

As the responsible party within the meaning of the data protection regulations, we inform you below about the processing of your personal data by us.

I. The concept of personal data and other important concepts

In simple terms, personal data is any information that relates to you personally as a data subject. Provisions on what the term “personal data” means and what other terms important for the following data protection information mean can be found in Art. 4 of the GDPR (General Data Protection Regulation).

II. Name and contact details of the data controller; contact details of the data protection officer

In simple terms, the controller is the person who alone or jointly with others decides on the purposes and means of processing personal data. You can find the name and contact details of the person responsible in our imprint.

We have appointed a data protection officer. You can contact him as follows: by post to dsgvoNORD GmbH, Marga-Faulstich-Str. 8, 24145 Kiel, Germany, with the reference “Data Protection Officer”.

By e-mail at dsb@dsgvo-nord.de

III. Purposes of the processing of your personal data; legal bases for the processing

We process your personal data within the scope of our activities for the purposes listed below in accordance with the respective legal bases stated.

1. in order to carry out pre-contractual measures based on an enquiry from you, your personal data will be processed on the basis of your consent pursuant to Article 6 (1) (a) GDPR or on the basis of Article 6 (1) (b) GDPR.
 2. in order to safeguard our legitimate interest in responding to enquiries and in taking other measures based on an enquiry from you, your personal data will be processed on the basis of your consent pursuant to Article 6 (1) (a) GDPR or on the basis of Article 6 (1) (f) GDPR.
 3. For the performance of a contract to which you are a party, the processing of your personal data is based on your consent pursuant to Article 6 (1) (a) GDPR or on Article 6 (1) (b) DSGVO.
 4. for the implementation of measures for the purpose of advertising, the processing of your personal data is carried out either on the basis of your consent pursuant to Article 6 (1) (a) DSGVO or on the basis of Article 6 (1) (f) GDPR.
 5. In order to protect our legitimate interest in maintaining the proper operation of our website, in providing the most user-friendly functions possible and in analysing the use of our website, the processing of your personal data is based on Article 6 (1) (f) GDPR.
 6. In order to protect our legitimate interest in enforcing our rights and defending claims against us, the processing of your personal data is based on Article 6 (1) (f) GDPR.
- Our systems are secured in accordance with the state of the art by technical and organisational measures in order to protect your personal data from access, modification or distribution by unauthorised persons as well as from loss and destruction.

Information on the processing of your personal data for the individual processing purposes can be found in the corresponding further notes within the framework of this data protection declaration.

IV. Transfer of your personal data to third parties; categories of recipients of your personal data

Insofar as this is necessary to achieve the purposes of the processing of your personal data, we transfer your personal data to third parties within the framework of the legal requirements. Detailed information on the transfer of your personal data to third parties for the individual processing purposes can be found in the corresponding further notes within the scope of this data protection declaration. In cases where your personal data is transferred to third parties, the scope of the transferred data is limited to the minimum necessary.

V. Scope of the processing of your personal data for the individual processing purposes

Below we inform you in detail about the processing of your personal data for the various processing purposes.

Your personal data will be deleted when it is no longer needed for processing for the relevant processing purpose, unless we are allowed to continue processing the data for another processing purpose within the framework of the legal requirements and in accordance with the information in this privacy policy.

1. Use of our website for information purposes

If you visit our website without sending us any information, we only process the personal data that your browser sends to our server. This is the following data, which is technically necessary to display our website to you and to ensure stability and security:

- the page you have accessed
- Date and time of the request
- data volume transferred
- Source or reference from where you reached the page
- Browser you are using
- Operating system you use
- Your IP address

Your personal data is processed on the basis of Article 6 (1) (f) GDPR to protect our legitimate interest in maintaining the proper operation of our website.

Your personal data will be deleted after 6 months unless it is still required for the assertion of rights or the enforcement of claims due to measures against the proper operation of our website. In this case, the deletion will take place immediately after the conclusion of the corresponding proceedings.

2. processing of enquiries

If you contact us with an enquiry or a request, we will process the personal data and information/documents you provide. Regardless of the way in which you send us your enquiry or request, this may be:

- Date and time of contact
- Name data
- Contact details
- Data on request/concern
- Information/documents submitted

Depending on the content of your enquiry or request, the processing of your personal data and the information/documents provided is based on your consent pursuant to Article 6 (1) (a) GDPR to respond to your enquiry or on Article 6 (1) (b) GDPR to carry out pre-contractual measures or on Article 6 (1) (b) GDPR for the performance of a contract to which you are a party. 1 letter b) GDPR for the performance of a contract to which you are a party or on the basis of Article 6 para. 1 letter f) GDPR to protect our legitimate interest in responding to enquiries/concerns and in taking other measures in connection with the processing of enquiries/concerns.

Insofar as we provide a contact form and you contact us via this contact form, by sending your message you are granting consent with the following content, about which you will be informed separately in the contact form:

“I consent to the processing of my e-mail address and the other personal data provided by me for the purpose of responding to my message. I can revoke this consent at any time and without giving reasons with effect for the future. The lawfulness of the processing carried out until the revocation remains unaffected in the event of revocation.”

You can revoke your consent at any time and without giving reasons with effect for the future. For this purpose, it is sufficient to send a corresponding message to the person responsible, whose contact details you can find in the information on the person responsible. The lawfulness of the processing carried out until the revocation remains unaffected in the event of revocation.

Insofar as this is necessary for the processing of your enquiry/your request, we transmit your personal data to third parties within the framework of the legal requirements. In cases where your personal data is transmitted to third parties, the scope of the transmitted data is limited to the necessary minimum.

Your personal data will be deleted when your enquiry/concern has been resolved, unless we are allowed to continue processing the data for another processing purpose within the framework of the legal requirements and in accordance with the information in this privacy policy.

3. Fulfilment of contracts

If you provide us with personal data for the purpose of concluding a contract or in connection with the creation of a customer account, we process the data you provide for the purpose of processing the contract. These are your customer data (e.g. your name and address) and the contract data (e.g. details of the products covered by the contract and payment and delivery information).

Your personal data is processed on the basis of Article 6 (1) (b) GDPR for the performance of a contract to which you are a party.

Insofar as this is necessary for the fulfilment of the contract with you, we transmit your personal data to third parties within the framework of the legal requirements. This transfer takes place to the service providers involved in the processing of the contract. These are the providers of the processing tools used by us. These are also the companies commissioned with the transport. Furthermore, these are the payment service providers commissioned with payment matters.

In cases where your personal data is transferred to third parties, the scope of the data transferred is limited to the minimum necessary.

Your personal data will be deleted after the expiry of the retention periods under tax and commercial law of 6 or 10 years, unless we may continue to process the data for another processing purpose within the framework of the legal requirements and in accordance with the information in this data protection declaration.

4. Use of cookies

We use so-called cookies on our website. Cookies are used to enable you to use certain functions and to make our website more user-friendly overall.

Some of the cookies we use are deleted again after the end of the browser session, i.e. after you close your browser (so-called session cookies). Other cookies remain on your device even after the end of the browser session, i.e. after you close your browser, and enable us or our partner companies (third-party cookies) to recognise you the next time you visit our website (so-called persistent cookies).

Some of the cookies we use are technically necessary to enable you to use certain functions. In this respect, the processing of your personal data takes place on the basis of Article 6 (1) (b) GDPR for the implementation of pre-contractual measures that are carried out at your request as a data subject or on the basis of Article 6 (1) (b) GDPR for the performance of a contract to which you are a party or on the basis of Article 6 (1) (f) GDPR for the protection of our legitimate interest in providing the most user-friendly functions possible. Insofar as we or our partner companies use cookies for the purpose of range measurement or for marketing purposes, you can find detailed information on this in the corresponding further notes within the scope of this data protection declaration.

You can prevent cookies from being stored by setting your browser software accordingly. If necessary, please refer to the programme help for the browser you are using to see how the corresponding setting can be made. However, we would like to point out that in this case you may not be able to use all the functions of our website to their full extent.

By way of example, we refer to the information on the following common browsers:

- Chrome: <https://support.google.com/chrome/answer/95647?hl=de&hlrm=en>
- Firefox: <https://support.mozilla.org/de/kb/verbesserter-schutz-aktivitenverfolgung-desktop>
- Opera: <https://help.opera.com/de/latest/web-preferences/#cookies>
- Edge: <https://support.microsoft.com/de-de/windows/l%C3%B6schen-und-verwalten-von-cookies-168dab11-0753-043d-7c16-ed5947fc64d>
- Safari: <https://support.apple.com/de-de/guide/safari/sfri11471/mac>

5. Use of Google Analytics

We use Google Analytics, a web analytics service provided by Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043, USA or, if you are a resident of the EU, Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland (“Google”).

The processing of your personal data takes place after your explicit consent on the basis of Article 6 (1) (a) GDPR.

Google Analytics uses so-called cookies. These are text files that are stored on your computer and enable an analysis of your use of our website. The information generated by the cookie about your use of our website is usually transferred to a Google server in the USA and stored there. In this context, we would like to point out that the extension “_anonymizeIp()” has been added to Google Analytics on our website. This ensures anonymised recording of IP addresses (so-called IP masking), so that your IP address is shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area in order to exclude a reference to persons. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google will use this information on our behalf for the purpose of evaluating your use of our website, compiling reports on website activity and providing other services relating to website activity and internet usage to us as website operators. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. To ensure an appropriate level of data protection, the provider has implemented the so-called standard contractual clauses of the European Union.

You can prevent cookies from being stored by setting your browser software accordingly. If necessary, please refer to the programme help for the browser you are using to see

how the corresponding setting can be made. However, we would like to point out that in this case you may not be able to use all the functions of our website to their full extent. In addition, you can prevent the collection of the data generated by the cookie and related to your use of our website (incl. your IP address) to Google as well as the processing of this data by Google by downloading and installing the browser plugin available under the following link. The current link is <https://tools.google.com/dlpage/gaoptout?hl=de>.

For more information on the terms of use between us and Google on data protection, please see <https://www.google.com/analytics/terms/de.html> as well as further information on Google's data protection can be found at <https://policies.google.com/?hl=de>.

6. Use of Google Maps

We use Google Maps, a web service provided by Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043, USA or, if you are a resident of the EU, Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). The processing of your personal data takes place after your explicit consent on the basis of Article 6 (1) (a) GDPR.

For more information on how user data are handled, please see the Google privacy policy. You can find it at: <https://policies.google.com/privacy?hl=de#intro>

7. Enforcement of our rights and defence against claims against us

Where appropriate, we process your personal data to protect our legitimate interest in enforcing our rights and defending claims against us.

In this case, the processing of your personal data is based on Article 6 (1) (f) GDPR. Insofar as this is necessary to protect our legitimate interest, we will transfer your personal data to third parties within the framework of the legal requirements. This transmission takes place to the involved providers of debt collection services or our lawyers.

In cases where your personal data is transferred to third parties, the scope of the data transferred is limited to the minimum necessary.

Your personal data will be deleted after completion of the procedure, but at the earliest after expiry of the retention periods of 6 or 10 years under tax and commercial law, unless we may continue to process the data for another processing purpose within the framework of the legal requirements and in accordance with the information in this data protection declaration.

8. Facebook

Facebook Pixel, Facebook Custom Audiences und Facebook-Conversion:

Within our online offer, the so-called "Facebook pixel" of the social network Facebook, which is operated by Meta Platforms, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are a resident of the EU, Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"), is used.

With the help of the Facebook pixel, it is possible for Facebook to determine you as a visitor to our online offer as a target group for the display of advertisements (so-called "Facebook ads"). Accordingly, we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our online offer or who have certain characteristics (e.g. interests in certain topics or products determined on the basis of the websites visited) that we transmit to Facebook (so-called "Custom Audiences"). With the help of the Facebook pixel, we also want to ensure that our Facebook ads correspond to the potential interest of the users and do not have a harassing effect. With the help of the Facebook pixel, we can further track the

effectiveness of the Facebook ads for statistical and market research purposes by seeing whether users were redirected to our website after clicking on a Facebook ad (so-called “conversion”).

Facebook privacy policy:

The processing of data by Facebook takes place within the framework of the [Facebook Data Use Policy](#). All data submitted will be stored and processed by Facebook so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes in accordance with the [Facebook Data Use Policy](#). The data may enable Facebook and its partners to serve ads on and off Facebook. Specific information and details about the Facebook Pixel and how it works can be found in the [Facebook help section](#).

Basis:

The use of the Facebook Pixel and the storage of “conversion cookies” is based on Art. 6 para. 1 lit. a GDPR, based on your express consent.

Order data processing contract:

For the processing of data for which Facebook acts as data processor, we have concluded a data processing contract with Facebook in which we oblige Facebook to protect our customers’ data and not to pass it on to third parties. You can find out more about this in [Facebook’s data processing terms and conditions](#) and the [data transfer addendum for the transfer of European data](#).

Opposition:

You can object to the collection by the Facebook pixel and use of your data to display Facebook ads. To set which types of ads are displayed to you within Facebook, you can go to the page set up by Facebook and follow the instructions there on the settings for usage-based advertising: <https://www.facebook.com/settings?tab=ads>. The settings are platform independent, i.e. they are applied to all devices, such as desktop computers or mobile devices. You can also opt out of the use of cookies for reach measurement and advertising purposes by visiting the Network Advertising Initiative opt-out page at <https://optout.networkadvertising.org/> and additionally the US website aboutads.info or the European website youronlinechoices.com.

VI. Note on data transfer to the USA

Among other things, tools from companies based in the USA are integrated on our website. If these tools are active, your personal data may be transferred to the US servers of the respective companies. We would like to point out that the USA is not a safe third country in the sense of EU data protection law. US companies are obliged to hand over personal data to security authorities without you as a data subject being able to take legal action against this. It can therefore not be ruled out that US authorities (e.g. intelligence services) process, evaluate and permanently store your data located on US servers for monitoring purposes. We have no influence on these processing activities.

VII. Duration for which your personal data is stored or criteria for determining this duration

Your personal data will be deleted when it is no longer needed for processing for the relevant processing purpose, unless we are allowed to continue processing the data for another processing purpose within the framework of the legal requirements and in accordance with the information in this privacy policy. Information on the period for which your personal data is stored or the criteria for determining this period can be found in the information on the processing of your personal data for the individual processing purposes in this privacy policy.

VIII. Your data subject rights

1. Overview

In order to ensure fair and transparent processing of personal data, you as the data subject are entitled to the following rights in accordance with data protection law:

- the right to obtain information in accordance with Article 15 of the GDPR,
- the right of rectification under Article 16 of the GDPR,
- the right to erasure in accordance with Article 17 of the GDPR,
- the right to restriction of processing under Article 18 of the GDPR,
- the right to data portability under Article 20 of the GDPR,
- the right to revoke consent given at any time in accordance with Art. 7 (3) DSGVO,
- the right to object to processing pursuant to Article 21 of the GDPR, which we inform you about separately below
- and the right to lodge a complaint with the supervisory authority pursuant to Art. 77 GDPR, which we will inform you about separately below.

2. Your right to object to processing

The processing of personal data is allowed if the processing is necessary for the purposes of the legitimate interests of the controller or a third party, unless such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require the protection of personal data, in particular where the data subject is a child, Art. 6 (1) (f) GDPR.

As a data subject, you have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you which is carried out on the basis of Article 6 (1) (f) of the GDPR; this also applies to profiling based on these provisions.

If you exercise your right to object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms as a data subject, or for the establishment, exercise or defence of legal claims.

If we process your personal data for the purpose of direct marketing, you as the data subject have the right to object at any time to processing of personal data concerning you for such marketing; this also applies to profiling insofar as it is related to such direct marketing. If you, as the data subject, object to processing for direct marketing purposes, your personal data will no longer be processed for these purposes.

3. Your right to complain to the supervisory authority

You can complain to a supervisory authority in accordance with Art. 77 GDPR if you are of the opinion that the processing of personal data concerning you violates data protection regulations. You can do this, for example, at the supervisory authority responsible for us: Independent Centre for Data Protection Schleswig-Holstein, Holstenstraße 98, 24103 Kiel.

IX. Information on the basis for providing your personal data

If you wish to conclude a contract with us or contact us with an enquiry, the provision of your personal data is necessary for the conclusion of a contract or the processing of your enquiry. You are not obliged to provide your personal data. However, failure to provide your personal data would mean that we would not be able to conclude a contract with you or process your enquiry.