

# Data Protection Declaration

## 1) Information on the Collection of Personal Data and Contact Details of the Controller

**1.1** We are pleased that you are visiting our website and thank you for your interest. In the following, we inform you about the handling of your personal data when using our website. Personal data is all data with which you can be personally identified.

**1.2** The controller in charge for data processing on this website within the meaning of the General Data Protection Regulation (GDPR) is Pro-Idee GmbH & Co. KG, Gut-Dämme-Straße 4, 52070 Aachen, Germany, Tel.: +49 (0) 241 109 119, Fax: +49 (0) 241 109 121, E-Mail: [service@proidee.de](mailto:service@proidee.de). The controller in charge of the processing of personal data is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data.

**1.3** The controller has designated a data protection officer for this website. She can be reached as follows: "Brigitte Ramhorst, Auf der Hüls 205, D-52068 Aachen, Germany, Tel. 01803 677 916, [privacy@proidee.co.uk](mailto:privacy@proidee.co.uk)"

**1.4** This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g. orders or inquiries to the controller). You can recognize an encrypted connection by the character string <https://> and the lock symbol in your browser line.

## 2) Data Collection When You Visit Our Website

When using our website for information only, i.e. if you do not register or otherwise provide us with information, we only collect data that your browser transmits to our server (so-called "server log files"). When you visit our website, we collect the following data that is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the moment of access
- Amount of data sent in bytes
- Source/reference from which you came to the page
- Browser used
- Operating system used
- IP address used (if applicable: in anonymized form)

Data processing is carried out in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data will not be passed on or used in any other way. However, we reserve the right to check the server log files subsequently, if there are any concrete indications of illegal use.

## 3) Cookies

In order to make your visit to our website attractive and to enable the use of certain functions, we use so-called cookies on various pages. These are small text files that are stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your terminal and enable us or our partner companies (third-party cookies) to recognize your browser on your next visit (persistent cookies). If cookies are set, they collect and process specific user information such as browser and location data as well as IP address values according to individual requirements. Persistent cookies are automatically deleted after a specified period, which may vary depending on the cookie.

In some cases, cookies are used to simplify the ordering process by saving settings (e.g. remembering the content of a virtual shopping basket for a later visit to the website). If personal data are also processed by individual cookies set by us, the processing is carried out in accordance with Art. 6 (1) point b GDPR either for the execution of the contract or in accordance with Art. 6 (1) point f GDPR to safeguard our legitimate interests in the best possible functionality of the website and a customer-friendly and effective design of the page visit.

We work together with advertising partners who help us to make our website more interesting for you. For this purpose, cookies from partner companies are also stored on your hard drive when you visit our website (third-party cookies). You will be informed individually and separately about the use of such cookies and the scope of the information collected in each case within the following sections.

Please note that you can set your browser in such a way that you are informed about the setting of cookies and you can decide individually about their acceptance or exclude the acceptance of cookies for certain cases or generally. Each browser differs in the way it manages the cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You will find these for the respective browsers under the following links:

Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Firefox: <https://www.mozilla.org/en-US/privacy/websites/#cookies>

Chrome: <https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en>

Safari: <https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

Please note that the functionality of our website may be limited if cookies are not accepted.

## 4) Contacting

In the context of contacting us (e.g. via contact form or e-mail), personal data is collected. Which data is collected in the case of a contact form can be seen from the respective contact form. These data are stored and used exclusively for the purpose of responding to your request or for establishing contact and for the associated technical administration. The legal basis for processing data is our legitimate interest in responding to your request in accordance with Art. 6 (1) point f GDPR. If your contact is aimed at concluding a contract, the additional legal basis for the processing is Art. 6 (1) point b GDPR. Your data will be deleted after final processing of your enquiry; this is the case if it can be inferred from the circumstances that the facts in question have been finally clarified, provided that there are no legal storage obligations to the contrary.

## 5) Data Processing When Opening a Customer Account and for Contract Processing

Pursuant to Art. 6 (1) point b GDPR, personal data will continue to be collected and processed if you provide them to us for the execution of a contract or when opening a customer account. Which data is collected can be seen from the respective input forms. It is possible to delete your customer account at any time. This can be done by sending a message to the above-mentioned address of the controller. We store and use the data provided by you for contract processing. After complete processing of the contract or deletion of your customer account, your data will be blocked in consideration of tax and commercial retention periods and deleted after expiry of these periods, unless you have expressly consented to further use of your data or a legally permitted further use of data has been reserved by our site, about which we will inform you accordingly below.

## 6) Commentary Function

Within the scope of the commentary function on this website, in addition to your comment, information on the time of writing the comment and the name of the commentator you have chosen are stored and published on the website. Furthermore, your IP address is logged and stored. This IP address is stored for security reasons, in case the person concerned violates the rights of third parties or posts illegal content by submitting a comment. We need your e-mail address to contact you if a third party should object to your published content as unlawful. The legal basis for the storage of your data is Art. 6 (1) point b and f GDPR. We reserve the right to delete comments if they are objected to as unlawful by third parties.

## 7) Use of Your Data for Direct Advertising

**7.1** If you subscribe to our e-mail newsletter, we will send you regular information about our offers. The only mandatory information for sending the newsletter is your e-mail address. The indication of additional possible data is voluntary and is used to be able to address you personally. We use the so-called double opt-in procedure for sending the newsletter. This means that we will not send you an e-mail newsletter, unless you have expressly confirmed to us that you agree to the sending of the newsletter. We will then send you a confirmation e-mail asking you to confirm that you wish to receive future newsletters by clicking on an appropriate link.

By activating the confirmation link, you give us your consent to the use of your personal data in accordance with Art. 6 (1) point a GDPR. When you register for the newsletter, we store your IP address entered by the Internet Service Provider (ISP) as well as the date and time of registration so that we can trace any possible misuse of your e-mail address at a later time. The data collected by us when registering for the newsletter will be used exclusively for the purpose of advertising by means of the newsletter. You can unsubscribe from the newsletter at any time via the link provided in the newsletter or by sending a message to the responsible person named above. After your cancellation, your e-mail address will immediately be deleted from our newsletter distribution list, unless you have expressly consented to further use of your data or we reserve the right to use data in excess thereof, which is permitted by law and about which we inform you in this declaration.

**7.2** If you have provided us with your e-mail address when purchasing products, we reserve the right to regularly send you offers for products similar to those already purchased from our range by e-mail. Pursuant to Section 7 (3) German law against unfair competition, we do not need to obtain separate consent from you for this. In this respect, data processing is carried out solely on the basis of our legitimate interest in personalized direct advertising pursuant to Art. 6 (1) point f GDPR. If you have initially objected to the use of your e-mail address for this purpose, we will not send you an e-mail. You are entitled to object to the use of your e-mail address for the aforementioned advertising purpose at any time with effect for the future by notifying the controller

named at the beginning. In this regard, you only have to pay the transmission costs according to the basic tariffs. Upon receipt of your objection, the use of your e-mail address for advertising purposes will cease immediately.

**7.3** Based on our legitimate interest in personalized direct mail, we reserve the right to store your first and last name, your postal address and - if we have received this additional information from you within the framework of the contractual relationship - your title, academic degree, year of birth and your professional, industry or business name in accordance with Art. 6 (1) point f GDPR and to use them for sending - by letter post - interesting offers and information on our products as well as on products of other mail order companies with interesting product ranges.

You can object to the storage and use of your data for this purpose at any time by sending an appropriate message to the controller.

## **8) Processing of Data for the Purpose of Order Handling**

**8.1** To process your order, we work together with the following service provider(s), which support us wholly or partially in the execution of concluded contracts. Certain personal data is transferred to these service providers in accordance with the following information.

The personal data collected by us will be passed on to the transport company commissioned with the delivery within the scope of contract processing, insofar as this is necessary for the delivery of the goods. We will pass on your payment data to the commissioned credit institution within the framework of payment processing, if this is necessary for payment handling. If payment service providers are used, we explicitly inform you of this below. The legal basis for the transfer of data is Art. 6 (1) point b GDPR.

### **8.2 Address Verification**

To protect your identity, we send your first name and surname, mailing address and date of birth to infoscore Consumer Data GmbH, Rheinstraße 99, D-76532 Baden-Baden, Germany (ICD). We obtain information to verify your address from ICD. This company will also use these data in the future for the purpose of address verification and/or identity checks for other companies, as well as for the necessary scoring applications. Scoring calculates probability values for a particular behaviour based on mathematical and statistical methods and uses the relevant data to do so. The legal basis for transfer is Art. 6 (1) b. GDPR.

### **8.3 Passing on Personal Data to Shipping Service Providers**

- DHL

If delivery of goods takes place by the transport service provider DHL (Deutsche Post AG, Charles-de-Gaulle-Straße 20, D-53113 Bonn, Germany), we will pass on your e-mail address and telephone number to DHL in accordance with Art. 6 (1) point a GDPR, prior to delivery of the goods, for the purpose of coordinating a date of delivery or of a notice about the shipment status, if you have given your express consent during the ordering process. Otherwise, only the name of the recipient and the delivery address will be passed on to DHL for the purpose of delivery in accordance with Art. 6 (1) point b GDPR. The data will only be passed on if this is necessary for the delivery of the goods. In this case, prior agreement of the delivery date with DHL or transmission of status information for shipment delivery is not possible.

The consent can be revoked at any time with effect for the future either with the controller or with the transport service provider DHL.

- Post NL

If delivery of goods takes place by the transport service provider PostNL (Koninklijke Post NL BV, Prinses Beatrixlaan 23, NL-2595 AK The Hague, Netherlands), we will pass on your e-mail address and telephone number to Post NL in accordance with Art. 6 (1) point a GDPR, prior to delivery of the goods, for the purpose of coordinating a date of delivery or of a notice about the shipment status, if you have given your express consent during the ordering process. Otherwise, only the name of the recipient and the delivery address will be passed on to Post NL for the purpose of delivery in accordance with Art. 6 (1) point b GDPR.

The data will only be passed on if this is necessary for the delivery of the goods. In this case, prior agreement of the delivery date with Post NL or transmission of status information for shipment delivery is not possible.

The consent can be revoked at any time with effect for the future either with the controller or with the transport service provider Post NL.

### **8.4 Use of Payment Service Providers**

- ConCardis (VISA and Mastercard)

If you decide to pay by credit card from the payment service provider ConCardis, payment is processed by the payment service provider ConCardis GmbH, Helfmann-Park 7, D-65760 Eschborn, Germany, to whom we pass on your information provided during the order process together with the information about your order in accordance with Art. 6 (1) point b GDPR. Your data will only be passed on for the purpose of processing payments with the payment service provider ConCardis and only to the

extent necessary. Further information on Concardis's data protection can be found in the provider's data protection statement at: <https://www.concardis.com/de-en/protecting-your-data/#c14588>

#### - PayPal

If you decide to pay by the payment service provider PayPal, payment is processed by the payment service provider PayPal (Europe) S.à r.l. et Cie, S.C.A. 22-24 Boulevard Royal, L-2449 Luxembourg, Luxemburg, to whom we pass on your information provided during the order process together with the information about your order in accordance with Art. 6 (1) point b GDPR. Your data will only be passed on for the purpose of processing payments with the payment service provider PayPal and only to the extent necessary. Further information on PayPal's data protection can be found in the provider's data protection statement at: <https://www.paypal.com/en/webapps/mpp/ua/privacy-full>

### 8.5 Credit Check

#### - Arvato

Should we make advance payments (e.g. delivery on account), we reserve the right to carry out a credit assessment on the basis of mathematical-statistical procedures in order to maintain our legitimate interest in determining the solvency of our customers. We are entitled to obtain credit-related information on your previous payment behaviour and information for evaluating the risk of payment default based on mathematical and statistical procedures using address data (scoring) from infoscore Consumer Data GmbH (Rheinstraße 99, D-76532 Baden-Baden, Germany). For this purpose, we transfer your data (first name and surname, address and date of birth) to the aforementioned company. This company will also use these data for the purpose of address and identity checks for other companies, as well as for the necessary scoring applications. Scoring calculates probability values for a particular behaviour based on mathematical and statistical methods and uses the relevant data to do so.

### 8.6 Recovery of Outstanding Claims

If you fail to settle open invoices after repeated warnings, we may transfer the data necessary for debt collection to a collection service provider for the purpose of fiduciary debt collection. We cooperate with the following collection service provider: infoscore Forderungsmanagement GmbH, Rheinstraße 99, D-76532 Baden-Baden, Germany. The data are transferred on the legal basis of Art. 6 (1) a. GDPR.

### 8.7 Quality Assurance

We are continuously optimising our service processes. For this, we transmit the following data to a service provider for the purpose of quality assurance: first name, surname, address, landline and mobile phone number, date of birth, email address, type and number of ordered goods, payment information. We cooperate with the following service provider: AC Süppmayer GmbH, Saargemünder Straße 106, D-66271 Kleinblittersdorf, Germany. Data is transferred for quality assurance on the legal basis of Article 6 (1) f. of the General Data Protection Regulation (GDPR).

## 9) Contact for Requesting Customer Rating Information

#### Own Evaluation Reminder (No Dispatch by a Customer Evaluation System)

We use your e-mail address as a one-off reminder for submitting an evaluation of your order regarding the evaluation system used by us, provided you have given us your express consent during or after placing your order in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time by sending a message to the controller responsible for data processing

## 10) Use of Videos

#### Use of Youtube Videos

This website uses the Youtube embedding function for display and playback of videos offered by the provider Youtube, which belongs to Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google").

To this end, the extended data protection mode is used to ensure, according to provider information, that user information will only be stored once the playback function of the video is started. When the playback of embedded YouTube videos is started, the provider sets "YouTube" cookies in order to collect information about user behavior. According to indications from Youtube, the use of those cookies is intended, among other things, to record video statistics, to improve user-friendliness and to avoid improper actions. If you are logged in to Google, your information will be directly associated with your account when you click on a video. If you do not wish to be associated with your profile on YouTube, you must log out before activating the button. Google saves your data (even for users who are not logged in) as usage profiles and evaluates them. Such an evaluation takes place in particular according to Art. 6 (1) point f GDPR on the basis of the legitimate interests of Google in the insertion of personalized advertising, market research and/or demand-oriented design of its website. You have the right to object to the

creation of these user profiles, whereby you must contact YouTube to exercise this right.

Regardless of whether the embedded video is played back, a connection to the Google network "double click" is established when visiting this website. This may trigger further data processing beyond our control.

Google LLC, based in the USA, is certified for the US-European data protection agreement "Privacy Shield", which guarantees compliance with the data protection level applicable in the EU.

Further information on YouTube data protection can be found in the provider's data protection statement at:  
<https://www.google.com/policies/privacy/>

## 11) Online-Marketing

### Google AdWords Conversion Tracking

This website uses the online advertising program "Google AdWords" and the conversion tracking within the framework of Google AdWords, Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). We use the program of Google Adwords to draw attention to our attractive offers with the help of advertising materials (so-called Google Adwords) on external websites. We can determine, in relation to the advertising campaigns data, how successful the individual advertising measures is. We are interested in showing you advertisements that are of interest to you. We want to make our website more interesting for you and to achieve a fair calculation of advertising costs.

The conversion tracking cookie is set on a user's browser, if he clicks on an AdWords ad delivered by Google. Cookies are small text files that are stored on your computer system. These cookies usually lose their validity after 30 days and are not used for personal identification. If the user visits a certain page of this website and if the cookie has not yet expired, Google and we will be able to recognize that the user clicked on the ad and was forwarded to this page. Each Google AdWords customer gets a different cookie. Thus, cookies cannot be traced via the website of AdWords customers. The information collected by the conversion cookies is used to provide aggregate conversion statistics to AdWords customers who have opted-in for conversion tracking. Customers are informed about the total number of users who clicked on the ad and were forwarded to a conversion tracking tag page. However, they do not get any information enabling them to identify users personally. If you do not want to participate in the tracking program, you can refuse the use of this program by deactivating the Google Conversion Tracking cookie via your Internet browser through the user settings. In this case, you will not be included in the conversion tracking statistics. We use Google Adwords on the basis of our legitimate interest in targeted advertising in accordance with Art. 6 (1) point f GDPR.

Google LLC, based in the United States, is certified for the US-European data protection agreement "Privacy Shield", which guarantees compliance with the data protection level applicable in the EU.

For more information about Google's privacy policy, please visit: [https://privacy.google.com/intl/en-GB/take-control.html?categories\\_activeEI=sign-in](https://privacy.google.com/intl/en-GB/take-control.html?categories_activeEI=sign-in)

You can permanently deactivate cookies for advertising preferences by blocking them via a respective setting of your browser software or by downloading and installing the browser plug-in, available under the following link:  
<https://support.google.com/ads/answer/7395996>

Please note that certain functions of this website may not be used or only to a limited extent, if you have deactivated the use of cookies.

## 12) Web Analysis Services

### 12.1 Econda (econda GmbH)

On this website, data is collected and stored using technologies of econda GmbH, Zimmerstr. 6, D-76137 Karlsruhe, Germany (www.econda.de) on the basis of our legitimate interest in statistical analysis of user behavior for optimization and marketing purposes in accordance with Art. 6 (1) point f GDPR. Pseudonymized user profiles can be created and evaluated from this data for the same purpose. To this end, cookies may be used. Cookies are small text files that are stored locally in the cache of the visitor's internet browser. The cookies allow, among other things, the internet browser to be recognized. Data collected with econda technology shall not be used to personally identify the website visitor without special consent granted by the person concerned and shall not be merged with personal data of the pseudonym holder. The collection and storage of data can be revoked at any time with effect for the future. If you want to object to the collection and storage of your visitor data for the future, you can obtain an opt-out cookie from econda under the following link: <https://www.econda.de/en/privacypolicy/>. This will ensure that no visitor data from your browser will be collected and stored by econda in the future.



The opt-out cookie is called "econdaNoTrack" and is set by econda. For more information about econda's privacy policy, please visit: <https://www.econda.de/en/privacypolicy/>

## 12.2 Inspectlet

On this website, data is collected and stored using technologies of the web analysis service "Inspectlet", operated by the service provider Inspectlet, Santa Clara, USA ([www.inspectlet.com](http://www.inspectlet.com)). This is done on the basis of our legitimate interest in statistical analysis of user behavior for optimization and marketing purposes in accordance with Art. 6 (1) point f GDPR. Pseudonymized user profiles can be created and evaluated from this data for the same purpose. To this end, cookies may be used. Cookies are small text files that are stored locally in the cache of the visitor's Internet browser. The cookies allow, among other things, the internet browser to be recognized.

The information generated by cookies in a pseudonymous user profile is not used to personally identify the visitor to this website and is not merged with personal data about the holder of the pseudonym.

If you do not agree to the storage and analysis of this data arising from your visit to our website and if you would like to deactivate that data for the future, you can disable the use of cookies and thus prevent your participation in tracking.

If you want to object to the collection and storage of your visitor data for the future, you can obtain an opt-out cookie from Inspectlet under the following link; <https://www.inspectlet.com/optout>

This ensures that no visitor data from your browser will be collected and stored by Inspectlet in the future...

The opt-out cookie is set by Inspectlet.

## 13) Retargeting/Remarketing/ Referral Advertising

Criteo (Criteo SA)

This website uses the technology of Criteo SA, 32 Rue Blanche, 75009 Paris, France ("Criteo"), to collect, store and evaluate information about the surfing behavior of website visitors in pseudonymized form using cookie text files. This is done on the basis of our legitimate interest in the insertion of personalized advertising pursuant to Art. 6 (1) (f) GDPR. Criteo analyses the navigation behavior with the help of algorithms and is subsequently able to display product recommendations in form of personalized advertising banners on other websites (so-called publishers). Under no circumstances, those data will be used to personally identify the visitor to this website. No other use or disclosure to third parties is envisaged.

If you want to object to the collection of data and the creation of pseudonymized user profiles for the future, you can obtain the following so-called opt-out cookie: Criteo Exercise (<https://www.criteo.com/fr/privacy/>)

For more information about Criteo's technology, please view Criteo's Privacy Policy at: <https://www.criteo.com/privacy/>

Google AdWords Remarketing

Our website uses the functions of Google AdWords Remarketing, which enable us to advertise our website in Google search results, as well as on third-party websites. Provider is Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). To this end, Google places a cookie in the browser of your terminal device, which automatically uses a pseudonymous cookie ID on the basis of pages you visited to allow interest-based advertising. Processing is based on our legitimate interest in the optimal marketing of our website in accordance with Art. 6 (1) point f GDPR.

Any additional processing will only take place if you have agreed with Google that your Google Internet and app browsing history will be linked to your Google Account and information from your Google Account will be used for personalized ads you view on the web. If you are logged in to Google while visiting our website, Google will use your data in connection with Google Analytics data to create and define target group lists for cross-device remarketing. To this end, Google temporarily links your personal data with Google Analytics data to create target groups.

You can permanently disable the setting of cookies for advertising preferences. You may download and install the browser plug-in available at the following link: <https://www.google.com/settings/ads/onweb/>

Alternatively, you can contact the Digital Advertising Alliance at [www.aboutads.info](http://www.aboutads.info) to find out how to set cookies and to make the relevant settings. Finally, you can set your browser so that you are informed about the setting of cookies and decide individually whether to accept them or to exclude the acceptance of cookies for certain cases or in general. If cookies are not accepted, the functionality of our website may be limited.

Google LLC, based in the United States, is certified for the US-European data protection agreement "Privacy Shield", which guarantees compliance with the data protection level applicable in the EU.

Further information and the data protection regulations regarding advertising and Google can be viewed at:

<http://www.google.com/policies/technologies/ads/>

## 14) Tools and Miscellaneous

## 14.1 Google Maps

Our website uses Google Maps (AP'I) of Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Maps is a web service for displaying interactive (country) maps in order to display geographical information visually. Using this service will show you our location and will make it easier for you to find us.

When you access the sub-pages that contain the Google Maps map, information about your use of our website (such as your IP address) is transmitted to and stored by Google on servers in the United States. This is regardless of whether Google provides a user account that you are logged in with or whether no user account exists. If you are logged in to Google, your information will be directly associated with your account. If you do not wish to be associated with your profile on Google, you must log out before activating the button. Google saves your data (even for users who are not logged in) as usage profiles and evaluates them. Such an evaluation takes place according to Art. 6 (1) point f GDPR on the basis of the legitimate interests of Google in the insertion of personalized advertising, market research and/or demand-oriented design of its website. You have the right to object to the creation of these user profiles. If you want to do so, you must contact Google to exercise this right.

Google LLC, based in the United States, is certified for the US-European data protection agreement "Privacy Shield", which guarantees compliance with the data protection level applicable in the EU.

If you do not agree to the future transmission of your data to Google in the context of using Google Maps, you may completely deactivate the Google Maps web service by switching off the JavaScript application in your browser. In this case, Google Maps as well as the map display on this website cannot be used.

The Google terms of use can be found at: <https://policies.google.com/terms?hl=en>. The additional terms of use can be found at: [https://www.google.com/intl/en-US\\_US/help/terms\\_maps.html](https://www.google.com/intl/en-US_US/help/terms_maps.html).

You can find detailed information on data protection in connection with the use of Google Maps on Google's website ("Google Privacy Policy") at: <https://policies.google.com/privacy?hl=en>.

**14.2** The Trusted Shops Trustbadge is included on this website to display our Trusted Shops seal of approval and to offer Trusted Shops membership to buyers after placing an order.

In this way, our legitimate interests in an optimal marketing of our offer are protected, within the meaning of Art. 6 (1) point f GDPR. The Trustbadge and the services advertised with it are a service of Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne.

When the trust badge is called up, the web server automatically stores a so-called server log file, which contains e.g. your IP address, date and time of the call, transferred data volume, the requesting provider (access data) and it documents the call. This access data is not evaluated and is automatically overwritten at the latest seven days after the end of your page visit.

Further personal data will only be transferred to Trusted Shops if you decide to use Trusted Shops products after completing an order or if you have already registered for use. In this case, the contractual agreement between you and Trusted Shops applies.

## 15) Rights of the Data Subject

**15.1** The applicable data protection law grants you comprehensive rights of data subjects (rights of information and intervention) vis-à-vis the data controller with regard to the processing of your personal data, about which we inform you below :

- Right of access by the data subject pursuant to Art. 15 GDPR
- Right to rectification pursuant to Art. 16 GDPR
- Right to erase ("right to be forgotten") pursuant to Art. 17 GDPR
- Right to restriction of processing pursuant to Art. 18 GDPR
- Right to be informed pursuant to Art. 19 GDPR
- Right to data portability pursuant to Art. 20 GDPR
- Right to withdraw a given consent pursuant to Art. 7 (3) GDPR
- Right to lodge a complaint pursuant to Art. 77 GDPR

You may assert your rights as a person affected under <https://www.proidee.co.uk/privacy-policy>. The supervisory authority competent for Pro-Idee (GmbH & Co KG) is the State Commissioner for Data Protection and Freedom of Information of North Rhine-Westphalia.

### 15.2 RIGHT TO OBJECT

IF, WITHIN THE FRAMEWORK OF A CONSIDERATION OF INTERESTS, WE PROCESS YOUR PERSONAL DATA ON THE BASIS OF OUR PREDOMINANT LEGITIMATE INTEREST, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO

THIS PROCESSING WITH EFFECT FOR THE FUTURE ON THE GROUNDS THAT ARISE FROM YOUR PARTICULAR SITUATION.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED. HOWEVER, WE RESERVE THE RIGHT TO FURTHER PROCESSING IF WE CAN PROVE COMPELLING REASONS WORTHY OF PROTECTION FOR PROCESSING WHICH OUTWEIGH YOUR INTERESTS, FUNDAMENTAL RIGHTS AND FREEDOMS, OR IF THE PROCESSING SERVES TO ASSERT, EXERCISE OR DEFEND LEGAL CLAIMS.

IF WE PROCESS YOUR PERSONAL DATA FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR PERSONAL DATA WHICH ARE USED FOR DIRECT MARKETING PURPOSES. YOU MAY EXERCISE THE OBJECTION AS DESCRIBED ABOVE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED FOR DIRECT ADVERTISING PURPOSES.

## **16) Duration of Storage of Personal Data**

The duration of the storage of personal data is determined by the respective legal retention period (e.g. commercial and tax retention periods). After expiry of this period, the corresponding data will be routinely deleted, provided they are no longer necessary for the performance or initiation of the contract and/or there is no longer any legitimate interest on our part in the further storage.