

## DATA PROTECTION

We are very pleased that you are interested in our company. Data protection is of a particularly high priority for the management of the following publisher of this website: Michaela Ratcliff. The Internet pages of Michaela Ratcliff can generally be used without providing any personal data. However, if a data subject wants to use special company services via our website, processing of personal data could become necessary. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the person concerned. The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to Michaela Ratcliff. By means of this data protection declaration, our company would like to inform the public about the type, scope and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed of the rights to which they are entitled by means of this data protection declaration.

As the person responsible for processing, Michaela Ratcliff has implemented numerous technical and organizational measures to ensure the most complete protection of personal data processed via this website. Nevertheless, internet-based data transmissions can generally have security gaps, so that absolute protection cannot be guaranteed. For this reason, every person concerned is free to transmit personal data to us in alternative ways, for example by telephone.

### 1. Definitions

The data protection declaration of Michaela Ratcliff is based on the terms used by the European legislator for the adoption of the General Data Protection Regulation (GDPR). Our data protection declaration should be legible and understandable for the general public as well as for our customers and business partners. To ensure this, we would like to explain the terms used in advance.

We use the following terms, among others, in this data protection declaration:

#### 1) Personal Data

Personal data is any information that relates to an identified or identifiable natural person (hereinafter "data subject"). A natural person is considered to be identifiable who can be identified, directly or indirectly, in particular by means of assignment to an identifier such as a name, to a Identification number, location data, an online identifier or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

#### 2) Affected Person

Data subject is any identified or identifiable natural person whose personal data is processed by the data controller.

#### 3) Processing

Processing is any process carried out with or without the help of automated procedures or any such series of processes in connection with personal data, such as collection, recording, organization, ordering, storage, adaptation or modification, reading, querying, use, disclosure by transmission, distribution or any other form of making available, matching or linking, restriction, deletion or destruction.

#### 4) Restriction of processing

Restriction of processing is the marking of stored personal data with the aim of restricting their future processing.

#### 5) profiling

Profiling is any type of automated processing of personal data, which consists in using this personal data to evaluate certain personal aspects relating to a natural person, in particular aspects relating to work performance, economic situation, health, personal Analyze or predict that natural person's preferences, interests, reliability, behavior, whereabouts or relocation.

#### 6) Pseudonymization

Pseudonymization is the processing of personal data in such a way that the personal data can no longer be assigned to a specific data subject without the use of additional information, provided that this additional information is kept separately and is subject to technical and organizational measures that ensure that the personal data not assigned to an identified or identifiable natural person.

#### 7) Controller or data controller

The person responsible or responsible for processing is the natural or legal person, authority, institution or other body that alone or jointly with others decides on the purposes and means of processing personal data. If the purposes and means of this processing are specified by Union law or the law of the Member States, the person responsible or the specific criteria for his naming can be provided for by Union law or the law of the Member States.

#### 8) Processors

Processor is a natural or legal person, public authority, institution or other body that processes personal data on behalf of the person responsible.

#### 9) Recipient

Recipient is a natural or legal person, public authority, institution or other body to which personal data is disclosed, regardless of whether it is a third party or not. However, authorities that may receive personal data in the context of a specific investigation mandate under Union or Member State law are not considered recipients.

#### 10) third party

Third party is a natural or legal person, public authority, agency or body other than the data subject, the controller, the processor and the persons who, under the direct responsibility of the controller or the processor, are authorized to process the personal data.

#### 11) Consent

Consent is any expression of will voluntarily given by the data subject in an informed manner and unequivocally for the specific case in the form of a declaration or other clear confirmatory action with which the data subject indicates that they consent to the processing of their personal data is.

## 2. Name and address of the person responsible for processing

The person responsible within the meaning of the General Data Protection Regulation, other data protection laws applicable in the member states of the European Union and other provisions of a data protection nature is:

Publisher: Michaela Ratcliff  
Address: Leipziger Str.971111 Waldenbuch  
Tel: +4915233616542  
Email: michaela.ratcliff.photography@gmail.com  
Website: <https://www.michaelaratcliff.com>

## 3.Cookies

The Internet pages of the Michaela Ratcliff use cookies. Cookies are text files that are filed and saved on a computer system via an Internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a character string through which websites and servers can be assigned to the specific internet browser in which the cookie was stored. This enables the visited websites and servers to distinguish the individual browser of the person concerned from other internet browsers that contain other cookies. A specific internet browser can be recognized and identified via the unique cookie ID.

Through the use of cookies, the Michaela Ratcliff can provide the users of this website with more user-friendly services that would not be possible without the cookie setting.

By means of a cookie, the information and offers on our website can be optimized for the user. As already mentioned, cookies enable us to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website that uses cookies does not have to re-enter their access data each time they visit the website because this is done by the website and the cookie stored on the user's computer system.

Another example is the cookie of a shopping cart in the online shop. The online shop uses a cookie to remember the items that a customer has placed in the virtual shopping cart.

We also use cookies on our website, which enable an analysis of the surfing behavior of users.

The following data can be transmitted in this way:

Frequency of page views

Entered search terms

Use of website functions

The user data collected in this way is pseudonymized by technical precautions. It is therefore no longer possible to assign the data to the calling user. The data is not stored together with other personal data of the user.

When accessing our website, the user is informed about the use of cookies for analysis purposes and their consent to the processing of the personal data used in this context is obtained. In this context, there is also a reference to this data protection declaration.

The legal basis for the processing of personal data using cookies for analysis purposes is Article 6(1)(a) GDPR if the user has given their consent.

The person concerned can prevent the setting of cookies by our website at any time by means of a corresponding setting in the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common Internet browsers. If the person concerned deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable.

#### 4. Collection of general data and information

Corion's website collects a range of general data and information when an individual or an automated system calls up the website. This general data and information is stored in the log files of the server. The (1) browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrer), (4) the sub-websites, which are accessed via an accessing system on our website can be controlled, (5) the date and time of access to the website, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system and (8) other similar data and information used to avert threats in the event of attacks on our information technology systems.

When using these general data and information, the Michaela Ratcliff does not draw any conclusions about the data subject. Rather, this information is required to (1) deliver the content of our website correctly, (2) optimize the content of our website and the advertising for it, (3) ensure the long-term functionality of our information technology systems and the technology of our website and (4) to provide law enforcement authorities with the information necessary for law enforcement in the event of a cyber attack. This anonymously collected data and information is therefore statistically evaluated by Michaela Ratcliff with the aim of increasing data protection and data security in our company in order to ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by an affected person.

In addition, the following personal data is also recorded, provided that the user concerned has given their express permission and in compliance with the applicable data protection regulations:

First and last names of users

Email address of users

The processing of personal data takes place on the basis of our legitimate interest in fulfilling our contractually agreed services and optimizing our online offer.

You can also visit this website without providing any personal information. In order to improve our online offer, however, we save your access data to this website (without personal reference). This access data includes e.g. B. the file you requested or the name of your Internet provider. Due to the anonymization of the data, it is not possible to draw conclusions about your person.

#### 5. SSL Encryption

In order to protect the security of your data during transmission, we use state-of-the-art encryption methods (e.g. SSL) via HTTPS.

#### 6. Subscription to our newsletter

On the website of the Michaela Ratcliff, users are given the opportunity to subscribe to our enterprise's newsletter. Which personal data is transmitted to the person responsible for processing when ordering the newsletter results from the input mask used for this purpose.

The Michaela Ratcliff informs its customers and business partners regularly by means of a newsletter about enterprise offers. The newsletter of our company can only be received by the person concerned if (1) the person concerned has a valid e-mail address and (2) the person concerned registers for the newsletter dispatch. For legal reasons, a confirmation e-mail will be sent to the e-mail address entered by a data subject for the first time for the newsletter dispatch using the double opt-in procedure. This confirmation e-mail is used to check whether the owner of the e-mail address, as the person concerned, has authorized receipt of the newsletter.

When registering for the newsletter, we also store the IP address assigned by the Internet Service Provider (ISP) of the computer system used by the person concerned at the time of registration, as well as the date and time of registration. The collection of this data is necessary in order to be able to understand the (possible) misuse of the e-mail address of a person concerned at a later point in time and therefore serves to provide legal protection for the person responsible for processing.

The personal data collected as part of registering for the newsletter will only be used to send our newsletter. Furthermore, subscribers to the newsletter could be informed by e-mail if this is necessary for the operation of the newsletter service or for registration in this regard, as could be the case in the event of changes to the newsletter offer or changes in the technical conditions. The personal data collected as part of the newsletter service will not be passed on to third parties. The subscription to our newsletter can be canceled by the data subject at any time. The consent to the storage of personal data that the person concerned has given us for sending the newsletter can be revoked at any time. There is a corresponding link in every newsletter for the purpose of revoking consent. It is also possible to unsubscribe from the newsletter at any time directly on the website of the person responsible for processing or to inform the person responsible for processing of this in another way. Parts of our newsletter may contain promotional material.

#### 7. Newsletter tracking

The Michaela Ratcliff newsletter contains so-called tracking pixels. A tracking pixel is a miniature graphic that is embedded in e-mails that are sent in HTML format to enable log file recording and log file analysis. This allows a statistical evaluation of the success or failure of online marketing campaigns to be carried out. Based on the embedded tracking pixel, Michaela Ratcliff can see if and when an e-mail was opened by a data subject, and which links in the e-mail were called up by data subjects.

Such personal data collected via the tracking pixels contained in the newsletters are stored and evaluated by the person responsible for processing in order to optimize the newsletter dispatch and to adapt the content of future newsletters even better to the interests of the person concerned. This personal data will not be passed on to third parties. Affected persons are entitled at any time to revoke the relevant separate declaration of consent given via the double opt-in procedure. After a revocation, this personal data will be deleted by the person responsible for processing. The Michaela Ratcliff automatically regards a withdrawal from the receipt of the newsletter as a revocation.

#### 8. Registration on our website

The data subject has the option of registering on the website of the controller by providing personal data. Which personal data is transmitted to the person responsible for processing results from the respective input mask used for registration. The personal data entered by the person concerned are collected and stored exclusively for internal use by the person responsible for processing and for their own purposes. The person responsible for processing can arrange for the data to be passed on to one or more processors, for example a parcel service provider, who also uses the personal data exclusively for internal use attributable to the person responsible for processing.

By registering on the website of the person responsible for processing, the IP address assigned to the person concerned by the Internet service provider (ISP), the date and time of registration are also stored. This data is stored against the background that this is the only way to prevent misuse of our services and, if necessary, to enable criminal offenses that have been committed to be investigated. In this respect, the storage of this data is necessary to protect the person responsible for processing. In principle, this data will not be passed on to third parties unless there is a legal obligation to pass it on or the passing on is for criminal prosecution.

The registration of the data subject, with the voluntary provision of personal data, enables the data controller to offer the data subject content or services that, due to the nature of the matter, can only be offered to registered users. Registered persons are free to change the personal data provided during registration at any time or to have it completely deleted from the database of the person responsible for processing.

The person responsible for processing shall provide any data subject with information at any time upon request as to which personal data is stored about the data subject. Furthermore, the person responsible for processing corrects or deletes personal data at the request or notice of the person concerned, provided that there are no legal storage obligations to the contrary. All of the employees of the person responsible for processing are available to the person concerned as contact persons in this context.

#### 9. Contact option via the website

Due to legal regulations, the Michaela Ratcliff website contains information that enables quick electronic contact to our company and direct communication with us, which also includes a

general address for so-called electronic mail (e-mail address). If a person concerned contacts the person responsible for processing by e-mail or via a contact form, the personal data transmitted by the person concerned will be automatically saved. Such personal data transmitted on a voluntary basis by a data subject to the data controller are stored for the purpose of processing or contacting the data subject. This personal data will not be passed on to third parties.

#### 10. Comment function in the blog on the website

The Michaela Ratcliff offers users the opportunity to leave individual comments on individual blog posts on a blog, which is on the website of the controller. A blog is a portal maintained on a website, usually open to the public, in which one or more people called bloggers or web bloggers can post articles or write down thoughts in so-called blog posts. The blog posts can usually be commented on by third parties.

If a data subject leaves a comment on the blog published on this website, information about the time the comment was entered and the user name (pseudonym) chosen by the data subject will be stored and published in addition to the comments left by the data subject. Furthermore, the IP address assigned by the Internet Service Provider (ISP) to the data subject is also logged. The IP address is stored for security reasons and in the event that the person concerned violates the rights of third parties or posts illegal content by submitting a comment. The storage of this personal data is therefore in the own interest of the person responsible for processing, so that he could exculpate himself in the event of a violation of the law. This collected personal data will not be passed on to third parties unless such a transfer is required by law or serves the legal defense of the person responsible for processing.

#### 11. Subscription to blog comments on the website

The comments made in Michaela Ratcliff's blog can generally be subscribed to by third parties. In particular, it is possible for a commenter to subscribe to the comments that follow their comment on a specific blog post.

If a data subject decides to subscribe to comments, the person responsible for processing sends an automatic confirmation e-mail in order to check in the double opt-in procedure whether the owner of the e-mail address provided is really responsible for this option decided. The option to subscribe to comments can be unsubscribed at any time.

#### 12. Routine Deletion and Blocking of Personal Data

The person responsible for processing processes and stores personal data of the person concerned only for the period necessary to achieve the purpose of storage or if this is required by the European directive and regulation giver or another legislator in laws or regulations which the person responsible for processing subject, was provided.

If the purpose of storage no longer applies or if a storage period stipulated by the European legislator for directives and regulations or another responsible legislator expires, the personal data will be blocked or deleted as a matter of routine and in accordance with the statutory provisions.

#### 13. Rights of the data subject

##### 1) Right to Confirmation

Each data subject has the right, granted by the European directive and regulation giver, to request confirmation from the data controller as to whether personal data relating to them is being processed. If a data subject wishes to exercise this right to confirmation, they can contact an employee of the data controller at any time.

##### 2) Right to information

Every person affected by the processing of personal data has the right, granted by the European directive and regulation giver, to receive free information about the personal data stored about him and a copy of this information from the person responsible for processing at any time.

Furthermore, the European legislator for directives and regulations has granted the data subject access to the following information:

the processing purposes

the categories of personal data being processed

the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organizations

If possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria used to determine that duration

the existence of a right to correction or deletion of the personal data concerning you or to restriction of processing by the person responsible or a right to object to this processing

the existence of a right of appeal to a supervisory authority

if the personal data is not collected from the data subject: all available information about the origin of the data

the existence of automated decision-making including profiling in accordance with Article 22 Paragraphs 1 and 4 GDPR and - at least in these cases - meaningful information about the logic involved and the scope and intended effects of such processing for the data subject

Furthermore, the data subject has a right to information as to whether personal data has been transmitted to a third country or to an international organization. If this is the case, the person concerned has the right to receive information about the appropriate guarantees in connection with the transmission. If a data subject wishes to exercise this right to information, they can contact an employee of the data controller at any time.

### 3) Right to Rectification

Every person affected by the processing of personal data has the right granted by the European directive and regulation giver to demand the immediate correction of incorrect personal data concerning them. Furthermore, the data subject has the right, taking into account the purposes of the processing, to request the completion of incomplete personal data - also by means of a supplementary declaration. If a data subject wishes to exercise this right to rectification, they can contact an employee of the data controller at any time.

### 4) Right to erasure (right to be forgotten)

Every person affected by the processing of personal data has the right, granted by the European directive and regulation giver, to demand that the person responsible delete the personal data concerning them immediately if one of the following reasons applies and if the processing is not necessary:

The personal data were collected for such purposes or otherwise processed for which they are no longer necessary.

The data subject revokes their consent on which the processing was based pursuant to Art. 6 Para. 1 Letter a GDPR or Art. 9 Para. 2 Letter a GDPR and there is no other legal basis for the processing.

The data subject objects to the processing in accordance with Art. 21 (1) GDPR and there are no overriding legitimate reasons for the processing, or the data subject objects to the processing in accordance with Art. 21 (2) GDPR.

The personal data have been unlawfully processed.

Erasure of the personal data is necessary to fulfill a legal obligation in Union or Member State law to which the controller is subject.

The personal data was collected in relation to information society services offered in accordance with Art. 8 Para. 1 GDPR.

If one of the above reasons applies and a data subject wishes to have personal data stored at Michaela Ratcliff deleted, they can contact an employee of the data controller at any time. The employee of Michaela Ratcliff will arrange for the request for deletion to be complied with immediately. If the personal data has been made public by Michaela Ratcliff and our company, as the person responsible, is obliged to delete the personal data in accordance with Art. 17 Para. 1 DSGVO, Michaela Ratcliff will take appropriate measures, also of a technical nature, taking into account the available technology and the implementation costs, to inform other persons responsible for data processing who process the published personal data that the person concerned has requested the deletion of all data by these other persons responsible for data processing links to this personal data or copies or replications of this personal data, insofar as the processing is not necessary. An employees of the Michaela Ratcliff will arrange the necessary measures in individual cases.

### 5) Right to restriction of processing

Every person affected by the processing of personal data has the right, granted by the European directive and regulation giver, to demand that the person responsible restrict the processing if one of the following conditions is met:

The accuracy of the personal data is contested by the data subject for a period enabling the controller to verify the accuracy of the personal data.

The processing is unlawful, the data subject refuses the deletion of the personal data and instead requests the restriction of the use of the personal data.

The person responsible no longer needs the personal data for the purposes of processing, but the data subject needs them to assert, exercise or defend legal claims.

The data subject has lodged an objection to the processing pursuant to Article 21(1) GDPR pending the verification whether the legitimate grounds of the controller override those of the data subject.

If one of the above conditions is met and a data subject wishes to request the restriction of personal data stored at Michaela Ratcliff, they can contact an employee of the data controller at any time. The employee of Michaela Ratcliff will arrange the restriction of the processing.

#### 6) Right to data portability

Every person affected by the processing of personal data has the right, granted by the European directive and regulation giver, to receive the personal data relating to them, which the person concerned has provided to a person responsible, in a structured, common and machine-readable format. You also have the right to transmit this data to another person responsible without hindrance from the person responsible to whom the personal data was provided, provided that the processing is based on the consent in accordance with Art. 6 Para. 1 Letter a DSGVO or Art. 9 Para. 2 letter a GDPR or on a contract pursuant to Art. 6 para. 1 letter b GDPR and the processing is carried out using automated procedures, unless the processing is necessary for the performance of a task that is in the public interest or in the exercise of official authority, which has been transferred to the person responsible. Furthermore, when exercising their right to data portability in accordance with Art. 20 Para. 1 GDPR, the data subject has the right to obtain that the personal data be transmitted directly from one person responsible to another person responsible, insofar as this is technically feasible and insofar as this is not the case the rights and freedoms of other people are impaired. In order to assert the right to data transferability, the person concerned can contact an employee of Michaela Ratcliff at any time.

#### 7) Right to object

Every person affected by the processing of personal data has the right granted by the European directive and regulation giver, for reasons arising from their particular situation, at any time against the processing of personal data concerning them, which is based on Art. 6 Para. 1 Letter e or f GDPR takes place to file an objection. This also applies to profiling based on these provisions. The Michaela Ratcliff no longer processes the personal data in the event of an objection, unless we can demonstrate compelling legitimate grounds for the processing which outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend of legal claims. If Michaela Ratcliff processes personal data in order to operate direct advertising, the person concerned has the right to object at any time to the processing of personal data for the purpose of such advertising. This also applies to profiling insofar as it is associated with such direct advertising. If the data subject objects to Michaela Ratcliff to the processing for direct marketing purposes, Michaela Ratcliff will no longer process the personal data for these purposes. In addition, the data subject has the right, for reasons arising from their particular situation, against the processing of personal data relating to them, which takes place at Michaela Ratcliff for scientific or historical research purposes or for statistical purposes in accordance with Article 89 (1) GDPR to object, unless such processing is necessary to fulfill a task in the public interest. In order to exercise the right to object, the data subject may contact any employee of Michaela Ratcliff or another employee directly. The data subject is also free, in connection with the use of information society services, notwithstanding Directive 2002/58/EC, to exercise their right of objection by automated means at which technical specifications are used.

#### 8) Automated individual decision-making, including profiling

Every person affected by the processing of personal data has the right granted by the European legislator of directives and regulations not to be subject to a decision based solely on automated processing - including profiling - which has legal effects on them or significantly affects them in a similar way, if the decision (1) is not necessary for entering into, or the performance of, a contract between the data subject and the person responsible, or (2) is permissible on the basis of Union or Member State legislation to which the person responsible is subject and such legislation requires appropriate measures to safeguard the rights and freedoms and legitimate interests of the data subject or (3) is carried out with the express consent of the data subject. If the decision (1) is necessary for entering into, or the performance of, a contract between the data subject and a data controller, or (2) it is based on the data subject's explicit consent, the Michaela Ratcliff shall implement suitable measures to safeguard the rights and freedoms and the legitimate safeguarding the interests of the data subject, including at least the right to obtain human intervention on the part of the controller, to express his or her point of view and to contest the

decision. If the data subject wishes to assert rights relating to automated decisions, they can contact an employee of the data controller at any time.

#### 9) Right to revoke consent under data protection law

Every person affected by the processing of personal data has the right granted by the European directive and regulation given to revoke consent to the processing of personal data at any time. If the data subject wishes to assert their right to revoke consent, they can contact an employee of the data controller at any time.

#### 14. Use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. (hereinafter: Google). Google Analytics uses so-called "cookies", i.e. text files that are stored on your computer and that enable an analysis of your use of the website. The information generated by the cookie about your use of this website is usually sent to a Google server transferred to the USA and stored there. Due to the activation of IP anonymization on this website, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases the full IP address is sent to a Google server in the USA and abbreviated there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to do more with website use and services related to internet use to provide to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

The purpose of the data processing is to evaluate the use of the website and to compile reports on activities on the website. Based on the use of the website and the Internet, further related services are then to be provided. The processing is based on the legitimate interest of the website operator.

You can prevent the storage of cookies by setting your browser software accordingly; we would like to point out to you however that in this case you will if applicable not be able to use all functions of this website in full. You can also prevent Google from collecting the data generated by the cookie and related to your use of the website (including your IP address) and from processing this data by Google by using the browser plug-in available under the following link  
Download and install: [Browser add-on to deactivate Google Analytics](#).

In addition to or as an alternative to the browser add-on, you can prevent tracking by Google Analytics on our website by clicking on this link. An opt-out cookie will be installed on your device. This will prevent future detection by Google Analytics for this website and for this browser as long as the cookie remains installed in your browser.

#### 15. Use of Adobe Analytics

This website uses Adobe Analytics, a web analysis service provided by Adobe Systems Software Ireland Limited ("Adobe"). Adobe Analytics uses so-called cookies, i.e. text files that are stored on your computer and that enable an analysis of your use of the website. If a tracking data record is transmitted from a website visitor's browser to Adobe Datacenter, the server settings we make ensure that the IP address is anonymized before geolocalization, i.e. the last octet of the IP address is replaced by zeros. Tracking packet, the IP address is replaced by individual generic IP addresses.

On behalf of the operator of this website, Adobe will use this information to evaluate the use of the website by users, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Adobe Analytics will not be merged with other Adobe data.

You can prevent the storage of cookies by setting your browser software accordingly. However, this offer points out to users that in this case you may not be able to use all the functions of this website to their full extent. Users can also prevent the data generated by the cookie and related to their use of the website (including their IP address) being sent to Adobe and the processing of this data by Adobe by using the browser available under the following link. Download and install the plug-in: <http://www.adobe.com/de/privacy/opt-out.html>

#### 16. Analysis by Wireminds

Our website uses tracking pixel technology from WiredMinds AG ([www.wiredminds.de](http://www.wiredminds.de)) to analyze visitor behavior.

Data is collected, processed and stored from which user profiles are created under a pseudonym. Where possible and useful, these usage profiles are completely anonymized. Cookies can be



used for this. Cookies are small text files that are stored in the visitor's Internet browser and are used to recognize the Internet browser. The data collected, which may also include personal data, is transmitted to WiredMinds or collected directly by WiredMinds. WiredMinds may use information left by visits to the websites to create anonymous user profiles. The data obtained in this way will not be used to personally identify the visitor to this website without the separate consent of the person concerned and will not be combined with personal data about the bearer of the pseudonym. As far as IP addresses are recorded, they are immediately anonymized by deleting the last block of numbers.

You can object to the collection, processing and storage of data at any time with effect for the future using the following link: [Exclude from website tracking](#).

#### 17. Use of libraries (web fonts)

In order to display our content correctly and graphically appealing across browsers, we use libraries and font libraries on this website, e.g. B. Google Webfonts (<https://www.google.com/webfonts/>). Google web fonts are transferred to your browser's cache to avoid multiple loading. If the browser does not support Google Webfonts or prevents access, content will be displayed in a standard font.

Calling up libraries or font libraries automatically triggers a connection to the library operator. It is theoretically possible - although it is currently unclear whether and, if so, for what purposes - that operators of such libraries collect data.

The privacy policy of the library operator Google can be found here: <https://www.google.com/policies/privacy/>

#### 18. Use of Adobe Typekit

We use Adobe Typekit for the visual design of our website. Typekit is a service of Adobe Systems Software Ireland Ltd. which gives us access to a font library. To integrate the fonts we use, your browser must establish a connection to an Adobe server in the USA and download the font required for our website. This gives Adobe the information that our website was accessed from your IP address. For more information about Adobe Typekit, see Adobe's privacy policy, which you can access here: [www.adobe.com/privacy/typekit.html](http://www.adobe.com/privacy/typekit.html)

#### 19. Social Media Plugins

Social plugins from the providers listed below are used on our websites. You can recognize the plugins by the fact that they are marked with the corresponding logo.

Information, which may also include personal data, may be sent to the service provider via these plugins and may be used by them. We prevent the unconscious and unwanted collection and transmission of data to the service provider with a 2-click solution. In order to activate a desired social plugin, it must first be activated by clicking on the corresponding button. The collection of information and its transmission to the service provider is only triggered by this activation of the plugin. We do not collect any personal data ourselves using the social plugins or their use. We have no influence on which data an activated plugin collects and how this is used by the provider. It must currently be assumed that a direct connection to the provider's services will be established and at least the IP address and device-related information will be recorded and used. There is also the possibility that the service provider will try to save cookies on the computer used. Which specific data is collected and how it is used can be found in the data protection notices of the respective service provider. Note: If you are logged into Facebook at the same time, Facebook can identify you as a visitor to a specific page.

We have integrated the social media buttons of the following companies on our website:

Instagram (<https://www.instagram.com>) Pinterest (<https://www.pinterest.de>, <https://www.pinterest.com>) Etsy (<https://www.etsy.com>)

#### 20. Method of Payment

1) PayPal: The person responsible for processing has integrated PayPal components on this website. PayPal is an online payment service provider. Payments are processed via so-called PayPal accounts, which represent virtual private or business accounts. PayPal also offers the option of processing virtual payments via credit cards if a user does not have a PayPal account. A PayPal account is managed via an email address, which is why there is no classic account number. PayPal makes it possible to trigger online payments to third parties or to receive payments. PayPal also assumes trustee functions and offers buyer protection services. The European operating company of PayPal is PayPal (Europe) S.à.r.l. & Cie. S.C.A., 22-24 Boulevard Royal, 2449 Luxembourg, Luxembourg.

If the person concerned selects "PayPal" as the payment option during the ordering process in our online shop, the data of the person concerned is automatically transmitted to PayPal. By selecting this payment option, the person concerned consents to the transmission of personal data required for payment processing.

The personal data transmitted to PayPal is usually first name, last name, address, email address, IP address, telephone number, mobile phone number or other data required for payment processing. Personal data related to the respective order are also required to process the purchase contract.

The transmission of the data is intended for payment processing and fraud prevention. The person responsible for processing will transmit personal data to PayPal in particular if there is a legitimate interest in the transmission. The personal data exchanged between PayPal and the person responsible for processing may be transmitted by PayPal to credit agencies. The purpose of this transmission is to check identity and creditworthiness.

PayPal may pass on the personal data to affiliated companies and service providers or subcontractors insofar as this is necessary to fulfill the contractual obligations or the data is to be processed in the order.

The data subject has the option of withdrawing their consent to the handling of personal data from PayPal at any time. A revocation does not affect personal data that must be processed, used or transmitted for (contractual) payment processing.

PayPal's applicable data protection regulations can be found at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

2) Klarna: The person responsible for processing has integrated components from Klarna on this website. Klarna is an online payment service provider that enables purchases on account or flexible installment payments. Klarna also offers other services, such as buyer protection or an identity and credit check.

Klarna's operating company is Klarna AB, Sveavägen 46, 111 34 Stockholm, Sweden.

If the data subject selects either "purchase on account" or "installment purchase" as a payment option during the ordering process in our online shop, the data of the data subject is automatically transmitted to Klarna. By selecting one of these payment options, the person concerned agrees to the transfer of personal data required for processing the invoice or installment purchase or for identity and creditworthiness checks.

The personal data transmitted to Klarna is usually first name, last name, address, date of birth, gender, email address, IP address, telephone number, mobile phone number and other data required to process an invoice or installment purchase. Personal data related to the respective order are also required to process the purchase contract. In particular, there may be a mutual exchange of payment information, such as bank details, card number, expiry date and CVC code, number of items, item number, data on goods and services, prices and taxes, information on previous purchasing behavior or other information on the financial situation of the person concerned.

The transmission of the data is aimed in particular at identity verification, payment administration and fraud prevention. The person responsible for processing will transmit personal data to Klarna in particular if there is a legitimate interest in the transmission. The personal data exchanged between Klarna and the person responsible for processing are transmitted by Klarna to credit agencies. The purpose of this transmission is to check identity and creditworthiness.

Klarna also passes on the personal data to affiliated companies (Klarna Group) and service providers or subcontractors, insofar as this is necessary to fulfill the contractual obligations or the data is to be processed on the order.

To decide on the establishment, implementation or termination of a contractual relationship, Klarna collects and uses data and information about the previous payment behavior of the person concerned as well as probability values for their behavior in the future (so-called scoring). The scoring is calculated on the basis of scientifically recognized mathematical and statistical methods.

The data subject has the option of revoking their consent to the handling of personal data from Klarna at any time. A revocation does not affect personal data that must be processed, used or transmitted for (contractual) payment processing.

Klarna's applicable data protection regulations can be found at [https://cdn.klarna.com/1.0/shared/content/policy/data/de\\_de/data\\_protection.pdf](https://cdn.klarna.com/1.0/shared/content/policy/data/de_de/data_protection.pdf).

3) Sofortüberweisung: The person responsible for processing has integrated components of Sofortüberweisung on this website. Sofortüberweisung is a payment service that enables cashless payment for products and services on the Internet. Sofortüberweisung represents a technical procedure through which the online retailer immediately receives a payment confirmation. In this way, a retailer is able to deliver goods, services or downloads to the customer immediately after the order has been placed.

The operating company of Sofortüberweisung is SOFORT GmbH, Fußbergstraße 1, 82131 Gauting, Germany.

If the person concerned selects "Sofortüberweisung" as a payment option during the ordering process in our online shop, the data of the person concerned are automatically transmitted to Sofortüberweisung. By selecting this payment option, the person concerned consents to the transfer of personal data required for payment processing.

When making a purchase via Sofortüberweisung, the buyer transmits the PIN and TAN to Sofort GmbH. Sofortüberweisung then carries out a transfer to the online retailer after a technical check of the account balance and retrieval of further data to check the account funds. The execution of the financial transaction is then automatically communicated to the online retailer.

The personal data exchanged with Sofortüberweisung is first name, last name, address, email address, IP address, telephone number, mobile phone number or other data necessary for payment processing. The transmission of the data is intended for payment processing and fraud prevention. The person responsible for processing will also transmit other personal data to Sofortüberweisung if there is a legitimate interest in the transmission. The personal data exchanged between Sofortüberweisung and the person responsible for processing may be transmitted by Sofortüberweisung to credit agencies. The purpose of this transmission is to check identity and creditworthiness.

Sofortüberweisung may pass on the personal data to affiliated companies and service providers or subcontractors insofar as this is necessary to fulfill the contractual obligations or the data is to be processed in the order.

The person concerned has the option to revoke their consent to the handling of personal data at any time. A revocation does not affect personal data that must be processed, used or transmitted for (contractual) payment processing.

The applicable data protection regulations of Sofortüberweisung can be accessed at <https://www.sofort.com/ger-DE/datenschutzerklaerung-sofort-gmbh/>.

## 21. Google Ads

This website uses Google Ads. Google Ads is an online advertising program from Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

As part of Google Ads, we use so-called conversion tracking. If you click on an ad placed by Google, a cookie will be set for conversion tracking. Cookies are small text files that the Internet browser stores on the user's computer. These cookies lose their validity after 30 days and are not used to personally identify users. If the user visits certain pages of this website and the cookie has not yet expired, we and Google can recognize that the user clicked on the ad and was redirected to this page.

Each Google Ads customer receives a different cookie. The cookies cannot be tracked through the websites of Google Ads customers. The information obtained using the conversion cookie is used to create conversion statistics for Google Ads customers who have opted for conversion tracking. Customers find out the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they do not receive any information with which users can be personally identified. If you do not wish to participate in the tracking, you can object to this use by easily deactivating the Google conversion tracking cookie in your Internet browser under user settings. You will then not be included in the conversion tracking statistics.

The storage of "conversion cookies" and the use of this tracking tool are based on Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in analyzing user behavior in order to improve both its website and its advertising. If a corresponding consent has been requested (e.g. consent to the storage of cookies), processing takes place exclusively on the basis of Article 6 Paragraph 1 lit.

You can find more information about Google Ads and Google Conversion Tracking in Google's data protection regulations: <https://policies.google.com/privacy?hl=de>.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and

activate the automatic deletion of cookies when the browser is closed. If cookies are deactivated, the functionality of this website may be restricted.

## 22. Google Remarketing

This website uses the remarketing function of Google Inc. The function is used to present interest-based advertisements to website visitors within the Google advertising network. A so-called "cookie" is stored in the browser of the website visitor, which makes it possible to recognize the visitor when he calls up websites that belong to the Google advertising network. On these pages, the visitor can be presented with advertisements that relate to content that the visitor has previously accessed on websites that use Google's remarketing function. According to its own statements, Google does not collect any personal data during this process. If you still do not wish to use Google's remarketing function, you can always deactivate it by making the appropriate settings at <http://www.google.com/settings/ads>. Alternatively, you can disable the use of cookies for interest-based advertising through the Ad Network Initiative by following the instructions at [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

## 23. Legal basis of processing

Art. 6 I lit. a GDPR serves our company as the legal basis for processing operations for which we obtain consent for a specific processing purpose. If the processing of personal data is necessary to fulfill a contract to which the data subject is party, as is the case, for example, with processing operations that are necessary for the delivery of goods or the provision of another service or consideration, the processing is based on Art. 6 I lit. b GDPR. The same applies to such processing operations that are necessary to carry out pre-contractual measures, for example in the case of inquiries about our products or services. If our company is subject to a legal obligation which requires the processing of personal data, such as the fulfillment of tax obligations, the processing is based on Art. 6 I lit. c GDPR. In rare cases, the processing of personal data could become necessary to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor were injured in our company and his name, age, health insurance data or other vital information would have to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d GDPR. Ultimately, processing operations could be based on Art. 6 I lit. f GDPR. Processing operations that are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to protect a legitimate interest of our company or a third party, provided that the interests, fundamental rights and fundamental freedoms of the person concerned do not prevail. Such processing operations are permitted to us in particular because they have been specifically mentioned by European legislators. In this respect, he took the view that a legitimate interest could be assumed if the data subject is a customer of the person responsible (recital 47 sentence 2 DSGVO).

## 24. Legitimate interests in processing pursued by the controller or a third party

If the processing of personal data is based on Article 6 I lit. f GDPR, our legitimate interest is conducting our business for the benefit of all our employees and our shareholders.

## 25. Duration for which the personal data will be stored

The criterion for the duration of the storage of personal data is the respective statutory retention period. After the deadline has expired, the corresponding data will be routinely deleted, provided that they are no longer required to fulfill the contract or to initiate a contract.

## 26. Statutory or contractual requirements for providing the personal data; Necessity for the conclusion of the contract; obligation of the data subject to provide the personal data; possible consequences of non-provision

We clarify that the provision of personal data is partly required by law (e.g. tax regulations) or can also result from contractual regulations (e.g. information on the contractual partner). Sometimes it may be necessary for a contract to be concluded that a person concerned makes personal data available to us, which must then be processed by us. For example, the data subject is obliged to provide us with personal data if our company concludes a contract with them. Failure to provide the personal data would mean that the contract with the data subject could not be concluded. Before personal data is provided by the data subject, the data subject must contact one of our employees. Our employee clarifies to the data subject on a case-by-case basis whether the provision of the personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data and what the consequences would be if the personal data were not provided.

#### 27. Change to Privacy Policy

We reserve the right to adapt this data protection declaration so that it always corresponds to the current legal requirements or to implement changes to our services in the data protection declaration, e.g. when introducing new services. The new data protection declaration will then apply to your next visit.

#### 28. Existence of automated decision-making

As a responsible company, we do not use automatic decision-making or profiling.