



BOGNER

Privacy Policy

Our objective is to always offer you the best possible service and therefore the responsible handling of your personal data is our highest priority.

Controller

Willy Bogner GmbH & Co. KG a.A.
Sankt-Veit-Straße 4
DE-81673 München

E-Mail: mydata@bogner.com

Willy Bogner GmbH & Co KG a.A. is the parent company of various other companies affiliated with it within the meaning of Section 15 AktG [German Stock Corporation Act] (hereinafter referred to collectively as "Bogner"). In order to process your enquiries efficiently and to guarantee you the usual high Bogner standard, your data may be processed by other companies in the Bogner Group as part of order data processing. We work on the basis of order data processing contracts, which in particular require an equally high level of data protection. The recipients within the meaning of this privacy policy may therefore be the companies listed below:

Bogner homeshopping GmbH & Co. KG
Sankt-Veit-Straße 4
DE-81673 München

Bogner Sportmoden Vertrieb GmbH
Sankt-Veit-Straße 4
DE-81673 München

Contact Data Protection Officer

If you have any questions about data protection, please send us an e-mail or contact our Data Protection Officer directly:

activeMind AG
Management and Technology Consulting
Potsdamer Straße 3
DE-80802 München

dataprotectionofficer@bogner.de
Telefon: +49 (0) 89 / 919294-900

Your rights of access, rectification, erasure, restriction of processing, data portability, and objection



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You have the right at any time to be provided with information about any personal data stored on our servers that is related to you. You also have the right to rectification, apart from the prescribed data storage for business transactions, erasure of your personal data, restriction of processing, transfer of your data and objection to processing.

Please contact mydata@bogner.com in relation to this.

Postal data

Willy Bogner GmbH & Co. KG a.A.
CRM/Data Protection Coordinator
Sankt-Veit-Straße 4
DE-81673 München

Your Rights

In addition to the right to lodge a complaint with a supervisory authority, you have the following rights under the applicable data protection law. To exercise your rights, please contact us by e-mailing mydata@bogner.com.

- a. **Right of access.** You have the right to request confirmation from us as to whether your personal data is being processed. If this is the case, you have a right of access to information about this personal data. The right of access to information covers in particular information on the purposes of processing, the categories of personal data being processed and the recipients or categories of recipients to whom the personal data have been or are still being disclosed. Please note that the right of access is not an absolute right and that the legitimate interests of other persons may restrict the right of access.
- b. **Right to rectification.** You have the right to request the rectification of your personal data. Taking into account the purposes of the processing, you also have the right to request the completion of incomplete personal data, -also by means of a supplementary declaration.
- c. **Right to erasure (“right to be forgotten”).** If the relevant requirements are met, you can request that the personal data relating to you be erased immediately.
- d. **Right to restriction of processing.** If the relevant prerequisites are met, you can request the restriction of processing. In this case, the personal data concerned will be marked accordingly and, if necessary, only processed for specific purposes.
- e. **Right to data portability.** If the relevant requirements are met, you have the right to data portability concerning your personal data that you have provided to us, i.e. the right to receive it in a structured, common and machine-readable format and, if necessary, to transmit this data to another controller without interference from the one to whom the personal data was provided.
- f. **Right of objection.** In certain circumstances, for reasons arising from your particular situation, you have the right to object to the processing of your personal data. This also applies to associated profiling. You also have the right to object to the processing of your personal data for direct marketing purposes at any time and free of charge. The same applies to the processing of personal data, including profiling, insofar as this is related to direct marketing.

You may revoke your consent at any time with effect for the future via unsubscribe@bogner.com or by written notice to Willy Bogner GmbH & Co KGaA, , CRM / Datenschutzkoordinator, St.-Veit-Straße 4, DE-81673 München, Germany.



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Right to lodge a complaint

You can contact your local supervisory authority at any time with a complaint. Your competent supervisory authority depends on the federal state in which you live. A list of supervisory authorities (for the non-public sector) with addresses can be found at:

https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html

Storage time and deletion

We adhere to the principles of data avoidance and data economy. Therefore, we store your personal data only as long as is necessary to achieve the purposes mentioned here or as required according to the various storage periods determined by the competent legal authorities. Statutory retention periods may arise from the Commercial Code or the Tax Code and generally last 6 to 10 years, or if evidence must be provided during the statutory limitation periods, which are usually 3 years but can be up to 30 years.

If we no longer need your personal data to comply with contractual or legal obligations, it will be deleted from our systems or anonymised accordingly, so that identification is not possible.

Visiting our website

When you access our website, information of a general nature is gathered automatically. This information (server log files) includes such data as the type of browser used, the operating system used, the domain name of your Internet service provider, and other similar data. None of the information collected can be traced back to you personally. This information is generated automatically during Internet use and is required for technical reasons so that the requested web content can be correctly displayed. Anonymous information of this kind can be statistically analysed in order to improve our website and its underlying technology.

Cookies

As do many other websites, we make use of "cookies". Cookies are small text files that are transferred from a website server to your hard drive. This automatically provides us with certain data, e. g. IP address, browser used, operating system, about your computer and your connection to the Internet.

Cookies cannot be used to run programmes or transfer viruses to your computer. Based on the information contained in the cookies, we can simplify navigation for you and ensure that our website is displayed correctly.

The information we collect will never be forwarded to third parties or linked to your personal data without your consent.

Our website can, of course, be viewed without the use of cookies. Internet browsers are normally configured to accept cookies. You can disable the use of cookies in your browser settings at any time. Please refer to your Internet browser's Help feature to learn how you can change these settings. Please note that some of our website features may not work if you have disabled the use of cookies.

The cookies used here have different terms, which can be 1 day, 1 week, ½ year or 1 year depending on the abovementioned purpose.

Registration in the Bogner Online Shop



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When you register to use our personalised services, we collect some of your personal data, such as your name, address, and contact and communication details like your telephone number and e-mail address. If you are registered with us, you can access content and services that we only offer to registered users. Registered users have the option, for example, to change or delete the data provided during registration at any time, to view order history, to keep an address book or to conveniently subscribe or unsubscribe from the newsletter.

The legal basis of the data processing is Art. 6 (1) lit. b) GDPR, namely to fulfil contractual obligations or to take pre-contractual measures.

The provision of data is obligatory. Without the provision of the data, we cannot offer you the convenience of a customer account described above.

User profiles for personal, individual customer contacts including product recommendations

With your consent we also record your user behaviour on our website www.bogner.com and in the newsletter using contract implementation data and tracking data. You can find further information about this in the section "Setting up a personal customer profile".

Ordering using a customer account

If you have opened a customer account with us, you will be asked to log in to your customer account with your e-mail address and password as part of the ordering process. If you have entered your delivery and billing address in your customer account, these addresses will be suggested to you for the current order. Otherwise you will be asked to provide a billing address, which will then be stored in your customer account and used for future orders. You can also voluntarily provide us with your telephone number so that we can contact you if we have any queries regarding your order or the coordination of the delivery. As part of the ordering process, you always have the option of changing or supplementing your details.

The legal basis of the data processing is Art. 6 (1) lit. b) GDPR, namely to fulfil contractual obligations or to take pre-contractual measures.

The provision of data is obligatory for ordering with a customer account. You do, of course, have the option to order as an unregistered guest.

User profiles for personal, individual customer contacts including product recommendations

With your consent we also record your user behaviour on our website www.bogner.com and in the newsletter using contract implementation data and tracking data. You can find further information about this in the section "Setting up a personal customer profile".

Ordering without a customer account (guest account)

Of course, you can also use the online shop without an existing customer account. In this case, you enter the information required to process your order within the framework of the respective order. The following information is requested: Title, first and last name, postal address, depending on the choice of payment method, your date of birth, e-mail address and optionally your telephone number.

The legal basis of the order processing is Art. 6 (1) lit. b) GDPR, namely to fulfil contractual obligations or to take pre-contractual measures.



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The provision of data is obligatory. Without this data we cannot process your order.

User profiles for personal, individual customer contacts including product recommendations

With your consent we also record your user behaviour on our website www.bogner.com and in the newsletter using contract implementation data and tracking data. You can find further information about this in the section "Setting up a personal customer profile".

Address matching and data up-to-dateness

Regardless of whether you order from us as a guest or registered customer, the addresses you enter in your orders or in your member account are transmitted to SPH AG e-Commerce Systemhaus (Maybachstraße 33, DE-70469 Stuttgart), which uses Deutsche Post's street catalogue to check the completeness and accuracy of your information. Only the respective address without your name is transmitted to SPH AG e-Commerce Systemhaus and it is only used for comparison with the street directory.

In order to ensure that your data is up-to-date, we continue to use the service of ABIS GmbH (Lyoner Str. 20, DE-60582 Frankfurt) for the correction, updating, revision and enhancement of customer addresses. The customer information you enter (first name, last name and address) is imported into a Black Box solution. The Black Box is an encapsulated on-site solution in which ABIS does not have access to Bogner's customer data.

The legal basis of the order processing is Art. 6 (1) lit. b) GDPR, namely to fulfil contractual obligations or to take pre-contractual measures.

The provision of the abovementioned data is obligatory. Without the provision of the data, we cannot process your order and thus cannot deliver your desired articles or inform you about current offers and novelties.

DATA STORAGE REGARDING PRODUCT AVAILABILITY

If a product is sold out in your size, you have the option of being informed by email as soon as the item becomes available again in the requested size. So that we can send you this information, we need your requested size as required information as well as a valid email address (mandatory field). Your email address will be stored for 30 days exclusively for this purpose. As soon as the item is available again, you will receive a notification of availability via email. If the item does not become available again after 30 days, your email address will be automatically deleted (legal basis: Article 6 para. 1 b) GDPR).

Use of logistics providers and other service providers

To send your order, Bogner provides your personal data to our logistics provider Alt FineCom Finishing - e-commerce - Logistics GmbH (Otto Brindl-Str. 1, DE-94447 Plattling) and payment providers Computop GmbH (Schwarzenbergstr. 4, DE-96050 Bamberg) and BS PAYONE GmbH (Lyoner Straße 9, DE-60528 Frankfurt am Main), who process this data on behalf of Bogner and in compliance with the necessary security measures exclusively for the purpose of fulfilling the contract.

In order to provide you with status updates within the scope of our package delivery notifications, once your order has been shipped we share your email address with DHL Vertriebs GmbH, Charles de Gaulle Straße 20, 52113 Bonn, Germany.



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In addition, we cooperate for customer service with Multiphone communication centre GmbH & Co KG (Allersberger Str. 185/O, DE-90461 Nuremberg) and with mzentrale GmbH & Co KG, (Möhringer Str. 58/1, DE-70199 Stuttgart) for the further development and maintenance of the website. The website is hosted by SpaceNet AG, Joseph-Dollinger-Bogen 14, DE-80807 Munich, Germany. The above-mentioned service providers process your personal data on our behalf and exclusively in accordance with our instructions (subcontracting data processing, Art. 28 GDPR).

Credit check

The legal basis of data processing is the fulfilment of contractual obligations or pre-contractual measures in accordance with Art. 6 (1) lit. b) GDPR.

In the event that Bogner makes advance payments (e.g. purchase on account), we transmit your data (name, address and, if applicable, date of birth) to infoscore Consumer Data GmbH, Rheinstrasse 99, DE-76532 Baden-Baden for the purpose of a credit check, obtaining information for assessing the risk of non-payment on the basis of mathematical-statistical procedures using address data and for verifying your address (check for deliverability). The legal basis for these transfers is Article 6 (1) lit. b) and Article 6 (1) lit. f) of the GDPR. Transmission on the basis of these provisions may only take place if this is necessary to safeguard the legitimate interests of our company or third parties and does not outweigh the interests of the fundamental rights and freedoms of the persons concerned, which require the protection of personal data. Detailed information on the business purpose, for the purposes of the Basic Data Protection Regulation (EU GDPR), i.e. information on the business purpose, data storage purposes, data recipients, the right to information about yourself, the right to erasure or rectification, etc. can be found under the following [link:https://finance.arvato.com/icdinfolblatt](https://finance.arvato.com/icdinfolblatt)

The provision of data is obligatory. Without processing your data described above, we cannot send you the payment option "Purchase on account" for verification.

Measures to prevent fraud and detect misuse

To protect the order process from fraudulent and/or abusive behaviour, we automatically check during the order process whether there are any anomalies in the specific order for the contract.

For this reason, the

1) data for contract processing (e.g. object of purchase, name, postal address, e-mail address, delivery address, method of payment and bank details) and

2) usage data of the website visits of the Bogner Online Shop (e.g. information about start, end and extent of the visited websites as well as click paths) together with

a cookie (i.e. a small text file stored locally in the cache of the web browser) and/or a visitor ID, which may contain anonymous data of the end devices used when visiting the web pages (e.g. the screen resolution or the operating system version) and can be recognised by the end devices used with a certain probability during further visits, with the purpose of processing my user account, the web pages I visit and services that I use on the website under www.Bogner.com, against fraud (e.g. by taking over user accounts, the automated creation of fake user accounts by bots, the use of stolen identities or payment data or incorrect ratings for services), for product optimisation and further development or against misuse (e.g. by technical attacks on the IT infrastructure, "man-in-the-middle" attacks, brute force attacks or the use of malware) should be protected on the basis of a legitimate interest pursuant to Art. 6 (1) lit. f) GDPR in conjunction with Recital 47, should be protected.



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The above data is also transmitted by the Bogner Online Shop to the Device Transaction Pool (DTP) and stored there. The purpose of the DTP, as an industry-specific warning service, is to protect the member companies involved in the DTP from misuse and loss of receivables through fraud, which can occur during the provision of commercial, paid telecommunications services or teledmedia services to non-paying or insolvent contractual partners, primarily through fraud. In the case of a request from a member company to the DTP, only the results of the suspicion check for the request are transmitted to this member company. Positive data can also be used, i.e. end devices over which payments are often and punctually made, for example, are positively evaluated. A data storage of result data at individual member companies beyond the specific case of an individual use does not take place. The DTP is operated by infoscore Profile Tracking GmbH (IPT), Kaistraße 7, 40221 Düsseldorf, as the contract processor of the member companies.

The processed data will be deleted automatically after five months.

The Bogner Online Shop has commissioned infoscore Tracking Solutions GmbH, Kaistraße 7, DE-40221, Germany, to carry out the prevention and detection of abuse by way of order processing in accordance with Art. 28 GDPR.

The recipients of the data are exclusively contractual partners of the Bogner Online Shop. In this case, the recipients are infoscore Tracking Solutions GmbH, Kaistraße 7, DE-40221 Düsseldorf, infoscore Profile Tracking GmbH, Kaistraße 7, DE-40221 Düsseldorf, infoscore Tracking Technology GmbH, Kaistraße 7, DE-40221 Düsseldorf and Computer Centre Service Providers who were commissioned to store the data.

If there is a suspicion of fraud or misuse, an employee of the Bogner Online Shop checks the evaluation and the underlying evidence.

If a contract is rejected, you will be informed and, upon request, the main reasons for the decision will be given to you. You will then have the opportunity to make your standpoint known to service@bogner.com, whereupon the decision will be reviewed by an employee.

Revocation [Art.] 6 GDPR....

I can object to the above mentioned processing according to [Art.] 21 GDPR at any time to the provider by means of an informal letter to mydata@bogner.com. In this case a case-by-case examination takes place, about which I shall receive information.

Newsletter

On our website www.bogner.com you have the option to subscribe to our newsletter. The newsletter informs you personally about news about our current collections, special events and exclusive and individual offers. In order to be able to send you this information, we require a valid e-mail address (mandatory field). Furthermore, we request additional information that you may optionally provide, such as your title, first and last name, date of birth or address, so that we can contact you personally or by post. Your data will be used exclusively for sending newsletters by e-mail or by post and will not be passed on to third parties. An exception are data processors, which we use in the context of data processing (dispatch of newsletters and print media) in accordance with Art. 28 GDPR data processors. We work together with Inxmail GmbH based in Germany (Wentzingerstr. 17, 79106 Freiburg) to send newsletters.

After successful registration for the newsletter it must be checked that the registration has actually been made by the owner of the e-mail address. For this purpose, we apply the "double opt-in"



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procedure: After registration you will receive a confirmation e-mail asking you to verify your registration by clicking on a confirmation link. In the “double opt-in” procedure, we log the registration, the sending of a confirmation e-mail and the receipt of the requested reply. With your consent we also record your user behaviour within the newsletter.

Withdrawal of consent

You may use your data subject’s rights at any time. **User profiles for personal, individual customer contacts including product recommendations**

With your consent we also record your user behaviour on our website www.bogner.com and in the newsletter using contract implementation data and tracking data. You can find further information about this in the section “Setting up a personal customer profile”.

You can revoke your consent to the storage of your personal data and their use for the newsletter and postal dispatch at any time. In each newsletter you will find a link to unsubscribe from the newsletter. You can also contact us at any time using the e-mail address unsubscribe@bogner.com and request the deletion of certain data.

Subscribing to the newsletter via Facebook lead ads

Another way to subscribe to our newsletter is via our Facebook lead ads. A valid email address is required to subscribe. If you have also saved your salutation as well as your first name and surname on Facebook, this data will be transferred to us automatically as part of the newsletter subscription. Within the scope of data processing in accordance with Article 28 GDPR, the same principle applies to this as for the newsletter subscription via our online shop. Your consent to the storage of your personal data and its use for newsletter mailings may be withdrawn at any time – as detailed under the “Withdrawal of consent” item.

SETTING UP A PERSONAL CUSTOMER PROFILE

With your consent we record your user behaviour on our website www.bogner.com and in the newsletter using contract implementation data and tracking data.

This data is compiled and combined to create a customer dataset. Your data is processed in a central customer database that uses technical and organisational measures to protect your data. The customer database assists in improving the quality of existing data by means of a duplicate cleaning process (e.g. combining a guest order with an order via the customer’s account) or where necessary by placing a moved/deceased note and correcting the address accordingly. This enables us to identify your interest in products or carry out promotions in a targeted way, and to adapt our marketing activities to you.

Contract implementation data includes all types of data collected in the course of an order or purchase from BOGNER (e.g. the purchase value, returns or product interest). This also includes contact information about you provided for this purpose (e.g. your first name and surname, address, etc.). We also store your reaction to advertising activities by BOGNER (e.g. newsletters sent to and opened by you) or your visiting behaviour on our website www.bogner.com (e.g. your last visit or products you have looked at).

Customer surveys

In order to improve customer satisfaction and optimise the shopping experience, BOGNER carries out customer surveys in accordance with GDPR, article 6 para. 1 (f). To implement these, BOGNER works together with an external survey provider, which is contractually obligated to put in place all necessary security measures for the protection of your data.



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In order to send out surveys, we use your data internally, for example, email or postal addresses. The analysis of your answers to survey questions is processed in absolute anonymity. Participation is always voluntary.

If the survey is tied to a particular offer, a voucher for example, you will receive the relevant discount code at the end of the survey. Based on the use of this code, the only information that can be obtained is that you have taken part in a survey.

The answers you give within the survey will not be saved in relation to your person, but rather they will be stored separately & anonymously for the purpose of statistical analysis. The results of the survey will be used exclusively for internal analysis and the improvement of our offering. After 6 years, the information regarding to whom specific surveys were sent, will be destroyed. Cookies are only used when they are a technical necessity and are required to ensure data quality. It is not possible for us to draw conclusions about individuals based on these cookies.

When taking part in a survey, please refrain from mentioning names in the free text fields, or any other information that could make it possible to draw conclusions about yourself or any other persons.

If you choose not to participate in the customer survey, we will not be able to improve our offer based on your anonymous answers. You will also not be entitled to receive or use any applicable offers, such as vouchers, tied to the survey.

Requirements for print media and advertising material

Within a current season you may have the opportunity to order our current Bogner print media free of charge on our website. These contain current information about our collections and will be sent by post on request. Your personal data (title, first and last name and postal address) collected when ordering the respective medium will be used exclusively for the postal dispatch of the respective medium requested. Without the provision of the data, no dispatch can be made. The legal basis of data processing is a consent in accordance with Art. 6 (1) lit. a) GDPR.

Contact form

You can contact Bogner directly using the contact form provided on the website. If you contact us via the contact form, the information you provide, such as title, first and last name, e-mail, subject (option: question about an order, question about an item, information about a return, complaint about an item, customer account, improvements & comments and others) will be stored for the purpose of processing the inquiry and for possible follow-up questions.

The legal basis of data processing is the fulfilment of contractual obligations or pre-contractual measures in accordance with Art. 6 (1) lit. b) GDPR

If you do not provide the required information, we will not be able to process your request to your satisfaction.

Use of Google Analytics

This website uses Google Analytics, a web analysis service provided by Google Inc. (hereafter: Google). Google Analytics uses "cookies", which are text files stored in your computer that enable the analysis of the way in which users use the website. The information generated by the cookie about



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your usage will generally be transmitted to a Google server in the USA and stored there. However, if IP anonymisation is enabled on this website, your IP address will first be truncated by Google within the member states of the European Union or other states party to the agreement on the European Economic Area. In exceptional cases only, the complete IP address may be transmitted to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website in order to compile reports on the activities of the website and to provide further services relating to the use of the website and the internet usage vis-a-vis the operator of the website. The IP address that your browser transmits within the scope of Google Analytics will not be associated with any other data held by Google.

You can refuse the storing of cookies by selecting the appropriate settings on your browser software; however, we must point out that in this case you may not be able to use all the features of this website. In addition, you can also prevent Google from collecting the data generated by the cookie about your use of the website (including your IP address) and the processing of this data by Google in the future by downloading and installing the browser plug-in available under the following link: [Browser add-on to disable Google Analytics](#).

In addition or as an alternative to the browser add-on, you can prevent tracking by Google Analytics on our pages by [clicking this link](#). This will save an opt-out cookie onto your device. This will prevent the collection of data by Google Analytics for this website and for this browser for as long as the cookie remains installed in your browser.

The legal basis of the data processing is an overriding interest in accordance with Art. 6 (1) lit. f) GDPR to enable a continuous improvement of the website.

In this context, we may also process data in the USA. In these cases the provider is Google LLC, the security of the processing is guaranteed via the Privacy Shield:
<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>

The provision of the data is voluntary, but without the provision of the data the website may no longer be fully usable.

Use of Google Maps

This website uses the Google Maps API to visually display geographic information. When Google Maps is used, Google also collects, processes, and utilises data (IP address) about the visitor's use of map functions. For more information about how Google processes data, please refer to [the Google Data Privacy](#). There, you can also access the Data Privacy Centre to change your personal data privacy settings.

Detailed instructions for managing your own data in connection with Google [products can be found here](#).

The legal basis of the data processing is an overriding interest in accordance with Art. 6 (1) lit. f) GDPR in order to be able to show you the availability of Bogner products in our stores, the store finder or nearby packing stations.

In this context, we may also process data in the USA. In these cases the provider is Google LLC, the security of the processing is guaranteed via the Privacy Shield:
<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>



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The provision of the data is voluntary, but the functions cannot be used in full without the provision of the data.

Google AdWords

Our website uses Google Conversion Tracking. If you have reached our website via an ad placed by Google, Google Adwords sets a cookie on your computer. The cookie for conversion tracking is set when a user clicks on an ad placed by Google. These cookies expire after 30 days and are not used for personal identification. If you visit certain pages within our website and the cookie has not yet expired, both Google and ourselves can recognise that you have clicked the advert and have been directed to that page. Each Google AdWords advertiser receives a different cookie. Cookies cannot be tracked using the website of an AdWords advertiser. The information obtained by the conversion cookie is used to create conversion statistics for the Adwords advertisers who have opted for Conversion Tracking. The advertisers can find out the total number of users who clicked on their ad and were directed to the page with a conversion tracking tag. However, they do not receive any information that enables the personal identification of the users.

The provision of the data is voluntary. If you do not wish to participate in tracking, you can refuse to allow the required cookie to be set – for example using browser settings that deactivate all automatic cookie setting, or by setting your browser to block cookies from the “googleleadservices.com” domain.

Please note that if you do not wish measurement data to be recorded, you must not delete opt-out cookies. If you have deleted all cookies in your browser, you must reset the respective opt-out cookie.

The legal basis of the data processing is an overriding interest in accordance with Art. 6 (1) lit. f) GDPR for measuring the success of advertising measures as well as targeted, relevant and localised advertising.

In this context, we may also process data in the USA. In these cases the provider is Google LLC, the security of the processing is guaranteed via the Privacy Shield:
<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>

The provision of the data is voluntary, but the functions cannot be used in full without the provision of the data.

The use of Google Remarketing

This website uses the remarketing function of Google Inc. The purpose of this feature is to present interest-based ads to website visitors within the Google advertising network. A “cookie” is stored in the visitor’s browser, which makes it possible to recognise the visitor when he or she visits websites that belong to Google’s advertising network. In this way, you can be presented with advertisements related to content previously accessed on sites using the Google remarketing feature.

Google states that it does not collect any personal data from this function. However, if you still wish to decline the use of Google’s remarketing feature, you can always disable 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.

The legal basis of the data processing is an overriding interest in accordance with Art. 6 (1) lit. f) GDPR. for the targeted control of advertising measures



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In this context, we may also process data in the USA. In these cases the provider is Google LLC, the security of the processing is guaranteed via the Privacy Shield:
<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>

If you do not wish to participate in tracking, you can refuse the necessary setting of a cookie - for example using a browser setting that generally deactivates the automatic setting of cookies.

Econda

To customise and optimise this website, anonymised data are recorded and stored using solutions and technologies from econda GmbH (www.econda.de) and user profiles using pseudonyms are created from this data. For this purpose, cookies are used that enable the recognition of your Internet browser. The user profiles are not combined with data about the bearer of the pseudonym. In particular, IP addresses are made unrecognisable directly after receipt, which makes it impossible to assign user profiles to IP addresses. You can opt out of data collection and storage by econda at any time for the future [here](#).

The legal basis of the data processing is an overriding interest in accordance with Art. 6 (1) lit. f) GDPR for the optimisation and further development of the website and for measuring the success of advertising measures.

The provision of the data is voluntary/ If you do not wish to participate in tracking, you can refuse the necessary setting of a cookie, for example using a browser setting that deactivates the automatic setting of cookies in general.

Pinterest

Our website uses the conversion tracking technology of the social network Pinterest (Pinterest Inc., 808 Brannan Street, San Francisco, CA, 94103, USA), which enables us to show our website visitors who have already taken an interest in our website and our content/offers and are Pinterest members, Pinterest relevant advertisements and offers on Pinterest. For this purpose, a so-called conversion tracking pixel from Pinterest is integrated into our pages, which tells Pinterest when you visit our website that you have visited our website and which parts of our offers you are interested in. For example, if you have taken an interest in our subscriptions on our website, Pinterest may display an advertisement on our subscriptions. You can opt out of the collection of data for the display of interest-based advertising on Pinterest at any time in your account settings at Pinterest at <https://www.pinterest.de/settings/privacy> (where, under "Personalization", you can sign out the "Use sites you visit to improve which recommendations and ads you see.", "Use information from our partners to improve which recommendations and ads you see.", "Use your activity to improve the ads you see about Pinterest on other sites or apps you may visit.", "Share activity for ads performance reporting.").

Facebook

We process personal data within the framework of the use of the social media platform Facebook on the basis of an overriding legitimate interest in accordance with. Art. 6 (1) lit. f) GDPR (with regard to name, e-mail, date of birth and language) and Art. 6 (1) lit. a) GDPR (with regard to further data such as name, e-mail, date of birth and language and surfing behaviour).

We use the following tools for this:

- Facebook Connect for voluntary and optional login through your social media account



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- Facebook Custom Audience and Facebook Pixel (for building remarketing lists, creating target groups and lookalikes, and measuring events to control performance)

In this context, we may also process data in the USA. In these cases the provider is Facebook Inc., the security of the processing is guaranteed via the Privacy Shield:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

The provision of the data is only voluntary if you are not logged on to Facebook. However, without providing the data, we cannot offer you the advantages of the tools described above.

VE INTERACTIVE

We use the services of Ve Interactive DACH GmbH (Eichhornstraße 3, 10785 Berlin, hereinafter "Ve"). In providing its services, Ve collects personal data from users who visit our websites. For this purpose Ve uses cookies and other similar technologies. Detailed information about the technologies Ve uses is available in Ve's cookie policy. A listing of the purposes for which Ve collects personal data is listed in Ve's privacy Policy. In general, through the use of cookies, Ve collects personal data from users, especially contact information and behavioral data. Ve uses this personal information to draw conclusions about the user's personal preferences and to personalize the user's web experience, for example by displaying personalized offers when visiting customer websites or similarly personalizing the customer's website to the user and displaying personalized advertisements when visiting customer websites or websites of third parties. Ve and we are jointly responsible for the collection of personal data according to Art. 26 GDPR. Details can be found in Ve's privacy policy.

End users can prevent the processing of their personal data by Ve by various means. The available options for preventing data processing are contained in Ve's privacy policy, among others operating the opt-out button under <https://www.ve.com/privacy-policy#opting-out> or using the opt-out mechanism of IAB Europe at <http://www.youronlinechoices.com/opt-out-interface>

Other marketing tools

In order to offer you relevant advertising and the best possible shopping experience, we collect and process the following additional tools when using our website:

- For online testing
 - Optimizely
- For consolidating success measurement technologies
 - Resolution Media SmartTracking
 - Resolution Media SmartRetargeting
- For controlling other tags (from Google Analytics, AdWords Remarketing Tag, Optimizely, Facebook Pixel)
 - Google Tag Manager
- For controlling all marketing channels for billing
 - Lead Alliance (via Resolution Media smartTracking)
- For measuring the success of search engines:



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- Google conversion (via Resolution Media smartTracking)
- Bing (via Resolution Media smartTracking)
- For measuring the success of price search engines
 - Channelpilot (via Resolution Media smartTracking)
- For measuring the success of affiliate partnerships
 - Awin (via Resolution Media smartTracking)
 - Affilinet (via Resolution Media smartTracking)
- For retargeting
 - Ad4mat (via Resolution Media smartRetargeting)
 - Kupona (via Resolution Media smartRetargeting)
 - Nexeps (via Resolution Media smartRetargeting)
- For product recommendation on our pages
 - Epoq
- For targeted control of advertisements
 - Adtech
 - Double-Click
 - GA Audiences
 - audiencemanager.de
- For product search in the online shop
 - Epoq

In this context, we may also process data in the USA. The provider in the cases of Google Tag Manager, Google Conversion and GA Audiences is Google LLC, the security of processing is guaranteed via the Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>

The legal basis of the data processing by means of the various marketing tools is the prevailing interest in accordance with Art. 6 (1) lit. f) GDPR.

The provision of the data is voluntary by removing the cookies using the settings in your browser data. However, without this information, we cannot show you more personalised and relevant advertising

Changes to our privacy policy

In order to ensure that this privacy policy always meets with current statutory requirements and to include changes to our services, such as the introduction of new services, we reserve the right to occasionally adapt this privacy policy, for example, in the introduction of new services. Any subsequent website access will then be subject to the terms of the new privacy policy.

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