We use the following provider as transport service provider: Deutsche Post AG, Charles-de-Gaulle-Straße 20, 53113 Bonn, Germany

We pass on your e-mail address and/or telephone number to the provider in accordance with Art. 6 (1) point a GDPR prior to delivery of the goods for the purpose of coordinating a delivery date or for delivery notification, if you have given your express consent in the ordering process. Otherwise, we will only pass on the name of the recipient and the delivery address to the supplier for the purpose of delivery in accordance with Art. 6 (1) point b GDPR. The transmission only takes place to the extent necessary for the delivery of the goods. In this case, prior coordination of the delivery date with the supplier or the delivery announcement is not possible.

The consent can be revoked at any time with effect for the future vis-à-vis the responsible person named above or vis-à-vis the provider.

- DHL Express

We use the following provider as transport service provider: DHL Express Germany

GmbH, Heinrich-Brüning-Str. 5, 53113 Bonn, Germany

We pass on your e-mail address and/or telephone number to the provider in accordance with Art. 6 (1) point a GDPR prior to delivery of the goods for the purpose of coordinating a delivery date or for delivery notification, if you have given your express consent in the ordering process. Otherwise, we will only pass on the name of the recipient and the delivery address to the supplier for the purpose of delivery in accordance with Art. 6 (1) point b GDPR. The transmission only takes place to the extent necessary for the delivery of the goods. In this case, prior coordination of the delivery date with the supplier or the delivery announcement is not possible.

The consent can be revoked at any time with effect for the future vis-à-vis the responsible person named above or vis-à-vis the provider.

- GLS

We use the following provider as transport service provider: General Logistics Systems Germany GmbH & Co. OHG, GLS Germany-Straße 1 – 7, 36286 Neuenstein, Germany

We pass on your e-mail address and/or telephone number to the provider in accordance with Art. 6 (1) point a GDPR prior to delivery of the goods for the purpose of coordinating a delivery date or for delivery notification, if you have given your express consent in the ordering process. Otherwise, we will only pass on the name of the recipient and the delivery address to the supplier for the purpose of delivery in accordance with Art. 6 (1) point b GDPR. The transmission only takes place to the extent necessary for the delivery of the goods. In this case, prior coordination of the delivery date with the supplier or the delivery announcement is not possible.

The consent can be revoked at any time with effect for the future vis-à-vis the responsible person named above or vis-à-vis the provider.

- UPS

We use the following provider as transport service provider: United Parcel Service Deutschland Inc. & Co. OHG, Görlitzer Straße 1, 41460 Neuss, Germany

We pass on your e-mail address and/or telephone number to the provider in accordance with Art. 6 (1) point a GDPR prior to delivery of the goods for the purpose of coordinating a delivery date or for delivery notification, if you have given your express consent in the ordering process. Otherwise, we will only pass on the name of the recipient and the delivery address to the supplier for the purpose of delivery in accordance with Art. 6 (1) point b GDPR. The transmission only takes place to the extent necessary for the delivery of the goods. In this case, prior coordination of the delivery date with the supplier or the delivery announcement is not possible.

The consent can be revoked at any time with effect for the future vis-à-vis the responsible person named above or vis-à-vis the provider.

**7.3** If we make advance payments (e.g. delivery on account), we reserve the right to carry out a credit check on the basis of mathematical-statistical procedures in order to safeguard our legitimate interest in determining the solvency of our customers. We may

additionally transmit the personal data required for a creditworthiness check to the following service provider in accordance with Art. 6 (1) point GDPR:

Creditreform Bonn Trier Rossen Eberhard GmbH & Co. KG Graurheindorfer Str. 92,  
53117 Bonn

The credit report may contain probability values (so-called score values). If score values are included in the result of the credit report, these are based on recognized scientific mathematical-statistical methods. The calculation of the score values includes, but is not limited to, address data. We use the result of the credit assessment regarding the statistical probability of non-payment for a balanced decision on the establishment, implementation or termination of the contractual relationship.

You can object to this processing of your data at any time by sending a message to the data controller or to the aforementioned credit agency. However, we may still be entitled to process your personal data if this is necessary for contractual processing of payments.

## **8) Online Marketing**

Hubspot

This website uses the software-based marketing service of the following provider for the provision and synchronisation of various customer management services: HubSpot Ireland Ltd., 2nd Floor 30 North Wall Quay, Dublin 1, Ireland

This service enables the automated processing of feed activities, the control of advertising in the marketing channels used and the analysis of the success of marketing measures, as well as central e-mail marketing and contact management.

To fulfil the various functions, cookies are used, i.e. small text files that are stored locally in the cache of your web browser on your end device and that enable an analysis of your use of the website by us. In doing so, the cookies collect certain information, such as the IP address, the location, the time of the page access.

All of the processing described above, in particular the setting of cookies to read information from the end device used, will only be carried out if you have given us your express consent to this in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the „cookie consent tool" provided on the website.

Other legal bases for data processing that apply in the context of specific service functions (such as the requirement for express consent in accordance with Art. 6 (1) point a GDPR when sending newsletters) remain unaffected by this.

We have concluded an order processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorised disclosure to third parties.



## **9) Web Analysis Services**

### **9.1 Google Analytics 4**

This website uses Google Analytics 4, a service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), which can be used to analyze the use of websites.

When using Google Analytics 4, so-called "cookies" are used as standard. Cookies are text files that are stored on your terminal device and enable an analysis of your use of a website. The information collected by cookies about your use of the website (including the IP address transmitted by your terminal device, shortened by the last digits, see below) is usually transmitted to a Google server and stored and processed there. This may also result in the transmission of information to the servers of Google LLC, a company based in the USA, where the information is further processed.

When using Google Analytics 4, the IP address transmitted by your terminal device when you use the website is always collected and processed by default and automatically only in an anonymized manner, so that a direct personal reference of the collected information is excluded. This automatic anonymization is carried out by shortening the IP address transmitted by your terminal device by Google within member states of the European Union (EU) or other contracting states of the Agreement on the European Economic Area (EEA) by the last digits.

On our behalf, Google uses this and other information to evaluate your use of the website, to compile reports (reports) on your website activities or your usage behavior and to provide us with other services related to your website usage and internet usage. In this context, the IP address transmitted and shortened by your terminal device within the scope of Google Analytics 4 will not be merged with other data from Google. The data collected in the context of the use of Google Analytics 4 will be retained for 2 months and then deleted.

Google Analytics 4 also enables the creation of statistics with statements about age, gender and interests of website users on the basis of an evaluation of interest-based advertising and with the involvement of third-party information via a special function, the so-called "demographic characteristics". This makes it possible to determine and distinguish between groups of website users for the purpose of targeting marketing measures. However, data collected via the "demographic characteristics" cannot be assigned to a specific person and thus not to you personally. This data collected via the "demographic characteristics" function is retained for two months and then deleted.

All processing described above, in particular the setting of Google Analytics cookies for the storage and reading of information on the terminal device used by you for the use of the website, will only take place if you have given us your express consent for this in accordance with Art. 6 (1) lit. a GDPR. Without your consent, Google Analytics 4 will not be used during your use of the website. You can revoke your consent once given at any time with effect for the future. To exercise your revocation, please deactivate this service via the "Cookie Consent Tool" provided on the website.

On this website, the "Google Signals" service can also be used as an extension of Google Analytics 4. With Google Signals, cross-device reports can be created by Google (so-called "cross-device tracking"). If you have activated "personalised ads" in your Google account settings and you have linked your internet-enabled devices to your

Google account, Google can analyse user behaviour across devices and create database models based on this, provided you have given your consent to the use of Google Analytics in accordance with Art. 6 Para. 1 letter a GDPR (see above). The logins and device types of all page visitors who were logged into a Google account and performed a conversion are taken into account. The data shows, among other things, on which device you first clicked on an ad and on which device the associated conversion took place. Insofar as Google Signals is used, we do not receive any personal data from Google, but only statistics compiled on the basis of Google Signals. You have the option of deactivating the "personalised ads" function in the settings of your Google account and thus turning off the cross-device analysis. To do this, follow the instructions on this page: <https://support.google.com/ads/answer/2662922?hl=de>

Further information can be found here:

<https://support.google.com/analytics/answer/7532985?hl=de>

As an extension of Google Analytics 4, the "UserIDs" function can also be used on this website. By assigning individual UserIDs, we can have Google create cross-device reports (so-called "cross-device tracking"). This means that your usage behaviour can also be analysed across devices if you have given your corresponding consent to the use of Google Analytics in accordance with Art. 6 Para. 1 letter a GDPR, if you have set up a personal account by registering on this website and are logged into your personal account on different end devices with your relevant login data. The data collected in this way shows, among other things, on which end device you clicked on an ad for the first time and on which end device the relevant conversion took place.

We have concluded a so-called data processing agreement with Google for our use of Google Analytics 4, by which Google is obliged to protect the data of our website users and not to pass it on to third parties.

To ensure compliance with the European level of data protection, even in the event of any transfer of data from the EU or EEA to the USA and possible further processing there, Google refers to the so-called standard contractual clauses of the European Commission, which we have contractually agreed with Google.

Further legal information on Google Analytics 4, including a copy of the aforementioned standard contractual clauses, can be found at the following link:

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

Details on the processing triggered by Google Analytics 4 and Google's handling of data from websites can be found here: <https://policies.google.com/technologies/partner-sites>

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

**9.2** This website uses the "Google Tag Manager", a service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: "Google").

The Google Tag Manager provides a technical basis for bundling various web applications, including tracking and analysis services, and for calibrating, controlling and attaching conditions to them via a uniform user interface.

Google Tag Manager itself does not store any information on user end devices or read them. The service also does not perform any independent data analyses.

However, the Google Tag Manager transmits your IP address to Google when you visit a page and may store it there. Also a transmission to servers of Google LLC in the USA is possible.

All processing described above, in particular the reading or saving of information on the end device used, is only carried out if you have given us your express consent in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the "cookie consent tool" provided on the website.

We have concluded an order processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorised disclosure to third parties.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

## **10) Retargeting/Remarketing/ Referral Advertising**

Facebook pixel for creating custom audiences with extended data matching feature (with Cookie Consent Tool)

Within our online offer, the so-called "Facebook pixel" of the social network Facebook in extended data matching mode is applied. It is operated by Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland (hereinafter "Facebook").

If a user, who has given his explicit consent, clicks on an advertisement placed by us and played on Facebook, an addition is made to the URL of our linked page by Facebook pixels. This URL parameter is then entered into the user's browser via a cookie after it has been forwarded, which is set by our linked page itself. In addition, this cookie collects specific customer information, such as the email address that we collect on our Facebook-associated website during transactions such as purchases, account signups, or registrations (advanced data matching). The cookie is then read by Facebook Pixel and enables the data, including the specific customer data, to be forwarded to Facebook. With the help of the Facebook pixel with extended data matching feature, Facebook is able to determine visitors of our online offer as a target group for the presentation of ads (so-called "Facebook ads"). Accordingly, the Facebook pixel with extended data matching feature to display Facebook ads placed by us will be presented only to Facebook users who have shown an interest in our online offer or who demonstrate certain characteristics (e.g., interest in certain topics or products determined by means of the websites visited) which we transmit to Facebook (so-called "custom audiences"). When using Facebook pixels, we also want to ensure that our Facebook ads match the potential interest of users and are not annoying. This allows us to evaluate the effectiveness of Facebook ads for statistical and market research purposes by tracking whether users were forwarded to our website after clicking on a Facebook ad ("conversion"). Compared to the standard variant of Facebook Pixel, the extended data matching feature helps us better measure the effectiveness of our advertising campaigns by tracking more associated conversions.

All transmitted data is stored and processed by Facebook to enable a connection to the respective user profile and to allow Facebook to use the data for its own advertising purposes in accordance with the Facebook Data Usage Guidelines (<https://www.facebook.com/about/privacy/>). The data may enable Facebook and its partners to place advertisements on and off Facebook.

These processes are subject to express consent in accordance with Art. 6 (1) point a GDPR.

Consent to the use of the Facebook pixel may only be given by users who are older than 13 years of age. If you are younger, please ask your parent or guardian for permission. The information generated by Facebook is usually transmitted to a Facebook server and stored there; this may also involve transmission to the servers of Meta Platforms Inc. in the USA. You can revoke your consent at any time with effect for the future. To exercise your revocation, remove the tick next to the setting for the "Facebook Pixel" in the "Cookie Consent Tool" embedded on the website.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

## **11) Site Functionalities**

### **11.1 Vimeo Videos**

This website uses plugins to display and play videos from the following provider: Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA

When you call up a page of our website that contains such a plugin, your browser establishes a direct connection to the provider's servers to load the plugin. This involves certain information, including your IP address, being transmitted to the provider.

If the playback of embedded videos is started via the plugin, the provider also uses cookies to collect information about user behavior, to create playback statistics and to prevent abusive behavior.

If you are logged into a user account maintained by the provider during your visit to the site, your data will be directly assigned to your account when you click on a video. If you do not wish to have your data assigned to your account, you must log out before clicking on the play button.

All the above-mentioned processing, in particular the setting of cookies for reading out information on the end device used, only takes place if you have given us your express consent in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service via the "cookie consent tool" provided on the website.

For the transfer of data to the USA, the provider relies on standard contractual clauses of the European Commission, which are meant to ensure compliance with the European level of data protection.

## **11.2** YouTube Videos

This website uses plugins to display and play videos from the following provider: Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 ESW5, Ireland

Data may also be transmitted to: Google LLC., USA.

When you call up a page of our website that contains such a plugin, your browser establishes a direct connection to the provider's servers to load the plugin. This involves certain information, including your IP address, being transmitted to the provider.

If the playback of embedded videos is started via the plugin, the provider also uses cookies to collect information about user behavior, to create playback statistics and to prevent abusive behavior.

If you are logged into a user account maintained by the provider during your visit to the site, your data will be directly assigned to your account when you click on a video. If you do not wish to have your data assigned to your account, you must log out before clicking on the play button.

All the above-mentioned processing, in particular the setting of cookies for reading out information on the end device used, only takes place if you have given us your express consent in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service via the "cookie consent tool" provided on the website.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

## **11.3** Google Maps

Our website uses Google Maps (API) of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). Google Maps is a web service for displaying interactive (country) maps in order to display geographical information visually. Using this service will show you our location and will make it easier for you to find us.

When you access the sub-pages that contain the Google Maps map, information about your use of our website (such as your IP address) is transmitted to and stored by Google on servers. When using Google Maps, personal data may also be transmitted to the servers of Google LLC. in the USA. This is regardless of whether Google provides a user account that you are logged in with or whether no user account exists. If you are logged in to Google, your information will be directly associated with your account. If you do not wish to be associated with your profile on Google, you must log out before activating the button. Google saves your data (even for users who are not logged in) as usage profiles and evaluates them.

Such an evaluation takes place according to Art. 6 (1) point f GDPR, on the basis of the legitimate interests of Google in the insertion of personalized advertising, market

research and/or demand-oriented design of its website. You have the right to object to the creation of these user profiles. If you want to do so, you must contact Google to exercise this right. If you do not agree to the future transmission of your data to Google in the context of using Google Maps, you may completely deactivate the Google Maps web service by switching off the JavaScript application in your browser. In this case, Google Maps as well as the map display on this website cannot be used.

The Google terms of use can be found at: <https://policies.google.com/terms?hl=en>. The additional terms of use can be found at:

[https://www.google.com/intl/en-US\\_US/help/terms\\_maps.html](https://www.google.com/intl/en-US_US/help/terms_maps.html).

You can find detailed information on data protection in connection with the use of Google Maps on Google's website ("Google Privacy Policy") at: <https://policies.google.com/privacy?hl=en>.

To the extent required by law, we have obtained your consent to the processing of your data as described above in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future. In order to exercise your revocation, please follow the procedure described above for submitting an objection.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

#### **11.4 Google Web Fonts**

This site uses so-called web fonts from the following provider to display fonts in a uniform manner: Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data is also transferred to: Google LLC, USA

When you call up a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly and establishes a direct connection to the provider's servers. In this process, certain browser information, including your IP address, is transmitted to the provider.

The processing of personal data while establishing the connection with the provider of the fonts is only carried out if you have given us your express consent to do so in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service via the "cookie consent tool" provided on the website. If your browser does not support web fonts, a standard font will be used by your computer.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

#### **11.5 reCAPTCHA**

On this website, we use the CAPTCHA service of the following provider: Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data may also be transmitted to: Google LLC, USA. For the visual design of the CAPTCHA window, the provider uses "Google Fonts", i.e., fonts loaded from the Internet by Google. No further information is processed except that mentioned above, which is already transmitted to Google via the functionality of ReCaptcha.

The service checks whether an input is made by a natural person or abusively by machine and automated processing with the aim of blocking spam, DDoS attacks and similar automated malicious attacks. To ensure whether an action is performed by a human being and not by an automated bot, Cloudflare Turnstile collects the IP address of the end device used, the recognition data of the browser, the operating system type and the date and duration of the visit and transmits these data to the provider's servers to be evaluated.

This process is based on our legitimate interest in determining individual responsibility when using the Internet and in preventing abuse and spam in accordance with Art. 6 Para. 1 lit. f GDPR.

We have concluded an order processing contract with the provider, ensuring the protection of our site visitors' data and prohibiting unauthorized disclosure to third parties.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

## **12) Tools and Miscellaneous**

**12.1** This website uses a so-called "cookie consent tool" to obtain effective user consent for cookies and cookie-based applications that require consent. The "cookie consent tool" is displayed to users in the form of an interactive user interface when they access the page, on which consent for certain cookies and/or cookie-based applications can be given by ticking the appropriate box. Using the tool, all cookies/services requiring consent are only loaded if the respective user provides the corresponding consent by ticking the corresponding box. This ensures that such cookies are only set on the respective end device of the user if consent has been granted.

The tool sets technically necessary cookies to save your cookie preferences. Personal user data is generally not processed.

If, in individual cases, personal data (such as the IP address) is processed for the purpose of storing, assigning or logging cookie settings, this is done in accordance with Art. 6 (1) point GDPR based on our legitimate interest in legally compliant, user-specific and user-friendly consent management for cookies and thus in a legally compliant design of our website.

Further legal basis for the processing is Art. 6 (1) point c GDPR. As the responsible party, we are subject to the legal obligation to make the use of technically unnecessary

cookies dependent on the respective user consent.

Further information on the operator and the setting options of the cookie consent tool can be found directly in the corresponding user interface on our website.

## **12.2 Elasticsearch**

This website uses the search technology service of the following provider: ELASTIC, 800 West El Camino Real, Suite 350, Mountain View, California 94040, USA

For the provision of the search function for items via the search field and for navigation and filters, the provider collects and stores certain user information (such as the user or session ID) in anonymised form.

Insofar as personal data is also processed in this context, the processing is carried out in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in providing an error-tolerant search for items and thus in the optimal marketing of our offering.

For the transfer of data to the USA, the provider invokes standard contractual clauses of the European Commission, which are intended to ensure compliance with the European level of data protection.

## **13) Rights of the Data Subject**

**13.1** The applicable data protection law grants you the following comprehensive rights of data subjects (rights of information and intervention) vis-à-vis the data controller with regard to the processing of your personal data:

- Right of access by the data subject pursuant to Art. 15 GDPR;
- Right to rectification pursuant to Art. 16 GDPR;
- Right to erasure (“right to be forgotten”) pursuant to Art. 17 GDPR;
- Right to restriction of processing pursuant to Art. 18 GDPR;
- Right to be informed pursuant to Art. 19 GDPR;
- Right to data portability pursuant to Art. 20 GDPR;
- Right to withdraw a given consent pursuant to Art. 7 (3) GDPR;
- Right to lodge a complaint pursuant to Art. 77 GDPR.

### **13.2 RIGHT TO OBJECT**

IF, WITHIN THE FRAMEWORK OF A CONSIDERATION OF INTERESTS, WE PROCESS YOUR PERSONAL DATA ON THE BASIS OF OUR PREDOMINANT LEGITIMATE INTEREST, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THIS PROCESSING WITH EFFECT FOR THE FUTURE ON THE GROUNDS THAT ARISE FROM YOUR PARTICULAR SITUATION.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED. HOWEVER, WE RESERVE THE RIGHT TO FURTHER PROCESSING IF WE CAN PROVE COMPELLING REASONS WORTHY OF PROTECTION FOR PROCESSING WHICH OUTWEIGH YOUR INTERESTS, FUNDAMENTAL RIGHTS AND FREEDOMS, OR IF THE PROCESSING SERVES TO ASSERT, EXERCISE OR DEFEND LEGAL CLAIMS.



IF WE PROCESS YOUR PERSONAL DATA FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR PERSONAL DATA WHICH ARE USED FOR DIRECT MARKETING PURPOSES. YOU MAY EXERCISE THE OBJECTION AS DESCRIBED ABOVE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED FOR DIRECT ADVERTISING PURPOSES.

#### **14) Duration of Storage of Personal Data**

The duration of the storage of personal data is based on the respective legal basis, the purpose of processing and - if relevant - on the respective legal retention period (e.g. commercial and tax retention periods).

If personal data is processed basis on an express consent pursuant to Art. 6 (1) point a GDPR, this data is stored until the data subject revokes his consent.

If there are legal storage periods for data that is processed within the framework of legal or similar obligations on the basis of Art. 6 (1) point b GDPR, this data will be routinely deleted after expiry of the storage periods if it is no longer necessary for the fulfillment of the contract or the initiation of the contract and/or if we no longer have a justified interest in further storage.

When processing personal data on the basis of Art. 6 (1) point f GDPR, this data is stored until the data subject exercises his right of objection in accordance with Art. 21 (1) GDPR, unless we can provide compelling grounds for processing worthy of protection which outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

If personal data is processed for the purpose of direct marketing based on Art. 6 (1) point f GDPR, this data is stored until the data subject exercises his right of objection pursuant to Art. 21 (2) GDPR.

Unless otherwise stated in the information contained in this declaration on specific processing situations, stored personal data will be deleted if it is no longer necessary for the purposes for which it was collected or otherwise processed.