

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 Heijnen Plants BV, Roligt, 9, 6088NG Roggel, Niederlande, Tel.: 0031627292816, E-Mail: info@heijnen-plants.com. 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.

1.3 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.

2) Data Collection When You Visit Our Website

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.

3) Cookies

In order to make your visit to our website attractive and to enable the use of certain functions, we use so-called cookies on various pages. These are small text files that are stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your terminal and enable us or our partner companies (third-party cookies) to recognize your browser on your next visit (persistent cookies). If cookies are set, they collect and process specific user information such as browser and location data as well as IP address values according to individual requirements. Persistent cookies are automatically deleted after a specified period, which may vary depending on the cookie. You can check the duration of the respective cookie storage in the overview of the cookie settings of your web browser.

In some cases, cookies are used to simplify the ordering process by saving settings (e.g. remembering the content of a virtual shopping basket for a later visit to the website). If personal data are also processed by individual cookies set by us, the processing is carried out in accordance with Art. 6 (1) point b GDPR either for the execution of the contract or in accordance with Art. 6 (1) point f GDPR to safeguard our legitimate interests in the best possible functionality of the website and a customer-friendly and effective design of the page visit.

We work together with advertising partners who help us to make our website more interesting for you. For this purpose, cookies from partner companies are also stored on your hard drive when you visit our website (third-party cookies). You will be informed individually and separately about the use of such cookies and the scope of the information collected in each case within the following sections.

Please note that 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 generally. Each browser differs in the way it manages the cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You will find these for the respective browsers under the following links:

- Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

- Firefox: <https://www.mozilla.org/en-US/privacy/websites/#cookies>

- Chrome:

<https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en>

- Safari: <https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

- Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

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

4) Contacting Us

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) Online Appointments

Own function for online appointments

We process your personal data within the framework of the online appointment arrangement provided. You can find out which data we collect for online appointments from the respective form or the appointment request for making an appointment. If certain data is necessary to make an online appointment, we will indicate this on the form or in the appointment request. If we provide you with a free text field on the form, you can describe your request in more detail there. You can also control which additional data you would like to enter. The data you provide will be stored and used exclusively for the purpose of making an appointment. When processing personal data which are necessary for the fulfilment of a contract with you (this also applies to processing operations which are necessary for the implementation of pre-contractual measures), Art. 6 para. 1 letter b GDPR serves as the legal basis. If you have given us your consent to process your data, the processing will take place on the basis of Art. 6 para. 1 lit. a GDPR. Consent that has been granted can be revoked at any time by sending a message to the person responsible named at the beginning of this declaration.

6) 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 if you provide it to us for the execution of a contract or when opening a customer account. Which data is collected can be seen from the respective input forms. It is possible to delete your customer account at any time. This can be done by sending a message to the above-mentioned address of the controller. We store and use the data provided by you for contract processing. After complete processing of the contract or deletion of your customer account, your data will be blocked in consideration of tax and commercial retention periods and deleted after expiry of these periods, unless you have expressly consented to further use of your data or a legally permitted further use of data has been reserved by our site, about which we will inform you accordingly below.

7) Use of Single Sign-on Procedures

On our website, you can create a customer account and/or register using the social plug-in "Facebook Connect", provided by the Facebook social network operated by Facebook Ireland Limited, 4 Grand Canal Quay, Square, Dublin 2, Ireland ("Facebook"), by means of so-called single sign-on technology, provided you have a Facebook profile. The "Facebook Connect" social plug-in on our website is identified by a blue button featuring the Facebook logo and the words, "Connect with Facebook" or "Log in with Facebook" or "Sign in with Facebook".

When you visit a page of our website that contains such a plug-in, your browser establishes a direct connection to the Facebook server. The content of the plug-in is transferred from Facebook directly to your browser and included on the page. As a result of this inclusion, Facebook is informed that your browser has accessed the corresponding page of our website, even if you do not have a Facebook profile or are not currently logged into Facebook. This information (including your IP address) is transmitted from your browser directly to a Facebook server in the US, where it is stored. These data processing processes are carried out in accordance with Art. 6 (1) point f GDPR, based on Facebook's legitimate interest in the insertion of personalized advertising on the basis of surfing behavior.

Using this "Facebook Connect" button on our website allows you to log in and/or register on our website using your Facebook user data. Only if you give your express consent in accordance with Art. 6 (1) point a GDPR prior to the registration process on the basis of a corresponding notice about the exchange of data with Facebook, will we receive the publicly accessible information stored in your profile when using the "Facebook Connect" button from Facebook, depending on your personal Facebook privacy settings. This information includes your user ID, name, profile picture, age and gender. We would like to point out that following changes to Facebook's privacy and usage policies, your profile pictures, your friends' user IDs and your friends' list may also be transmitted, if these are marked as "public" in your Facebook privacy settings. The data transmitted by Facebook is stored and processed by us to create a user account using the necessary data (title, first name, surname, address details, country, e-mail address, date of birth), if you have shared

this information on Facebook. Conversely, data may be transmitted by us to your Facebook profile; this may include information about your browsing and/or purchasing behavior.

Once your consent has been given, it can be revoked at any time by sending a message to the controller named at the beginning of this declaration.

The purpose and scope of the data collection and further processing and use of the data by Facebook, as well as your rights and setting options for protecting your privacy in this regard, can be found in Facebook's privacy policy:
<http://www.facebook.com/policy.php>

If you do not wish Facebook to assign the data collected via our website directly to your Facebook profile, you must log out of Facebook before visiting our website. You can also completely prevent the loading of Facebook plug-ins by using add-ons for your browser, e.g. "Adblock Plus" (<https://adblockplus.org/en/>).

8) Processing of Data for the Purpose of Order Handling

8.1 The personal data collected by us will be passed on to the transport company commissioned with the delivery within the scope of contract processing, insofar as this is necessary for the delivery of the goods. We will pass on your payment data to the commissioned credit institution within the framework of payment processing, if this is necessary for payment handling. If payment service providers are used, we explicitly inform you of this below. The legal basis for the transfer of data is Art. 6 (1) point b GDPR.

8.2 We work with external shipping partners to fulfil our contractual obligations to our customers. We pass on your name as well as your delivery address exclusively for the purpose of delivering goods to a shipping partner selected by us, pursuant to Art. 6 (1) point b GDPR.

8.3 Use of Payment Service Providers

- Klarna

If the payment method "Klarna Rechnungskauf" or (if offered) the payment method "Klarna Installment Purchase" is selected, payment is processed by Klarna AB (publ) [<https://www.klarna.com/de>], Sveavägen 46, 111 34 Stockholm, Sweden (hereinafter "Klarna"). To enable payment to be processed, your personal data (first and last name, street, house number, postcode, city, gender, e-mail address, telephone number and IP address) as well as data related to the order (e.g. B. Invoice amount, article, delivery type) is forwarded to Klarna for the purpose of identity and creditworthiness check, provided you have expressly consented to this in accordance with Art. 6 (1) point a GDPR within the ordering process. You can view to which credit agencies your data may be forwarded at:

http://cdn.klarna.com/1.0/shared/content/legal/terms/Klarna/en_gb/checkout.

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

You can revoke your consent at any time by sending a message to the controller responsible for data processing or to Klarna. However, Klarna may still be entitled to process your personal data if this is necessary to process payments in accordance with the contract.

Your personal data will be treated in accordance with the applicable data protection regulations and in accordance with Klarna's privacy policy regarding data subjects located in Germany

https://cdn.klarna.com/1.0/shared/content/policy/data/de_en/data_protection.pdf
or regarding data subjects located in Austria

https://cdn.klarna.com/1.0/shared/content/policy/data/de_at/data_protection.pdf
- Paypal

When you pay via PayPal, credit card via PayPal, direct debit via PayPal or - if offered - "purchase on account" or "payment by instalments" via PayPal, we transmit your payment data to PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal"). The transfer takes place in accordance with Art. 6 (1) point b GDPR and only insofar as this is necessary for payment processing.

PayPal reserves the right to carry out credit checks for the payment methods credit card via PayPal, direct debit via PayPal or, if offered, "purchase on account" or "payment by installments" via PayPal. For this purpose, your payment data may be passed on to credit agencies on the basis of PayPal's legitimate interest in determining your solvency pursuant to Art. 6 (1) point f GDPR. PayPal uses the result of the credit assessment in relation to the statistical probability of non-payment for the purpose of deciding on the provision of the respective payment method. The credit report can contain probability values (so-called score values). If score values are included in the result of the credit report, they are based on recognized scientific, mathematical-statistical methods. The calculation of the score values includes, but is not limited to, address data. For further information on data protection law, including the credit agencies used, please refer to PayPal's data protection declaration at: <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>.

You can object to this processing of your data at any time by sending a message to PayPal. However, PayPal may still be entitled to process your personal data if this is necessary for contractual payment processing.

9) Contact for Requesting Customer Rating Information

Evaluation Reminder by Trusted Shops

If you have given us your express consent during or after your order in accordance with Art. 6 (1) point a GDPR, we will send your e-mail address to the evaluation platform "Trusted Shops GmbH" , Subbelrather Str. 15c, 50823 Köln (www.trustedshops.it), so that it can send you an evaluation reminder by e-mail. You can revoke your consent at any time by sending a message to the controller responsible for data processing or to the evaluation platform.

By placing an order, you agree that we may send you (by e-mail) an invitation to an online review, such as a Google review.

10) Use of Social Media

10.1 Facebook with Shariff Solution

Our website uses so-called social plugins ("plugins") of the social network Facebook operated by Facebook Ireland Limited, 4 Grand Canal Quay, Square, Dublin 2, Ireland ("Facebook").

In order to increase the protection of your data when you visit our website, these buttons are not fully integrated into the page as plug-ins and only fully operational when using an HTML link. This type of integration ensures that no connection to servers of Facebook is established when a page of our website containing such buttons is called up. When you click on the button, a new browser window opens and calls up the Facebook page, where you can interact (if necessary after entering your login data) with the plugins contained there.

The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as your rights and setting options for the protection of your privacy, can be found in the Facebook data protection declaration at: <https://www.facebook.com/policy.php>

10.2 Instagram with Shariff Solution

Our website uses so-called social plugins ("plugins") of the Instagram online service operated by Instagram LLC, 1601 Willow Rd, Menlo Park, CA 94025, USA ("Instagram").

In order to increase the protection of your data when you visit our website, these buttons are not fully integrated into the page as plug-ins and only fully operational when using an HTML link. This type of integration ensures that no connection to Instagram's servers is established when you access a page on our website that contains such buttons. When you click the button, a new browser window opens and opens the Instagram page, where you can interact with the plugins (if necessary, after entering your login data).

Please refer to Instagram's privacy policy for the purpose and scope of data collection and the further processing and use of data by Instagram and your rights and setting options for protecting your privacy at:
<https://help.instagram.com/155833707900388/>

10.3 Twitter with Shariff Solution

Our website uses so-called social plugins ("plugins") of the microblogging service Twitter operated by Twitter Inc. 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter").

In order to increase the protection of your data when you visit our website, these buttons are not fully integrated into the page as plug-ins and only operational when using an HTML link. This type of integration ensures that no connection to Twitter's servers is established when a page of our website containing such buttons is accessed. When you click on the button, a new browser window opens and opens the Twitter page, where you can interact with the plugins (if necessary after entering your login data).

The purpose and scope of the data collection and the further processing and use of the data by Twitter as well as your relevant rights and setting options for the protection of your privacy can be found in the Twitter data protection declaration at: <https://twitter.com/privacy>

11) Use of Videos

11.1 Use of YouTube Videos

This website uses the YouTube embedding function for display and playback of videos offered by the provider YouTube, which belongs to Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 ESW5, Ireland ("Google").

To this end, the extended data protection mode is used to ensure, according to provider information, that user information will only be stored once the playback function of the video is started. When the playback of embedded YouTube videos is started, the provider sets "YouTube" cookies in order to collect information about user behavior. According to indications from YouTube, the use of those cookies is intended, among other things, to record video statistics, to improve user-friendliness and to avoid improper actions. If you are logged in to Google, your information will be directly associated with your account when you click on a video. If you do not wish to be associated with your profile on YouTube, 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 in particular 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, whereby you must contact YouTube to exercise this right. When using YouTube, personal data may also be transmitted to the servers of Google LLC. in the USA.

Regardless of whether the embedded video is played back, a connection to the Google network "double click" is established when visiting this website. This may trigger further data processing beyond our control.

Further information on YouTube's privacy policy can be found in the provider's data protection declaration at: www.google.com/policies/privacy/.

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

11.2 Use of Vimeo Videos

On our website, plugins of the video portal Vimeo of Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA are embedded. When you access a page of our website that contains such a plugin, your browser establishes a direct connection to Vimeo's servers. The content of the plugin is transmitted by Vimeo directly to your browser and integrated into the page. Through this integration, Vimeo receives the information that your browser has called up the corresponding page of our website, even if you do not have a Vimeo account or are not currently logged in to Vimeo. This information (including your IP address) is transmitted directly from your browser to a Vimeo server in the USA and stored there.

If you are logged in to Vimeo, Vimeo can immediately assign your visit of our website to your Vimeo account. If you interact with the plugins (e.g. pressing the start button of a video), this information is also transmitted directly to a Vimeo server and stored there.

The data processing operations described are carried out in accordance with Art. 6 (1) point f GDPR, on the basis of Vimeo's legitimate interest in market research and the need-based design of the service.

If you do not want Vimeo to assign the data collected via our website directly to your Vimeo account, you must log out of Vimeo before visiting our website.

The purpose and scope of the data collection and the further processing and use of the data by Vimeo as well as your related rights and privacy settings can be found in Vimeo's privacy policy: <https://vimeo.com/privacy>

For videos from Vimeo that are embedded on our site, the tracking tool Google Analytics of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland, is automatically integrated. This relates to Vimeo's own tracking which we do not have access to and which cannot be influenced by our site. Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website will generally be transmitted to and stored by Google on servers in the United States, where it may also be transmitted to servers of Google LLC.

This processing is carried out in accordance with Art. 6 (1) point f GDPR on the basis of Vimeo's legitimate interest in the statistical analysis of user behavior for optimization and marketing purposes.

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

12) Online-Marketing

12.1 Google Marketing Platform (formerly Doubleclick)

This website uses the online marketing tool Google Marketing Platform of the operator Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("GMP").

GMP uses cookies to serve ads relevant to users, improve campaign performance reports, or to prevent a user from seeing the same ads more than once. Google uses a cookie ID to track which ads are displayed in which browser and to prevent them from being displayed more than once. Processing is based on our legitimate interest in the optimal marketing of our website in accordance with Art. (1) point f GDPR.

In addition, GMP may use cookie IDs to collect conversions related to ad requests. This is the case, for example, when a user sees a GMP ad and later visits the advertiser's website with the same browser and buys something there. According to Google, GMP cookies do not contain any personal information.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Google server. We have no influence on the extent and the further use of the data collected by Google when using this tool and we therefore inform you according to our level of knowledge. By integrating GMP, Google receives the information that you have accessed the corresponding part of our internet presence or clicked on an advertisement from us. If you are registered with a Google service, Google may associate your visit with your account. Even if you are not registered

with Google or have not logged in, it is possible that the provider may obtain and store your IP address. When using GMP, personal data may also be transmitted to the servers of Google LLC. in the USA.

If you do not wish to participate in this tracking process, you can disable cookies for conversion tracking by setting your browser to block cookies from the www.googleadservices.com domain, <https://support.google.com/ads/answer/2662856?hl=en-GB>, which will be deleted if you delete your cookies. Alternatively, you can contact the Digital Advertising Alliance at www.aboutads.info to find out how to set cookies and to make the relevant settings. Finally, you can set your browser so that you are informed about the setting of cookies and decide individually whether to accept them or to exclude the acceptance of cookies for certain cases or in general. If cookies are not accepted, the functionality of our website may be limited.

For more information about Google's privacy policy relevant to GMP, please visit <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 in accordance with Art. 6 (1) point a GDPR. You can withdraw your consent at any time with effect for the future. In order to exercise your right of withdrawal, please follow the procedure described above.

12.2 Facebook pixels for creating custom audiences

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

If a user clicks on an advertisement placed by us, which is displayed on Facebook, an addition is added to the URL of our linked page by Facebook pixels. If our page allows data to be shared with Facebook via pixels, this URL parameter is written into the user's browser via a cookie, which is set by the linked page itself. This cookie is then read by Facebook Pixel and enables the data to be forwarded to Facebook.

With the help of the Facebook pixel, 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 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 will 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").

The collected data is anonymous and does not provide us with any information

about the user's identity. However, the 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 serve advertisements on and off Facebook.

The data processing associated with the use of the Facebook pixel is based on our predominantly legitimate interest in the evaluation, optimization and economic operation of our online offer and our advertising measures in accordance with Art. 6 (1) point f GDPR.

The information generated by Facebook is usually transferred to a Facebook server and stored there. This may also result in transmission to the servers of Facebook Inc. in the USA.

If you want to object to the collection by Facebook pixels and the use of your data for presenting Facebook ads, you can set an opt-out cookie by clicking on the following link, which deactivates Facebook pixel tracking:

[disable Facebook pixels](#)

This opt-out cookie only works in this browser and only for this domain. If you delete your cookies in this browser, you must click on the above link again.

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

12.3 Google Ads Conversion Tracking

This website uses the online advertising program "Google Ads" and the conversion tracking within the framework of Google Ads, operated by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 ESW5, Ireland ("Google"). We use the program of Google Ads to draw attention to our attractive offers with the help of advertising materials (so-called Google Adwords) on external websites. We can determine, in relation to the advertising campaigns data, how successful the individual advertising measures are. We are interested in showing you advertisements that are of interest to you. We want to make our website more interesting for you and to achieve a fair calculation of advertising costs.

The conversion tracking cookie is set on a user's browser, if he clicks on an ad delivered by Google. Cookies are small text files that are stored on your computer system. These cookies usually lose their validity after 30 days and are not used for personal identification. 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 recognize that the user clicked on the ad and was forwarded to this page. Each Google Ads customer gets a different cookie. Thus, cookies cannot be traced via the website of Google Ads customers. The information collected by the conversion cookies is used to provide aggregate conversion statistics to Google Ads customers who have opted-in for conversion tracking. Customers 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 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. We use Google Ads on the basis of our legitimate interest in targeted advertising in accordance with Art. 6 (1) point f GDPR. When using Google Ads, personal data may also be transmitted to the servers of Google LLC. in the USA.

For more information about Google's privacy policy, please visit:

https://privacy.google.com/intl/en-GB/take-control.html?categories_activeEl=sign-in

You can permanently deactivate cookies for advertising preferences by blocking them via a respective setting of your browser software or by downloading and installing the browser plug-in, available under the following link:

<https://support.google.com/ads/answer/7395996>

Please note that certain functions of this website may not be used, or may be used only to a limited extent, if you have deactivated the use of cookies.

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

13) Web Analysis Services

13.1 Google (Universal) Analytics

This website uses Google (Universal) Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). Google (Universal) Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site.

The information generated by the cookie about your use of this website (including the abbreviated IP address) is usually transferred to a Google server and stored there, and may also be transferred to the servers of Google LLC. in the USA.

This website uses Google (Universal) Analytics exclusively with the extension "_anonymizeIp()", which ensures anonymization of the IP address by shortening it and excludes the possibility of direct personal reference. Through the extension, your IP address will be shortened by Google within member states of the European Union or in other signatory states of the Agreement on the European Economic Area before. Only in exceptional cases will the full IP address be transferred to a server of Google LLC. in the USA and shortened there. On our behalf, Google will use this information to evaluate your use of the website, to compile reports on the

website activities and to provide us with further services related to the use of the website and the Internet. The IP address transmitted by your browser within the framework of Google (Universal) Analytics is not combined with other Google data.

Via a special function called "Demographics", Google Analytics also enables the compilation of statistics with statements about the age, gender and interests of site visitors based on an evaluation of interest-related advertising and with the use of third-party information. This allows the definition and differentiation of user groups of the website for the purpose of target-group-optimized marketing measures. However, data sets collected via "Demographics" cannot be assigned to a specific person.

All the processing described above, in particular the setting of Google Analytics cookies for reading information on the terminal device used, is only carried out if you have given us your express consent in accordance with Art. 6 Para. 1 letter a GDPR. Without this consent, the use of Google Analytics during your visit to our website will not take place.

You can withdraw your consent at any time with effect for the future. To exercise your right of withdrawal of consent, please deactivate this service in the "Cookie-Consent-Tool" provided on the website. We have concluded a data processing agreement with Google for the use of Google Analytics, which obliges Google to protect the data of our site visitors and not to pass it on to third parties.

For the transmission of data from the EU to the USA, Google relies on so-called standard data protection clauses of the European Commission, which are intended to ensure compliance with the European data protection level in the USA.

Further information about Google (Universal) Analytics can be found here: <https://policies.google.com/privacy?hl=en&gl=en>

13.2 Hotjar

This website uses the Hotjar web analysis service of Hotjar Ltd. Hotjar Ltd. is a European company based in Malta (Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe Tel.: +1 (855) 464-6788).

This tool enables us to retrace movements on our website, on which Hotjar is deployed (so-called heatmaps). For example, it explains how far users scroll and which buttons they click and how often. Furthermore, it is possible, when using this tool, to get feedback directly from our website users.

In this way, We are provided with valuable information to make our websites even faster and more customer-friendly. The above analysis is carried out on the basis of our legitimate interests in optimization and marketing purposes and in interest-based design of our website in accordance with art. 6 (1) point f GDPR. We pay particular attention to the protection of your personal data when using this tool. Therefore, we only can retrace which buttons you click and how far you scroll.

Areas of sites that may contain personal information about you or third parties are automatically hidden by Hotjar and cannot be retraced at any time.

With the help of a "Do Not Track Headers", Hotjar gives every user the opportunity to prevent the Hotjar tool from being used, so that no data about the visit of the respective website is recorded. It is a setting that all common browsers in up-dated versions support. To this end, your browser sends a request to Hotjar, demanding the tracking of the respective user to be deactivated. If you visit our website with different browsers/computers, you must use the "Do Not Track Header" for each browser/computer separately.

For more detailed instructions and information about your browser, please refer to: <https://www.hotjar.com/opt-out>.

For more information about Hotjar Ltd. and the Hotjar tool, please refer to: <https://www.hotjar.com>

The privacy policy of Hotjar Ltd. can be found at: <https://www.hotjar.com/privacy>

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

14) Retargeting/Remarketing/ Referral Advertising

Criteo (Criteo SA)

This website uses the technology of Criteo SA, 32 Rue Blanche, 75009 Paris, France ("Criteo"), to collect, store and evaluate information about the surfing behavior of website visitors in pseudonymized form using cookie text files. This is done on the basis of our legitimate interest in the insertion of personalized advertising pursuant to Art. 6 (1) point f GDPR. Criteo analyses the navigation behavior with the help of algorithms and is subsequently able to display product recommendations in form of personalized advertising banners on other websites (so-called publishers). Under no circumstances will those data be used to personally identify the visitor to this website. No other use or disclosure to third parties is envisaged.

If you want to object to the collection of data and the creation of pseudonymized user profiles for the future, you can obtain the following so-called opt-out cookie: Criteo Exercise (<https://www.criteo.com/fr/privacy/>)

For more information about Criteo's technology, please view Criteo's Privacy Policy at: <https://www.criteo.com/privacy/>

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

Google Ads Remarketing

Our website uses the functions of Google Ads Remarketing, which enable us to advertise our website in Google search results, as well as on third-party websites. The provider is Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). To this end, Google places a cookie in the browser of your terminal device, which automatically uses a pseudonymous cookie ID on the basis of pages you visited to allow interest-based advertising. Processing is based on our legitimate interest in the optimal marketing of our website in accordance with Art. 6 (1) point f GDPR.

Any additional processing will only take place if you have agreed with Google that your Google Internet and app browsing history will be linked to your Google Account and information from your Google Account will be used for personalized ads you view on the web. If you are logged in to Google while visiting our website, Google will use your data in connection with Google Analytics data to create and define target group lists for cross-device remarketing. To this end, Google temporarily links your personal data with Google Analytics data to create target groups. When using Google Ads, personal data may also be transmitted to the servers of Google LLC. in the USA.

You can permanently disable the setting of cookies for advertising preferences.

You may download and install the browser plug-in available at the following link:

<https://www.google.com/settings/ads/onweb/>

Alternatively, you can contact the Digital Advertising Alliance at www.aboutads.info to find out how to set cookies and to make the relevant settings. Finally, you can set your browser so that you are informed about the setting of cookies and decide individually whether to accept them, or whether to exclude the acceptance of cookies for certain cases or in general. If cookies are not accepted, the functionality of our website may be limited.

Further information and Google's privacy policy regarding advertising can be viewed at:

<http://www.google.com/policies/technologies/ads/>

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

Outbrain

This website uses the retargeting technology of Outbrain Inc, 39 W 13th Street, New York, NY 10011, USA (hereinafter "Outbrain"). This allows visitors to our internet pages to be specifically referred to additional own or third-party content in the form of banners, which are likely to correspond to the respective user interest. This content is displayed on the basis of a cookie-based analysis of previous usage patterns, but no personal data is stored. A cookie is stored on your computer or mobile device for the purpose of the interest-based content definition in order to record pseudonymized data about your surfing behavior and thus to adapt the content individually to the stored information.

If the information collected and evaluated has a personal reference, it is processed in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in the display of personalized page content and in market research.

If you wish to deactivate the use of cookies on your terminal device, you can set your Internet browser so that cookies can no longer be stored on your terminal device in the future or cookies that have already been stored will be deleted.

Switching off all cookies can lead to the inability to perform some functions on our internet pages. You can also permanently object to "Outbrain" setting cookies for advertising purposes by using the option of setting an opt-out cookie provided on the page linked below: <https://www.outbrain.com/legal/privacy#privacy-policy>.

You will also find further information on "Outbrain"'s privacy policy protection under the link provided

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

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

Taboola

This website uses the retargeting technology of Taboola Inc, 16 Madison Square West 7th Floor, New York, NY 10010, USA (hereinafter "Taboola"). This allows visitors to our internet pages to be specifically referred to additional own or third-party content in the form of banners, which are likely to correspond to the respective user interest. This content is displayed on the basis of a cookie-based analysis of previous usage patterns, but no personal data is stored. A cookie is stored on your computer or mobile device for this interest-based content definition in order to record pseudonymized data about your surfing behavior and thus adapt the content individually to the stored information.

If the information collected and evaluated has a personal reference, it is processed in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in the display of personalized page content and in market research.

If you wish to deactivate the use of cookies on your terminal device, you can set your internet browser so that cookies can no longer be stored on your terminal device in the future or cookies that have already been stored are deleted. Switching off all cookies can lead to the inability to perform some functions on our Internet pages. You can also permanently object to the setting of cookies for advertising purposes by Taboola by using the option of setting an opt-out cookie on the following linked page: <https://www.taboola.com/privacy-policy#optout>

You can find further information about Taboola's privacy policy at: <https://www.taboola.com/privacy-policy>

To the extent required by law, we have obtained your consent to the processing of your data as described in accordance with Art. 6 (1) point a GDPR. You can

withdraw your consent at any time with effect for the future. In order to exercise your right of withdrawal, please follow the procedure described above.

15) Tools and Miscellaneous

15.1 Google Maps

Our website uses Google Maps (AP'I) 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.

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.

15.2 Trusted Shops Trustbadge

The Trusted Shops Trustbadge is included on this website to display our Trusted Shops seal of approval and to offer Trusted Shops membership to buyers after placing an order.

In this way, our legitimate interests in an optimal marketing of our offer are protected, within the meaning of Art. 6 (1) point f GDPR. The Trustbadge and the services advertised with it are a service of Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne.

When the trust badge is called up, the web server automatically stores a so-called server log file, which contains e.g. your IP address, date and time of the call, transferred data volume, the requesting provider (access data), and it documents the call. This access data is not evaluated and is automatically overwritten at the latest seven days after the end of your page visit.

Further personal data will only be transferred to Trusted Shops if you decide to use Trusted Shops products after completing an order or if you have already registered for use. In this case, the contractual agreement between you and Trusted Shops applies.

16) Rights of the Data Subject

16.1 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: You shall have the right to receive the following information: The personal data processed by us; the purposes of the processing; the categories of processed personal data; the recipients or categories of recipients to whom the personal data have been or will be disclosed; the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period; the existence of the right to request from the controller rectification or erasure of personal data or restriction of processing personal data concerning the data subject or to object to such processing; the right to lodge a complaint with a supervisory authority; where the personal are not collected from the data subject, any available information as to their source; the existence of automated decision-making, including profiling and at least in those cases, meaningful information about the logic involved, as well as the significance and envisaged consequences of such processing for the data subject;

the appropriate safeguards pursuant to Article 46 when personal data is transferred to a third country.

- Right to rectification pursuant to Art. 16 GDPR: You have the right to obtain from the controller without undue delay the rectification of inaccurate personal data concerning you and/or the right to have incomplete personal data completed which are stored by us.

- Right to erasure (“right to be forgotten”) pursuant to Art. 17 GDPR: You have the right to obtain from the controller the erasure of personal data concerning you if the conditions of Art. 17 (2) GDPR are fulfilled. However, this right will not apply for exercising the freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the establishment, exercise or defense of legal claims.

- Right to restriction of processing pursuant to Art. 18 GDPR: You have the right to obtain from the controller restriction of processing your personal data for the following reasons: As long as the accuracy of your personal data contested by you will be verified. If you oppose the erasure of your personal data because of unlawful processing and you request the restriction of their use instead. If you require the personal data for the establishment, exercise or defense of legal claims, once we no longer need those data for the purposes of the processing. If you have objected to processing on grounds relating to your personal situation pending the verification whether our legitimate grounds override your grounds.

- Right to be informed pursuant to Art. 19 GDPR: If you have asserted the right of rectification, erasure or restriction of processing against the controller, he is obliged to communicate to each recipient to whom the personal data has been disclosed any rectification or erasure of personal data or restriction of processing, unless this proves impossible or involves disproportionate effort. You have the right to be informed about those recipients.

- Right to data portability pursuant to Art. 20 GDPR: You shall have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format or to require that those data be transmitted to another controller, where technically feasible.

- Right to withdraw a given consent pursuant to Art. 7 (3) GDPR: You have the right to withdraw your consent for the processing of personal data at any time with effect for the future. In the event of withdrawal, we will immediately erase the data concerned, unless further processing can be based on a legal basis for processing without consent. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

- Right to lodge a complaint pursuant to Art. 77 GDPR: Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement if you consider that the processing of personal data relating to you infringes the GDPR.

16.2 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.

17) 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 on the basis of 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 on the basis of 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.