

privacy policy

§ 1 General Provisions

We process your personal data (e.g., title, name, address, email address, phone number, bank account information, credit card number) solely in accordance with the provisions of German data protection law and the data protection laws of the European Union (EU). The following provisions inform you not only about the purposes of processing, recipients, legal bases, and retention periods, but also about your rights and the controller responsible for your data processing. This Privacy Policy applies only to our websites. If you are redirected to other websites via links on our pages, please review the privacy policies of those sites to learn how they handle your data.

§ 2 Data Processing for Contract Fulfilment

(1) Purpose of Processing

The personal data you provide to us during the ordering process is necessary for entering into a contract with us. You are not obligated to provide your personal data. However, without your address, we cannot ship the goods to you. For some payment methods, we need the necessary payment information to forward it to a payment service provider we have engaged. The processing of the data you enter during the ordering process is therefore carried out for the purpose of fulfilling the contract.

If you submit an inquiry to us via email, a contact form, etc., before entering into a contract, we process the data received in this manner to carry out pre-contractual measures and, for example, answer your questions about our products.

If you open a customer account, your data (specifically your name, address, payment method, email address, and password) will be processed for registration and to create a customer login. The stored data allows you to shop with us more quickly and view your past orders at any time. You can delete your account by sending us a message or using the delete function.

(2) Legal Basis

The legal basis for this processing is Article 6(1)(b) of the GDPR.

(3) Categories of Recipients

Payment service providers, shipping service providers, hosting providers, inventory management systems (if applicable), and suppliers (dropshipping, if applicable).

(4) Retention Period

We store the data required for contract fulfillment until the expiration of the statutory warranty periods and, where applicable, contractual guarantee periods.

We retain the data required under commercial and tax law for the periods specified by law, typically ten years (see §257 HGB, §147 AO).

Data processed for the purpose of carrying out pre-contractual measures is deleted as soon as the measures have been carried out and it is clear that a contract will not be concluded.

§ 3 Comments

(1) Purpose of Processing

You have the option to post a comment. Your data (e.g., name/pseudonym, email address, website) will then be processed solely for the purpose of publishing your comment.

(2) Legal Basis

The legal basis for this processing is Article 6(1)(f) of the GDPR.

(3) Legitimate Interest

Our legitimate interest is the public exchange of user opinions on specific topics and products. Publication serves, among other things, to promote transparency and foster the formation of opinions. Your interest in data protection is safeguarded, as you can post your comment under a

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pseudonym.

(4) Retention Period

No specific retention period is specified. You may request the deletion of your comment at any time.

(5) RIGHT TO OBJECT

You have the right to object at any time, on grounds relating to your particular situation, to the processing of data carried out on the basis of Article 6(1)(f) of the GDPR that does not serve the purpose of direct marketing.

In the case of direct marketing, however, you may object to the processing at any time without providing a reason.

§ 4 Information About Cookies

(1) Purpose of Processing

This website uses technically necessary cookies. These are small text files that are stored on your computer system by your web browser. These cookies enable you, for example, to add multiple products to a shopping cart.

(2) Legal Basis

The legal basis for this processing is Article 6(1)(f) of the GDPR.

(3) Legitimate Interest

Our legitimate interest is to ensure the proper functioning of our website. The user data collected through technically necessary cookies is not used to create user profiles. This safeguards your interest in data protection.

(4) Retention Period

Technically necessary cookies are generally deleted when you close your browser. Persistent cookies have varying lifespans, ranging from a few minutes to several years.

(5) RIGHT TO OBJECT

If you do not wish to have these cookies stored, please disable the acceptance of these cookies in your web browser. However, this may result in limited functionality on our website. You can also delete persistently stored cookies at any time via your browser.

§ 5 Social Plugins from Facebook and Twitter

(1) We use social plugins from facebook.com, operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. The plugins can be identified by the Facebook logo or the label "Facebook Social Plugin." For example, if you click the "Like" button or post a comment, the corresponding information is transmitted directly from your browser to Facebook and stored there. Furthermore, Facebook makes your preferences public to your Facebook friends. If you are logged into Facebook, Facebook can directly associate your visit to our site with your Facebook account. Even if you are not logged in or do not have a Facebook account at all, your browser transmits information (e.g., which website you visited, your IP address) that is stored by Facebook. For details on how Facebook handles your personal data and your rights in this regard, please refer to Facebook's privacy policy. If you do not want Facebook to associate the data collected about you via our websites with your Facebook account, you must log out of Facebook before visiting our websites. You can also completely prevent the Facebook plugins from loading by using browser add-ons, such as the "Facebook Blocker" (Facebook).

(2) We use Twitter and its retweet functions, which are so-called "social plugins" from twitter.com, operated by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA. The plugins are marked with a Twitter logo, such as the blue "Twitter bird." When you use the retweet functions, the websites you visit are disclosed to third parties and linked to your Twitter account. For details on how Twitter handles your data, as well as your rights and settings options for protecting your personal data, please refer to Twitter's privacy policy. If you do not want Twitter to directly associate the data collected through our website with your Twitter account, you must log out of Twitter before visiting our website. You

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can also completely prevent the Twitter plugins from loading by using browser add-ons, such as the script blocker (NoScript).

§ 6 Newsletter

(1) Purpose of Processing

When you subscribe to the newsletter, your email address will be used for promotional purposes; specifically, we will use the newsletter to inform you about products from our product range. For statistical purposes, we may analyze which links in the newsletter are clicked. However, we cannot identify which specific person clicked a link. You have expressly granted the following consent separately or, if applicable, during the ordering process: Newsletter - Subscribe.

(2) Legal Basis

The legal basis for this processing is Art. 6(1)(a) of the GDPR.

(3) Categories of Recipients

If applicable, newsletter distribution providers

(4) Retention Period

Your email address will be stored for the purpose of sending the newsletter only for the duration of your subscription.

(5) Right to Withdraw Consent

You may revoke your consent at any time with future effect. If you no longer wish to receive the newsletter, you can unsubscribe as follows: Newsletter - Unsubscribe

§ 7 Your Rights as a Data Subject

If your personal data is processed, you are a data subject within the meaning of the GDPR, and you have the following rights with respect to us as the data controller:

1. Right of Access

Under Article 15 of the GDPR, you may request information about your personal data that we process.

2. Right to Rectification

If the information concerning you is no longer accurate, you may request a correction under Article 16 of the GDPR. If your data is incomplete, you may request that it be completed.

3. Right to erasure

You may request the erasure of your personal data under the conditions set forth in Article 17 of the GDPR.

4. Right to Restriction of Processing

You have the right, within the framework of Article 18 of the GDPR, to request that the processing of your personal data be restricted.

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5. Right to Data Portability

Under Article 20 of the GDPR, you have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used, and machine-readable format, or to request that it be transmitted to another controller.

6. Right to Withdraw Consent

Under Article 7(3) of the GDPR, you have the right to withdraw your consent to the processing of your personal data at any time. This does not affect the lawfulness of processing carried out on the basis of your consent prior to its withdrawal.

7. Right to lodge a complaint with a supervisory authority

If you believe that the processing of your personal data violates the GDPR, you have the right under Article 77 of the GDPR to lodge a complaint with a supervisory authority (in particular in the Member State of your residence, your workplace, or the location of the alleged infringement).

Please also note your right to object under Article 21 of the GDPR:

a) General: A reasoned objection is required

If the processing of your personal data is carried out

- to safeguard our overriding legitimate interest (legal basis under Article 6(1)(f) of the GDPR) or
- in the public interest (legal basis under Article 6(1)(e) of the GDPR),

you have the right to object to the processing at any time on grounds relating to your particular situation; this also applies to profiling based on the provisions of the GDPR.

In the event of an objection, we will no longer process the personal data concerning you, unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or the processing is necessary for the establishment, exercise, or defense of legal claims.

b) Special Case: Direct Marketing—A Simple Objection Is Sufficient

If your personal data is processed for the purpose of direct marketing, you have the right to object to this processing at any time and without providing a reason; this also applies to profiling to the extent that it is related to such direct marketing.

If you object to processing for direct marketing purposes, the personal data concerning you will no longer be processed for these purposes.

Data Controller:

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