

Reichelt data protection information

Data protection information according to Article 13 General Data Protection Regulation (GDPR)

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1. Information about the collection of personal data and contact details of the controller

1.1 We are pleased about your interest in our company. In the following, we will inform you about the handling of your personal data. To this end, we give you information in accordance with Article 13 GDPR on how we handle your personal data that we collect about you as a customer, as a prospect and/or supplier in the context of our business relationship, as a visitor to our premises, as a job applicant or as a visitor to our website or the social media channels we use. Personal data is all data with which you can be personally identified.

1.2 The controller responsible for data processing within the meaning of the General Data Protection Regulation (GDPR) is Reichelt Elektronik GmbH, Elektronikring 1, 26452 Sande, Germany, phone: +49 (0)4422 955-333, fax: +49 (0)4422 955-111, email: info@reichelt.de.

The controller responsible for the processing of personal data is the natural or legal person who decides alone or together with others on the purposes and means of the processing of personal data.

1.3 The controller has appointed a data protection officer, who can be reached as follows: Data protection officer, Reichelt Elektronik GmbH, Elektronikring 1, 26452 Sande, datenschutz@reichelt.de.

2. Data collection when visiting our websites

2.1 For security reasons and for the protection of personal data and other confidential content (e.g. orders or queries to the controller), this website uses SSL or TLS encryption. You can recognise an encrypted connection by the string "https://" and the lock symbol in your browser line.

2.2 When using our website solely for informational purposes, i.e. if you do not register, consent to the setting of non-functional cookies in the context of the cookie banner prompt or otherwise transmit information to us, we collect, alongside the data collected by functional cookies, only data that your browser transmits to our server ("server log files"). When you visit our website, we collect the following information, which is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the time of access
- Amount of data sent in bytes
- Source/reference from which you accessed the page
- The browser used
- The operating system used
- IP address used (if applicable: in anonymised form)
- Any data entered

The processing is carried out in accordance with Article 6(1)(f) GDPR based on our legitimate interest in improving the display, stability and functionality of our website. The transfer to third parties or other use of the data against this purpose does not take place without your consent. However, we reserve the right to check the server log files afterwards if there are any specific indications of illegal use of the websites.

2.3 When processing personal data – especially IP addresses – we rely on partners with very high security standards when our online services are accessed. With the support of Myra Security GmbH, Landsberger Str. 187, 80687 Munich, Germany, we guarantee the availability of our website and protect our infrastructure from attacks by criminals, botnets or other malware. Myra Security GmbH is a specialised German IT security company that handles this filtering on our behalf. For your safety, all traffic streams are checked before our service can be accessed. By analysing each visit, we can check whether your request is a legitimate request and thus protect your sensitive data from unauthorised access. This filtering does not constitute a restriction on your use of our website and is based on our legitimate interest according to Article 6(1)(f) to protect the website and the integrity of our servers from unauthorised access.

3. Contacting us

In the scope of contact with us (e.g. by telephone, via the contact form or email), personal data is collected. The data collected in the case of a contact form can be seen in the respective contact form. This data is stored and used exclusively for the purpose of answering your inquiry or for making contact and the associated technical administration tasks. In principle, the data collected will not be passed on to third parties. The legal basis for the processing of the data is your consent according to Article 6(1)(a) GDPR to the use of the transmitted data for contact purposes. If the reason you are making contact is the aim of concluding a contract, then an additional legal basis for the processing is Article 6(1)(b) GDPR. Your data will be deleted after the final processing of your inquiry and the expiry of the retention obligations in accordance with commercial and tax law.

4. Data processing for the preparation or processing of contracts and for the opening of a customer account

If you contact us as an interested party, customer, service provider or supplier, we will collect, in accordance with Article 6(1)(b) GDPR, your personal data (e.g. your name or the name of contact persons, address and contact details, payment information, etc.) and process this data for the initiation or execution of a contract as soon as you transmit this data to us personally, by telephone, by post or electronically by including you in our electronic customer and supplier database. Furthermore, we collect your data on the basis of your consent according to Article 6(1)(a) GDPR when you create a myreichelt account on our website.

Which data is collected can be seen in the respective query by our employees or from the respective input forms. A deletion of your myreichelt account from our database or from the website or a

revocation of your consent is possible at any time and can be done by sending a message to the aforementioned address of the controller.

We store and use the data you provide for the purpose of preparing and processing the contract. After the complete execution of the contract or deletion of your customer account, your data will be stored in consideration of the legal tax and commercial retention periods and deleted after these periods have expired, unless you have expressly consented to further use of your data or a legally permitted further use of data was reserved from our side, about which we will inform you accordingly below.

5. Applications

If you apply for a job by email or other means, either in response to a vacancy or by initiative, we will process the personal data provided by you exclusively for the purpose of filling a job on the basis of your given consent or for the initiation of a contract according to Article 6(1)(a) and (b) GDPR. Your data will not be passed on to third parties. We will keep your records for a further 6 months after our decision to fill the position, unless you revoke your consent in the meantime or withdraw your application in order to be able to consider your application for a new appointment within the trial period. After the expiry of the retention period, we will delete your data if you do not give us permission to store it for a longer period of time.

6. Comment function

As part of the comment function on this website, your comment and the comment name you have chosen will be saved and published on the website in addition to your comment. Your IP address is also logged and stored. This storage of the IP address takes place for security reasons and in the case that the data subject violates the rights of third parties or posts illegal content in the form of a comment. We need your email 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 Article 6(1)(b) and (f) GDPR. A transfer of your data to third parties occurs only in the case of an official order, for instance for the purpose of a criminal prosecution; individual data such as your commentator name, date and time as well as the content you commented on are, however, publicly visible to third parties in your comment. We reserve the right to delete comments if they are criticised by third parties as unlawful.

7. Use of your data for direct marketing and product evaluation

7.1 Registration for our email newsletter

If you subscribe to our email newsletter, we will send you regular information about our news and offers. Your email address alone is required for sending the newsletter. The entry of any other data is voluntary and is used to address you personally. We use a procedure known as the double opt-in procedure to send the newsletter. This means that we will not send you an email newsletter until you have expressly confirmed to us that you consent to the sending of newsletters. We will then send you a confirmation email asking you to confirm that you want to receive newsletters in the future by clicking on a corresponding link. By activating the confirmation link, you give us your consent for the use of your personal data according to Article 6(1)(a) GDPR. When you sign up for the newsletter, we store your IP address registered by the Internet service provider (ISP) and the date and time of registration in order to trace your consent and possible misuse of your email 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 that effect to the controller named at the beginning of this document. After the cancellation, your email address will be deleted immediately from our newsletter distribution list, unless you have expressly consented to further use

of your data or we reserve the right to use data beyond this for purposes which are legally permitted and about which we inform you in this declaration.

7.2 Advertising by post

On the basis of our legitimate interest in personalised direct marketing, we reserve the right, in the case of interested parties and customers, to save your first name, surname, your postal address and – if we have received these additional details from you within the framework of the contractual relationship – your title, academic degree, your year of birth and your professional, industry or business name according to Article 6(1)(f) GDPR and to use this information for sending interesting offers and information about our products by post. You may object to the storage and use of your data for this purpose at any time by sending a message to that effect to the controller.

7.3 Product reviews

If you, as a customer, give us your express consent to this during or after your order in accordance with Article 6(1)(a) GDPR, we will send your address data including your email address and ordered items automatically to the review platform REEVOO LIMITED, 41-45 Blackfriars Road, London, SE1 8NZ, UK, so that they can send you a review request and review reminder and integrate the product reviews obtained in this way into our website. The transfer of data is made via cookies or other technologies as soon as you have expressly consented to the transfer in the order process by checking the corresponding box or in retrospect. You can revoke your consent at any time by sending a message to us or to the review platform.

8. Data processing for order processing

8.1 In order to process your order, we co-operate with the following service providers, who support us in full or in part in the execution of concluded contracts. Certain personal data will be transmitted to these service providers according to the following information.

The personal data collected by us will be passed on to the transport company commissioned with delivery as part of the contract processing, insofar as this is necessary for the delivery of the goods. The legal basis for the transfer of the data is contract processing according to Article 6(1)(b) GDPR.

We pass on your payment data to the commissioned credit institution as part of the payment process, if this is necessary for the processing of the payment. If you choose to pay by payment service provider, we will inform you below about the transfer of the corresponding data to these service providers. The legal basis for the transfer of the data is contract initiation or processing according to Article 6(1)(b) GDPR.

8.2 Depending on your selection in the order process, personal data will be passed on to the delivery service provider.

In accordance with Article 6(1)(a) GDPR, we will pass on your email address to the delivery service provider before the delivery of the goods for the purpose of agreeing a delivery date or for the announcement of the delivery, provided that you have given your express consent for this in the order process. If you do not agree to the forwarding of the email address, a prior agreement of the delivery date or the announcement of the delivery is not possible. The consent can be revoked at any time with effect for the future by contacting the aforementioned controller or the delivery service provider.

Regardless of your consent regarding the forwarding of the email address, we pass on the name of the recipient and the delivery address for the purpose of delivery according to Article 6(1)(b) GDPR. This transfer shall be made exclusively for the purpose of the contract processing and insofar as this is necessary for the delivery of goods.

We use the following delivery companies:

- DPD

DPD Deutschland GmbH, Wailandtstraße 1, 63741 Aschaffenburg, Germany

- DHL

Deutsche Post AG, Charles-de-Gaulle-Straße 20, 53113 Bonn, Germany

- GLS

General Logistics Systems Germany GmbH & Co. OHG, GLS Germany-Straße 1–7, 36286 Neuenstein, Germany

- UPS

United Parcel Service Deutschland Inc. & Co. OHG, Görlitzer Straße 1, 41460 Neuss, Germany

- Schenker

Schenker Deutschland AG, Uhlfelder Straße 1-3, 60314 Frankfurt, Germany

8.3 Use of payment service providers

If you select a payment service provider as part of the order process, your data will be transferred to the partner in question for the purpose of payment processing. The payment provider can also set their own cookies or use other technologies at the moment of selection.

- Amazon Pay

If you select the payment method "Amazon Pay", the payment processing is carried out via the payment service Amazon payments Europe s.c.a., 5 Rue Plaetis, L-2338 Luxembourg (hereinafter "Amazon Payments"), to which we will pass on the information you have provided during the order process, along with the information about your order according to Article 6(1)(b) GDPR. Your data will be passed on exclusively for the purpose of payment processing with the payment service provider Amazon Payments and only insofar as it is necessary for this purpose.

For more information, please refer to the provider's [privacy policy](#).

You can revoke your consent at any time by sending a message to the controller or to Klarna. However, Amazon Pay may continue to be entitled to process your personal data if this is necessary for the contractual payment processing.

- Klarna

If the payment method "Klarna purchase on account" or (if offered) the payment method "Klarna rate payment" is selected, the payment is processed via Klarna AB (publ), Sveavägen 46, 111 34 Stockholm, Sweden (hereinafter "Klarna"). In order to enable the payment to be processed, your personal data (first and last name, street, house number, postal code, city, gender, email address, telephone number and IP address) as well as data related to the order (e.g. invoice amount, article, delivery method) is passed on to Klarna for the purpose of identity and credit checking, provided that you have expressly consented to this within the scope of the ordering process in accordance with Article 6(1)(a) GDPR.

You can see which credit agencies your data can be passed on to [here](#)

The credit report can contain probability values (known as score values). If score values are included in the result of the credit report, they are based on a scientifically recognised mathematical-statistical method. Address data is included in the calculation of the score values, but not exclusively. Klarna uses the information this provides on the statistical probability of payment default to make a balanced decision on the justification, conclusion or termination of the contract.

For further information on data protection, please refer to the provider's applicable [data protection regulations or the data protection regulations](#) for data subjects with their registered office in Germany.

You can revoke your consent at any time by sending a message to the controller or to Klarna. However, Klarna may continue to be entitled to process your personal data if this is necessary for the contractual payment processing.

- Paydirekt

If you choose the payment method paydirekt, the payment will be made via the payment service provider paydirekt GmbH, Hamburger Allee 26-28, 60486 Frankfurt/Main, Germany. Your payment data (e.g. payment amount, details of the payee) as well as your confirmation that the payment data is correct, will be collected, processed and sent to your bank by paydirekt GmbH in order to carry out the paydirekt payment according to Article 6(1)(b) GDPR. Such processing shall only take place if it is necessary for the execution of the payment. Then paydirekt GmbH will authenticate the payment via the authentication procedure recorded at your bank for you.

For more information on privacy, please refer to the provider's [privacy statement](#).

You can object to this processing of your data at any time by sending a message to Paydirekt. However, Paydirekt may continue to be entitled to process your personal data if this is necessary for the contractual payment processing.

- Paypal

For payment via PayPal, credit card via PayPal, direct debit via PayPal or – if offered – "purchase on account" or "rate payment" via PayPal, we pass on your payment data to PayPal (Europe) S.a.r.l. Et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal"), as part of the payment processing. The transfer shall be made in accordance with Article 6 (1)(b) GDPR and only to the extent that this is necessary for the processing of payments. To offer an individual payment agreement on our website, PayPal accesses and saves the respective item. PayPal calculates a monthly rate and other conditions of a payment agreement based on the data collected. PayPal does not use the data collected in this way for advertising or tracking purposes. In addition, PayPal complies with legal regulations regarding the collection and documentation and identification of the customer, the investigation of fraud attempts and risk analysis.

PayPal reserves the right to carry out credit checks for the payment methods credit card via PayPal, direct debit via PayPal or – if offered – "purchase on account" or "rate payment" via PayPal. For this purpose, your payment data may be passed on to credit agencies in accordance with Article 6(1)(f) GDPR on the basis of PayPal's legitimate interest in determining your solvency. The result of the credit check in relation to the statistical probability of payment default is used by PayPal for the purpose of deciding on the provision of the respective payment method. The credit report can contain probability values (known as score values). If score values are included in the result of the credit report, they are based on a scientifically recognised mathematical-statistical method. Address data is included in the calculation of the score values, but not exclusively.

For further information on data protection, including the credit agencies used, please refer to the provider's [privacy statement](#).

You can object to this processing of your data at any time by sending a message to PayPal. However, PayPal may continue to be entitled to process your personal data if this is necessary for the contractual payment processing.

- SOFORT

If you select the payment method "Sofort transfer", the payment processing is carried out via the payment service provider SOFORT GmbH, Theresienhoehe 12, 80339 Munich, Germany (hereinafter "SOFORT"), to which we will send your information as part of the ordering process together with the information about your order according to Article 6(1)(b) GDPR. Sofort GmbH is part of the Klarna Group (Klarna Bank AB (publ), Sveavägen 46, 11134 Stockholm, Sweden). Your data will be passed on exclusively for the purpose of payment processing with the payment service provider SOFORT and only insofar as it is necessary for this purpose.

For more information on privacy, please refer to the provider's [data protection regulations](#).

You can object to this processing of your data at any time by sending a message to SOFORT GmbH. However, SOFORT GmbH may continue to be entitled to process your personal data if this is necessary for the contractual payment processing.

- Direct debit

When selecting the payment method "Direct debit", you will be asked to provide your personal data (first and last name, street, house number, postal code, city, date of birth, email address, telephone number and the specified account details). In order to protect our legitimate interest in determining the solvency of our customers according to Article 6(1)(f) GDPR, we carry out credit checks – see Item 8.5. To carry out the direct debit, we pass on the necessary data including customer number, invoice number, the payment amount, together with the IBAN, BIC and name to Volksbank Jever eG, Mühlenstraße 31-35, 26441, Jever, Germany, in accordance with Article 6(1)(b) GDPR.

For further information on data protection, please refer to [the special conditions and the data protection conditions of the provider](#).

- Cash on delivery

If the delivery of the goods by cash on delivery is carried out by the delivery service provider DHL (Deutsche Post AG, Charles-de-Gaulle-Straße 20, 53113 Bonn, Germany), we will pass on the necessary data including customer number, invoice number, the payment amount together with the delivery address to DHL, in accordance with Article 6(1)(b) GDPR, before the delivery of the goods as well as the email address for the purpose of agreeing a delivery date or announcing the delivery, provided that you have given your express consent for this (email address) in the order process. For more information on the processing and forwarding of your data to DHL, please see Item 8.2.

7.5 Carrying out credit checks

- arvato infoscore

Should we deliver products or services in advance (e.g. delivery on account), we reserve the right to carry out a credit check on the basis of mathematical statistical procedures in order to safeguard our legitimate interest in determining the solvency of our customers. We transfer the personal data necessary for a credit check according to Article 6(1)(f) GDPR to the following service provider: arvato infoscore, Risk Management, infoscore Consumer Data GmbH, Rheinstraße 99, 76532 Baden-Baden, Germany.

The credit report can contain probability values (known as score values). If score values are included in the result of the credit report, they are based on a scientifically recognised mathematical-statistical method. Address data is included in the calculation of the score values, but not exclusively. The result of the credit check in relation to the statistical probability of payment default is used by us for the purpose of deciding on the justification, implementation or termination of the contractual relationship.

You can object to this processing of your data at any time by sending a message to the controller or to the credit agency mentioned above. However, we may continue to be entitled to process your personal data if this is necessary for the contractual payment processing.

- Creditreform Oldenburg Bolte KG

Should we deliver products or services in advance (e.g. delivery on account), we reserve the right to carry out a credit check on the basis of mathematical statistical procedures in order to safeguard our legitimate interest in determining the solvency of our customers. We transfer the personal data necessary for a credit check according to Article 6(1)(f) GDPR to the following service provider: Creditreform Oldenburg Bolte KG, Neue Donnerschweer Straße 36, 26123 Oldenburg, Germany.

The credit report can contain probability values (known as score values). If score values are included in the result of the credit report, they are based on a scientifically recognised mathematical-statistical method. Address data is included in the calculation of the score values, but not exclusively. The result of the credit check in relation to the statistical probability of payment default is used by us for the purpose of deciding on the justification, implementation or termination of the contractual relationship.

You can object to this processing of your data at any time by sending a message to the controller or to the credit agency mentioned above. However, we may continue to be entitled to process your personal data if this is necessary for the contractual payment processing.

- Schufa Holding

Should we deliver products or services in advance (e.g. delivery on account), we reserve the right to carry out a credit check on the basis of mathematical statistical procedures in order to safeguard our legitimate interest in determining the solvency of our customers. We transfer the personal data necessary for a credit check according to Article 6(1)(f) GDPR to the following service provider: SCHUFA Holding AG, Kormoranweg 5, 65201 Wiesbaden, Germany.

The credit report can contain probability values (known as score values). If score values are included in the result of the credit report, they are based on a scientifically recognised mathematical-statistical method. Address data is included in the calculation of the score values, but not exclusively. The result of the credit check in relation to the statistical probability of payment default is used by us for the purpose of deciding on the justification, implementation or termination of the contractual relationship.

You can object to this processing of your data at any time by sending a message to the controller or to the credit agency mentioned above. However, we may continue to be entitled to process your personal data if this is necessary for the contractual payment processing.

9. Cookies and similar technologies

9.1 Basic information

In order to make the visit to our website attractive and to enable the use of certain functions, we use cookies and comparable technologies on various pages. Cookies are small text files that are stored on your device. Some of the cookies used by us are deleted after the end of the browser session, i.e. after closing your browser ("session cookies"). Other cookies remain on your device and allow us or our partner companies (third-party cookies) to recognise your browser on the 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 to an individual extent. Persistent cookies are automatically deleted after a predetermined period of time, which may differ depending on the cookie.

In some cases, cookies are used to simplify the ordering process by saving settings (e.g. remembering the contents of a virtual shopping cart for a later visit to the website). If personal data is also processed by individual cookies implemented by us, the processing takes place in accordance with Article 6(1)(b) GDPR either for the execution of the contract, provided these cookies are necessary for the execution of the contract (for example for the execution of the order procedure or payment processing) or according to Article 6(1)(f) GDPR to protect our legitimate interests in the best possible functionality of the website and to ensure that the website is customer-friendly and effective and that the website is protected from unauthorised interference.

We work with advertising partners to help us make our Internet presence more interesting for you. For this purpose – if you give us the relevant, revocable consent in the cookie banner at any time – cookies from third parties are also stored on your data carrier when you visit our website. If we work with advertising partners, you will be informed individually and separately about the use of such cookies and the extent of the information collected in each case within the following paragraphs. We reserve the right to set these cookies until your consent has been revoked.

9.2 Cookie settings in the browser and deletion of cookies

Please note that in addition to requesting your consent in our cookie banner, you can also set your browser so that you are informed about the setting of cookies and can decide on their acceptance individually or exclude the acceptance of cookies for certain cases or in general. Each browser differs in how it manages the cookie settings. This is described in the help menu of each browser, which explains how to change your cookie settings. You can find these for the respective browsers under the following links:

[Internet Explorer](#)

[Firefox](#)

[Chrome](#)

[Safari](#)

[Opera](#)

Please note that if cookies are not accepted, the content and functionality of our website may be restricted.

By clicking on the following link, you can also delete the cookies set by us and thus revoke your consent with regard to the cookies. After clicking the link, you can make a new selection in our cookie banner when you visit the website: [Delete cookies now](#)

10. Personalisation

- Use of YouTube videos

This website uses the YouTube embedding function to display and playback videos of the provider "YouTube", which belongs to Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). The purpose of this is to present our products to you in a more comprehensive and appealing way and to present you with additional content that is related to the products.

We use the advanced data protection mode, which according to the provider does not initiate the storage of user information and transfer to YouTube until the video is played back. If you decide to start playback of embedded YouTube videos, the provider "YouTube" uses cookies and activates them for a period of up to 6 months in order to collect information about you, in particular your IP address, and your user behaviour. Among other things, cookies are used to collect video statistics, to improve user friendliness and to prevent abusive actions. The Doubleclick cookie is used to set a user ID for a period of one year, which makes it possible to uniquely identify and recognise you across domains. If you are logged in to Google, your data will be directly assigned to 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 stores your data (even for users who are not logged in) as usage profiles and evaluates them. With your decision to start playback, you agree to the setting of these cookies in accordance with Article 6(1)(a).

Google LLC, headquartered in the United States, is certified to comply with the US-European data protection convention "Privacy Shield", which should ensure compliance with the level of data protection applicable in the EU. Google LLC has now also agreed standard clauses under data protection law as a guarantee for an appropriate level of data protection. These can be viewed here: https://privacy.google.com/businesses/compliance/#!?modal_active=none#gdpr

For more information, see the provider's [privacy statement](#).

- Dynamic Yield

The website uses the services of Dynamic Yield Ltd. (Highlands House, Basingstoke Road, Spencers Wood, Reading, Berkshire, England, RG7 1NT). With the recommendation tool Dynamic Yield our website is optimised to make your visit to the website a personal experience with customised recommendations and content, based on your consent according to Article 6(1)(a) GDPR. The purpose of the processing is, among other things, the performance or profitability comparisons of our websites, counting of visitor numbers, tracking of information about online advertising posted on the website, partner and affiliate programmes, rich media content or special campaigns, measurement of the areas of the website that are particularly attractive to you and the evaluation of the origin of the online users for the local optimisation of our offering. We use the page content you visit to recommend similar or related products or other relevant content to you. Dynamic Yield collects pseudonymised information about you, your devices used, your location, language and your usage activities on our site. Cookies are used and saved for a period of 2 years, which are only used to collect pseudonymised information under a randomly generated ID (pseudonym). Your IP addresses are stored only in an anonymous form. It is therefore not possible for Dynamic Yield to identify you personally. Dynamic Yield provides us with this usage data. We can merge this data with other usage data.

For more information on privacy, please refer to the [privacy statement](#) and other [privacy information](#) provided by the provider.

11. Web performance and analysis

- Google Analytics

This website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses cookies that are active for up to 26 months. The information generated by the cookie about your use of this website (including the abbreviated IP address) is usually transmitted to a Google server, where it is saved and analysed for statistical analysis of user behaviour for optimisation and marketing purposes. The Doubleclick cookie is used to set a user ID for a period of one year, which makes it possible to uniquely identify and recognise you across domains.

This website uses Google Analytics exclusively with the extension "_anonymizeIp()", which ensures an anonymisation of the IP address by truncation and excludes direct personal identification. The extension will shorten your Google IP address within European Union member states or in other European Economic Area countries. On our behalf, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide us with further services related to website use and Internet usage.

Google LLC, headquartered in the United States, is certified to comply with the US-European data protection convention "Privacy Shield", which should ensure compliance with the level of data protection applicable in the EU. Google LLC has now also agreed standard clauses under data protection law as a guarantee for an appropriate level of data protection. These can be viewed here: https://privacy.google.com/businesses/compliance/#!?modal_active=none#gdpr

This website also uses Google Analytics for cross-device analysis of visitor flows, which is performed via a user ID. You can disable cross-device analysis of your usage in your customer account under "My data", "Personal data".

More information can be found in [the privacy statement](#) of the provider.

- AWIN Performance Advertising Network

We participate in the Performance Advertising Network of AWIN AG Eichhornstraße 3, 10785 Berlin, Germany (hereinafter "AWIN"). As part of its tracking services, AWIN stores cookies or similar technologies on end devices of users who visit or use websites or other online offers of their customers (e.g. register for a newsletter or place an order in an online shop) in order to document transactions (e.g. of leads and sales). These cookies are activated for a period of one year and serve the sole purpose of correctly assigning the success of an advertising medium and the corresponding payoff within its network.

In a cookie, only the information about when a particular advertising medium was clicked on by a terminal device is placed. In the AWIN tracking cookies, an individual digit sequence is stored, which cannot be assigned to the individual user, with which the partner program of an advertiser, the publisher and the time of the user's action (click or view) is documented. In this case, AWIN also collects information about the end device from which a transaction is carried out, e.g. the operating system and the browser used.

For more information on data usage, please refer to the provider's [privacy statement](#).

12. Marketing

- Criteo (Criteo SA)

On this website, the technology of Criteo SA, 32 Rue Blanche, 75009 Paris, France ("Criteo") uses cookies to collect, store and evaluate data on the surfing behaviour of website visitors for the display of personalised advertising in pseudonymised form. The cookie is activated for a maximum period of 13 months. Criteo uses an algorithm to analyse the surfing behaviour and can then use targeted product recommendations as personalised advertising banners on other websites ("publishers"). Under no circumstances can the collected data be used to personally identify the visitor of this website. No other use or transfer to third parties takes place.

For more information on data usage, please refer to the provider's [privacy statement](#).

- Facebook pixel, Custom Audiences and Facebook Conversion

Within our online presence, the "Facebook pixel" of the social network Facebook, which is operated by Facebook Inc., 1 Hacker way, Menlo Park, CA 94025, USA, or if you are based in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"), is used for analysis, optimisation and for the purpose of the economical operation of our online presence.

With the help of the Facebook pixel, it is possible for Facebook to target the visitors of our website as a target group for the display of advertisements ("Facebook Ads"). Accordingly, we use the Facebook pixel to display the Facebook Ads we have placed only to those Facebook users who have also shown an interest in our online offer or the specific features (e.g. interests in certain topics or products,

which are determined on the basis of the websites visited), which we transfer to Facebook ("Custom Audiences"). Using the Facebook pixel, which is activated for up to a year, we also want to make sure that our Facebook ads are in line with the potential interest of users and are not disruptive. We can also use the Facebook pixel to track the effectiveness of Facebook ads for statistical and market research purposes by checking whether users have been redirected to our website after clicking on a Facebook ad ("Conversion").

Facebook's processing of the data takes place within the framework of Facebook's data use policy. Accordingly, general information on the presentation of Facebook ads can be found in the [Facebook Data Use Policy](#).

For specific information and details about the Facebook pixel and how it works, visit the [Facebook Help Centre](#).

You may object to the collection of data by the Facebook pixel and the use of your data to display Facebook ads. To control which types of ads you see within Facebook, you can go to the [page set up by Facebook](#) and follow the information on usage-based ad settings. The settings are platform-independent, i.e. they are applied to all devices, such as desktop computers or mobile devices.

- Microsoft Advertising (formerly Bing Ads)

This website uses Microsoft advertising conversion tracking technology from Microsoft (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). Microsoft will set a cookie on your computer if you have reached our website through a Microsoft ad. The cookie is activated for a period of 180 days. If the user visits certain pages of this website and the cookie has not yet expired, Microsoft and we can recognise that the user has clicked on the ad and has been redirected to this page (conversion page).

The information collected by means of the conversion cookie is used to generate conversion statistics, i.e. to record how many users reach a conversion page after clicking on an ad. This tells us the total number of users who clicked on our ad and were redirected to a page tagged with a conversion tracking tag. However, we do not receive any information that personally identifies users.

Microsoft Corporation, headquartered in the United States, is certified to comply with the US-European data protection convention "Privacy Shield", which should ensure compliance with the level of data protection applicable in the EU. In its usage conditions, Microsoft has also agreed standard clauses under data protection law as a guarantee for an appropriate level of data protection. Further information can be found here: <https://docs.microsoft.com/de-de/microsoft-365/compliance/offering-eu-model-clauses?view=o365-worldwide>

For more information on data usage, please refer to the provider's [privacy statement](#).

- ChannelPilot

This website uses ChannelPilot, an online marketing tool of Channel Pilot Solutions GmbH, Lilienstraße 5–9, Semperhaus C, 20095 Hamburg, Germany. The information collected by the cookie about your use of the website, such as browser type/version, referrer URL (the previously visited page), host name of the accessing computer (IP address) and time of the server request, is usually transmitted to a ChannelPilot server in Germany and stored there. The IP address provided by your browser as part of ChannelPilot will not be merged with other ChannelPilot data. In addition, the ChannelPilot IP address is only cached for a short period of time (usually a maximum of 24 hours) and then made unrecognisable. The cache is only performed to detect possible click fraud (bot-detection).

On behalf of the operator of this website, ChannelPilot will use this information to evaluate the performance of connected online marketing channels such as [idealo.de](#) or Google Shopping.

For more information on data usage, please refer to the provider's [privacy statement](#).

- Google Ads Conversion Tracking

This website uses the online advertising program "Google AdWords" and, in the scope of Google AdWords, the conversion tracking of Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). We use Google Ads to draw attention to our attractive offers by means of advertising media ("Google Ads") on external websites. In relation to the data of the advertising campaigns, we can determine how successful the individual advertising campaigns are. We are interested in displaying advertising that is of interest to you, making our website more interesting for you and achieving a fair calculation of advertising costs.

Cookies are activated for a period of up to 18 years. The conversion tracking cookie is set when a user clicks on a Google Ads ad that Google has placed. The information collected using the conversion cookie is used to generate conversion statistics for Ads customers who have opted for conversion tracking. This tells customers the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that personally identifies users.

Google LLC, headquartered in the United States, is certified to comply with the US-European data protection convention "Privacy Shield", which should ensure compliance with the level of data protection applicable in the EU. Google LLC has now also agreed standard clauses under data protection law as a guarantee for an appropriate level of data protection. These can be viewed here: https://privacy.google.com/businesses/compliance/#!/?modal_active=none#gdpr

For more information on data usage, please refer to the provider's [privacy statement](#) and [data protection regulations](#).

- Google Ads Remarketing

Our website uses the functions of Google AdWords Remarketing; in doing so, we promote this website in the Google search results, as well as on third-party websites. The provider is Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). For this purpose, Google places cookies in the browser of your end device and activates them for a period of up to 18 years, which automatically enables interest-based advertising by means of a pseudonym cookie ID and on the basis of the pages you visit.

Data processing beyond this will only take place if you have consented to Google that your Internet and app browsing history will be linked to your Google account by Google and that information from your Google account will be used to personalise ads that you view on the web. In this case, if you are logged in to Google during the site visit, Google will use your data together with Google Analytics data to create and define target group lists for cross-device remarketing. For this purpose, Google temporarily links your personal data with Google Analytics data in order to form target groups.

Google LLC, headquartered in the United States, is certified to comply with the US-European data protection convention "Privacy Shield", which should ensure compliance with the level of data protection applicable in the EU. Google LLC has now also agreed standard clauses under data protection law as a guarantee for an appropriate level of data protection. These can be viewed here: https://privacy.google.com/businesses/compliance/#!/?modal_active=none#gdpr

For more information on data usage, please refer to the provider's [privacy statement](#) and [data protection regulations](#).

13. Technically necessary

In addition to the functional cookies already described in this declaration and comparable technologies for order and payment processing, the following cookies are technically necessary for the display and functionality of our websites. The legal basis of the processing is our legitimate interest in the presentation and functionality of the website and the execution of the online shop functions according to Article 6(1)(f) GDPR.

13.1 Reichelt session cookies

We use session cookies and similar technologies to enable some functions of our website. For this purpose, your IP address and your browser, language, country and other settings, as well as other items of information, are identified and checked to determine whether you have access to our website content or if it has been blocked. If the contents are not displayed correctly, we determine this by the data collected with the cookie, then redirect your inquiry if necessary and optimise the display on mobile devices, for example. A session cookie is also required for the display and execution of the last selected items, the order function and the shopping basket, which stores the items you have selected for the shopping basket as well as their number. In addition, you can create and store order lists from the product range on our website. Through these order lists, customers select items that they order from our product range at regular intervals or watch over a longer period of time. This justifies our legitimate interest in a longer period of storage of this personal data. We do not pass on the data collected with the cookies to third parties, unless you give us your consent. Individual cookies are only stored for your browser session. Other cookies store and collect your data as described for a longer period of up to 12 years.

13.2 Reichelt cookie for the item comparison function

A functional cookie set by us stores the items you have selected for comparison and uniquely assigns them to your device. The duration of this comparison item function is 1 year, so that you can continue to access the compared articles after you have selected the corresponding items for a comparison even after the end of your browser session and, if necessary, a new opening of our website. We do not pass on the data collected with the cookie to third parties, unless you give us your consent.

14. Social media presence

We maintain an online presence on social media and process user data to communicate with the users active there or to provide information about us and our products. For this purpose, inventory data (e.g. names, addresses), contact data (e.g. email, telephone numbers), content data (e.g. text entries, photographs, videos), usage data (e.g. visited websites, interest in content, access times), meta/communication data (e.g. device information, IP addresses) are collected based on our legitimate interests (Article 6(1)(f) GDPR).

Furthermore, the data of the users within social media are usually processed for market research and advertising purposes. For example, user profiles can be created based on the usage behaviour and the resulting interests of the users. The usage profiles can be used, for example, to run ads that are presumed to correspond to the interests of the users inside and outside the networks. For these purposes, cookies are usually stored on the users' computers, in which the usage behaviour and the interests of the users are stored. Furthermore, data can be stored in the user profiles independently of the devices used by the users (especially if the users are members of the respective platforms and are logged in to them).

As part of the collection of your data on social media, data transfers abroad can also take place. For a detailed presentation of the respective processing forms and the possibilities of objection (opt-out), we refer to the data protection declarations and details of the operators of the respective networks.

We also point out in the case of requests for information and the assertion of rights of data subjects that these can be most effectively asserted by contacting the providers. Only the providers have access to the data of the users and can take appropriate measures and provide information directly. If you still need help, you can contact us.

14.1 Services and service providers used:

Facebook: Social Network; Service Provider: Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, parent company: Facebook, 1 Hacker Way, Menlo Park, CA 94025, USA; Website: <https://www.facebook.com>; [Privacy Policy](#); [Ad Settings](#).

Twitter: Social Network; Service Provider: Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA; www.twitter.com; [Privacy Policy](#), [Privacy Settings](#).

YouTube: Social Network; Service Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Website: www.youtube.com; [Privacy Policy](#); [Opt-out](#).

XING: Social Network; Service Provider: XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany; Website: <https://www.xing.de>; [Privacy Statement](#).

LinkedIn: Social Network; Service Provider: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland; Website: <https://www.linkedin.com>; [Privacy Policy](#).

Instagram: Social Network; Service Provider: Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, parent company: Facebook, 1 Hacker Way, Menlo Park, CA 94025, USA; Website: www.instagram.com; [Privacy Policy](#).

14.2 Special information about Facebook

Together with Facebook Ireland Ltd., we are jointly responsible for the collection (but not further processing) of data of visitors to our Facebook page ("Fanpage"). This information includes information about the types of content that users view or interact with or the actions they take (see "Things that you and others do and provide" in the [Facebook Data Policy](#)), and information about the devices users use (such as IP addresses, operating system, browser type, language settings, cookie data; see "Device information" in the Facebook Data Policy).

As explained in the Facebook Data Policy under "How do we use this information?", Facebook also collects and uses information to provide analytics services, called "Page Insights", to website owners to gain insights into how people interact with their pages and with the content they're connected to. We have entered into a special agreement with Facebook (Facebook Page Insights) that specifically regulates which security measures Facebook must observe and in which Facebook has agreed to comply with the rights of data subjects (i.e. users can send requests for information or erasure directly to Facebook, for instance). The rights of the users (in particular, the right of access, right to erasure, right to object and right to lodge a complaint with the responsible supervisory authority) are not restricted by the agreements with Facebook. Further information on data collection and processing as well as your rights can be found in the [information on Page Insights](#).

15. Video surveillance

Video recordings of customers, employees of customers, employees of contractors, suppliers and other visitors to the company premises and the Reichelt shop who are in the monitored area are made on the company premises and in the shop, Elektronikring 1, 26452 Sande, Germany, primarily for the purpose of protecting against crime and keeping out trespassers.

Other purposes of collection and processing are: monitoring of the non-public area of company facilities, increasing the actual safety of employees, increasing the sense of security of employees, containment of vandalism damage, deterrence of violent persons, improved prosecution of criminal offences, access checks to company areas, securing the outside of company premises against unauthorised access, recording of safety-related operational events.

Visitors to the site are informed of the video surveillance by means of warning signs about the circumstance of the recording and the contact details of the controller. The video recordings are stored for a period of 14 days and normally no further data processing is carried out. The recordings are automatically overwritten. In the event of an incident, the video recording may be stored separately. Recordings will only be shared with third parties upon request by the police, public prosecutors or by court order. If video recordings are stored as evidence for civil or criminal prosecution, the deletion takes place in accordance with the statute of limitation. The processing of the data takes place on the basis of our legitimate interests, which correspond to the purposes, according to Article 6(1)(f) GDPR and Section 4 of the German Federal Data Protection Act (BDSG).

16. Rights of the data subject

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

- **Right of access according to Article 15 GDPR:** In particular, you have a right to access information about your personal data processed by us, the processing purposes, the categories of personal data processed, the recipients or categories of recipients to whom your data has been or will be disclosed, the planned storage period or the criteria for determining the storage period, the existence of a right to rectification, erasure and restriction of processing, and the right to object to processing, lodge a complaint with a supervisory authority, know the origin of your data if this has not been collected from you by us, know the existence of an automated decision-making process including profiling and, if applicable, obtain meaningful information about the logic involved and the scope of such processing and the intended effects of such processing, as well as your right to be informed of which safeguards exist according to Article 46 GDPR when transferring your data to third countries;
- **Right to rectification according to Article 16 GDPR:** You have the right to immediately correct any incorrect data concerning you and/or complete any incomplete data stored by us;
- **Right to erasure according to Article 17 GDPR:** You have the right to request the erasure of your personal data if the conditions of Article 17(1) GDPR are met. However, this right does not exist in particular where processing is necessary for exercising the right of freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the establishment, exercise or defence of legal claims;
- **Right to restriction of processing according to Article 18 GDPR:** You have the right to request that the processing of your personal data be restricted as long as the accuracy of the data is contested by you, for a period enabling the controller to verify the accuracy of the personal data, the processing is unlawful and you oppose the erasure of the personal data and request the restriction of their use instead, if you require your data for the establishment, exercise or defence of legal claims, after we

no longer need these data after the purpose has been achieved or if you have filed an objection for reasons of your particular situation, pending the verification whether our legitimate grounds override yours;

- **Right of notification according to Article 19 GDPR:** If you have made use of the right to rectification, erasure or restriction of processing of the data vis-à-vis the controller, the controller is obliged to notify all recipients to whom the personal data concerning you have been disclosed of this rectification or erasure of the data or restriction of the processing, unless this proves impossible or involves disproportionate effort. You have the right to be informed of these recipients.
- **Right to data portability according to Article 20 GDPR:** You have the right to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or to have the data transmitted to another controller, where technically feasible.
- **Right to withdrawal of consent granted pursuant to Article 7(3) GDPR:** You have the right to withdraw your consent once granted for the processing of data at any time with effect for the future. In the event of withdrawal, we will delete the data concerned immediately, provided that there is no legal basis for further processing without consent. The withdrawal of consent does not affect the legality of processing carried out on the basis of the consent up until the withdrawal.
- **Right to lodge a complaint according to Article 77 GDPR:** If you believe that the processing of personal data concerning you is in breach of the GDPR, you have the right to lodge a complaint with a supervisory authority, in particular in the member state where you are located, where you are working or where the alleged infringement occurred, without prejudice to any other administrative or judicial remedy.

16.2 Right to object

If we process your personal data on the basis of our overriding legitimate interest as part of a balance of interests, you have the right at any time to object to this processing with effect for the future for reasons that arise from your particular situation.

If you exercise your right to object, we will terminate the processing of the data concerned. However, the right to further processing is reserved if we can prove compelling, legitimate reasons for the processing that outweigh your interests, fundamental rights and fundamental freedoms, or if the processing serves the establishment, exercise or defence of 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 personal data concerning you for the purpose of such direct marketing. You can exercise your right to object as described above. If you assert your right to object, we will terminate the processing of the data concerned for direct advertising purposes.

17. Duration of the storage of personal data

The duration of the storage of personal data is measured on the basis of the respective legal basis, the purpose of the processing and – if relevant – additionally on the basis of the respective legal retention period (e.g. legal commercial and tax retention periods).

In the processing of personal data on the basis of an explicit consent according to Article 6(1)(a) GDPR, this data is stored until the data subject withdraws consent.

If there are legal retention periods for data that is processed in the scope of contractual or quasi-contractual obligations based on Article 6(1)(b) GDPR, this data is routinely deleted after the expiry of the retention periods, provided that it is no longer necessary for the fulfilment of the contract or for the initiation of a contract and/or that there is no legitimate interest on our part in the further storage.

For the processing of personal data on the basis of Article 6(1)(f) GDPR, this data is stored until the data subject exercises their right to object according to Article 21(1) GDPR, unless we can prove compelling reasons for processing that outweigh the interests, rights and freedoms of the data subject, or the processing serves the establishment, exercise or defence of legal claims.

For the processing of personal data for the purpose of direct marketing on the basis of Article 6(1)(f) GDPR, this data is stored until the data subject exercises their right to object according to Article 21(2) GDPR.

Unless otherwise stated in the other information contained in this declaration on specific processing situations, stored personal data will be deleted if it is no longer necessary for the purposes for which it was collected or otherwise processed.