

## PRIVACY POLICY

### § 1 General

Your personal data (e.g., salutation, name, address, email address, telephone number, bank details, credit card number) will only be processed by us in accordance with the provisions of German data protection law and the data protection law of the European Union (EU). The following provisions inform you about the purposes of processing, recipients, legal bases, storage periods, as well as your rights and the responsible party for your data processing. This privacy policy applies only to our websites. If you are redirected to other sites via links on our pages, please inform yourself there about the respective handling of your data.

### § 2 Data Processing for Contract Fulfillment

#### (1) Purpose of Processing

The personal data you provide to us during the ordering process is necessary for concluding a contract with us. You are not obliged to provide your personal data. However, without providing your address, we cannot send you the goods. For some payment methods, we require the necessary payment data to pass it on to a payment service provider commissioned by us. Therefore, the processing of the data you enter during the ordering process is for the purpose of contract fulfillment. If you contact us before concluding a contract via email, a contact form, etc., we will process the data received in this way to carry out pre-contractual measures and answer your questions about our products.

#### (2) Legal Basis

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

#### (3) Categories of Recipients

Payment service providers, shipping service providers, hosting providers, possibly inventory management systems, possibly suppliers (dropshipping).

#### (4) Storage Duration

We store the data required for contract processing until the statutory warranty and possibly contractual guarantee periods have expired. The data required by commercial and tax law is retained for the legally specified periods, usually ten years (see § 257 HGB, § 147 AO). The data processed for the execution of pre-contractual measures will be deleted as soon as the measures have been carried out and it is clear that no contract will be concluded.

### § 3 Comments

#### (1) Purpose of Processing

There is the possibility to write a comment. Your data (e.g., name/pseudonym, email address, website) will then only be processed for the purpose of publishing your comment.

#### (2) Legal Basis

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

### (3) Legitimate Interest

Our legitimate interest is the public exchange of user opinions on specific topics and products. The publication serves, among other things, transparency and opinion formation. Your interest in data protection is preserved, as you can publish your comment under a pseudonym.

### (4) Storage Duration

No specific storage duration is provided. You can request the deletion of your comment at any time.

### (5) RIGHT TO OBJECT

You have the right to object to the data processing based on Article 6 (1) f) GDPR that does not serve direct marketing for reasons arising from your particular situation at any time. In the case of direct marketing, you can object to the processing at any time without giving reasons.

### § 4 PayPal Transactions

Please note that all PayPal transactions are subject to the PayPal privacy policy:

<https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

### § 5 Your Rights as a Data Subject

If your personal data is processed, you are a data subject within the meaning of the GDPR and have the following rights against us as the responsible party:

#### 1. Right to Access

You can request information about your personal data processed by us under Article 15 GDPR.

#### 2. Right to Rectification

If the information concerning you is (no longer) accurate, you can request rectification under Article

#### 3. Right to deletion

You can request the deletion of your personal data under the conditions of Art. 17 GDPR.

#### 4. Right to restriction of processing

Within the framework of the provisions of Art. 18 GDPR, you have the right to request a restriction on the processing of data concerning you.

#### 5. Right to data portability

According to Art. 20 GDPR, you have the right to receive the personal data concerning you that you have provided to us in a structured, common and machine-readable format or to request that it be transmitted to another person responsible.

#### 6. Right to revoke the declaration of consent under data protection law

According to Art. 7 Para. 3 GDPR, you have the right to revoke your data protection declaration of consent at any time. This does not affect the lawfulness of the processing carried out based on consent until its revocation.

#### 7. Right to complain to a supervisory authority

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

**Please also note your right to object according to Art. 21 GDPR:**

**a) General: justified objection required**

**Personal data concerning you is processed**

- to protect our overriding legitimate interest (legal basis according to Art. 6 Para. 1 f) GDPR) or
- in the public interest (legal basis according to Art. 6 Para. 1 e) GDPR),

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

**In the event of an objection, we will no longer process the personal data concerning you unless we can demonstrate compelling legitimate reasons for the processing that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.**

**b) Special case of direct advertising: a simple objection is sufficient**

**If your personal data is processed for the purpose of direct advertising, you have the right to object to this processing at any time and without giving reasons; This also applies to profiling insofar as it is connected to such direct advertising.**

**If you object to processing for direct advertising purposes, your personal data will no longer be processed for these purposes.**

**Person responsible for data processing:**

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