

Data Protection Declaration

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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 Reichelt Elektronik GmbH & Co. KG, Elektronikring 1, 26452 Sande, Deutschland, Tel.: +49 (0)4422 955-333, Fax: +49 (0)4422 955-111, E-Mail: info@reichelt.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. He can be reached as follows: " Datenschutzbeauftragte, Reichelt Elektronik GmbH & Co. KG, Elektronikring 1, 26452 Sande, datenschutz@reichelt.de"

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.

When processing personal data, e.g. IP addresses, we rely on partners with very high security standards. Supported by Myra Security GmbH we maintain the availability of our service and protect our infrastructure against attacks by criminals, botnets and other malicious traffic types.

<https://myracloud.com/en> Myra Security GmbH is a specialized German IT security company based in Munich. For your security all traffic streams are filtered by Myra Security on our behalf before accessing our service. By analysing every request, we check that your request is legitimate and that your sensitive information is protected from unauthorized access. This filtering does not affect your use of our service / our website negatively.

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>

Google: <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: <http://help.opera.com/Windows/10.20/en/cookies.html>

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 Registration for our e-mail newsletter

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 Advertising by mail

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 interesting offers and information on our products by letter post.

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.

To fulfill our contractual obligations to our customers, we work together with external shipping partners. We only give your name and delivery address for the purpose of the delivery of goods Art. 6 para. 1 lit. b GDPR to a shipping partner chosen by us.

8.2 Transfer of 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, 53113 Bonn), we will pass on your e-mail address 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.

- GLS

If delivery of goods takes place by the transport service provider GLS (General Logistics Systems Germany GmbH & Co. OHG, GLS Germany-Straße 1 – 7, 36286 Neuenstein), we will pass on your e-mail address to GLS 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 GLS 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 GLS 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 GLS.

- UPS

If delivery of goods takes place by the transport service UPS (United Parcel Service Deutschland Inc. & Co. OHG, Görlitzer Straße 1, 41460 Neuss), we will pass on your e-mail address to UPS 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 UPS 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 UPS 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 UPS.

- Schenker

If delivery of goods takes place by the transport service Schenker (Schenker Deutschland AG, Uhlfelder Straße 1-3, 60314 Frankfurt), we will pass on your e-mail address to Schenker 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 Schenker 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 Schenker 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 Schenker.

8.3 Use of payment service providers

- Paypal

When paying via PayPal, credit card via PayPal, direct debit via PayPal or - if offered - "purchase on account" or "payment by instalments" via PayPal, we transmit your payment data to PayPal (Europe)

S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal"). The transfer takes place in accordance with Art. 6 (1) point b GDPR and only insofar as this is necessary for payment processing.

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 "payment by installments" via PayPal. For this purpose, your payment data may be passed on to credit agencies on the basis of PayPal's legitimate interest in determining your solvency pursuant to Art. 6 (1) point f GDPR. PayPal uses the result of the credit assessment in relation to the statistical probability of non-payment for the purpose of deciding on the provision of the respective payment method. The credit report can contain probability values (so-called score values). If score values are included in the result of the credit report, they are based on recognized scientific, mathematical-statistical methods. The calculation of the score values includes, but is not limited to, address data. For further information on data protection law, including the credit agencies used, please refer to PayPal's data protection declaration at: <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>.

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

- Credit card

If you select the payment method "Credit Card / VISA Maestro", payment will be processed via the payment service provider EVO Payments International GmbH, Elsa-Bränstrom-Straße 10-12, 50668 Cologne.). The disclosure of your data is solely for the purpose of processing payments with the payment service provider EvoPayments and only insofar as it is necessary for this. For information on data protection at EVO Payments, please refer to the data protection policy of EVO Payments: <https://www.evopayments.co.uk/>

Reichelt forwards you to EVO Payments upon credit card payment and hands over an order ID and the gross payment amount. The data required for credit card payment and credit check are, in accordance with Art. 6 para. 1 lit. f GDPR of EVO Payments. Transferred back to the auctioned party will only be a transaction ID and a payment confirmation yes / no.

8.4 Processing of Data for the Purpose of Order Handling

- Creditreform Oldenburg Bolte KG

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 transfer the personal data necessary for a credit assessment to the following service providers in accordance with Art. 6 (1) point f GDPR:

Creditreform Oldenburg Bolte KG, Neue Donnerschweer Straße 36, 26123 Oldenburg

The credit report can contain probability values (so-called score values). If score values are included in the result of the credit report, they are based on recognized scientific mathematical-statistical methods. The calculation of the score values includes, but is not limited to, address data. We use the result of the credit assessment regarding the statistical probability of non-payment for a balanced decision on the establishment, 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 responsible for data processing or to the aforementioned credit agency. However, we may still be entitled to process your personal data if this is necessary for contractual payment processing.

9. Use of Social Media: 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: www.google.com/policies/privacy/

10. Online-Marketing

10.1 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_activeEl=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.

10.2 Use of Affiliate Programs

AWIN Performance Advertising Network

We participate in the Performance Advertising Network of AWIN AG, Eichhornstraße 3, 10785 Berlin (hereinafter referred to as "AWIN"). As part of its tracking services, AWIN stores for the documentation of transactions (such as leads and sales) cookies on devices of users who visit or use websites or other online services of its customers (for example, register for a newsletter or place an order in an online store). These cookies are used solely for the purpose of correctly assigning the success of an advertising medium and the corresponding billing within its network.

In a cookie, only the information is placed about when a particular advertising material was clicked by a terminal. In the AWIN Tracking Cookies an individual, but not assignable to the individual user number of digits is deposited, with which the affiliate program of an Advertiser, the Publisher, the time of the action of the user (Click or View) are documented. AWIN also collects information about this

Terminal from which a transaction is performed, e.g. the operating system and the calling browser. Insofar as the information also contains personal data, the processing described is based on our legitimate financial interest in the settlement of commission payments with AWIN pursuant to Art. 6 para. 1 lit. f GDPR.

If you do not want to store cookies in your browser, you can do so by selecting the appropriate browser setting. You can deactivate the saving of cookies under Extras / Internet options in your browser, restrict them to certain websites or set your browser to notify you when a cookie is sent. Please note, however, that in this case you will have to reckon with a limited representation of the online offers and limited user guidance. You can also delete cookies at any time. In this case, the information stored therein will be removed from your device.

For more information about AWIN's data usage, please read the Company's Privacy Policy: <https://www.awin.com/gb/legal>

10.3 Product evaluations – establishing contact for reminder to submit evaluation

If during or after your order you have expressly given us your permission in accordance with article 6, paragraph 1, letter a of the GDPR, we will send your address information, including your e-mail address and items ordered to REEVOO LIMITED, 41-45 Blackfriars Road, London, SE1 8NZ, so that they can send you a reminder via e-mail to submit an evaluation. You can revoke this permission at

any time by sending a message to the person responsible for data processing or to the evaluation platform.

11. Web Analysis Services

- Google (Universal) Analytics

This website uses Google Analytics, a web analysis service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses so-called cookies, which are text files stored on your computer, to help the website analyze how users use the site. The information generated by the cookies about your use of this website (including the shortened IP address) is generally transmitted to a Google server in the USA and stored there.

This website uses Google Analytics exclusively with the extension "_anonymizeIp()", which ensures an anonymization of the IP address by shortening it and excludes a direct personal relationship. As a result of the extension, your IP address will previously be shortened by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address will be transmitted to a Google server in the USA and shortened there. In these exceptional cases, processing is carried out in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in the statistical analysis of user behavior for optimization and marketing purposes.

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 other services relating to website and internet use. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data.

You may refuse the use of cookies by selecting the appropriate settings on your browser. However, we should point out that in that case you might not be able to use the full functionality of this website. You may permanently refuse Google to collect data generated by cookies regarding the use of the website (including your IP address) and to process them. You can download and install the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

As an alternative to the browser plug-in or for browsers on mobile devices, please click on the following link in order to set an opt-out cookie which disables Google Analytics to collect data on this website in the future (this opt-out cookie only functions for this browser and this domain. If you delete your cookies on this browser, you must click again on this link):

Disable Google Analytics

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.

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

More information on how Google Analytics handles user data can be found in Google's privacy policy at: <https://support.google.com/analytics/answer/6004245?hl=en>

12. Retargeting/Remarketing/ Referral Advertising

- Bing Ads (Microsoft Corporation)

This website uses the conversion tracking technology "Bing Ads" from Microsoft (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). Microsoft Bing Ads will place a cookie on your computer if you access our website via a Microsoft Bing ad. Cookies are small text files that are stored on your computer system. These cookies lose their validity after 180 days. They are not meant for personal identification. If the user visits certain pages of this website and if the cookie has not yet expired, we and Microsoft are able to recognize that the user has clicked the ad and has been forwarded to this page (conversion page). If personal data are processed in this context, this is done in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in effective marketing.

The information collected via the conversion cookie is meant to compile conversion statistics, i.e. to register how many users have arrived at a conversion page after clicking the ad. We hereby learn the total number of users who clicked our ad and were forwarded to a conversion tracking tag page. However, we do not obtain any information by which users can be personally identified.

Microsoft Corporation, 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 wish to participate in tracking, you may object to this usage by easily deactivating the Bing Ads conversion tracking cookie via your internet browser and your user settings. In this case, you will not be included in the conversion tracking statistics. Alternatively, you can use the deactivation page for consumers from the EU <http://www.youronlinechoices.com/uk/your-ad-choices/>

to check whether Microsoft advertising cookies are set in your browser and, if so, to deactivate them.

For more information about Microsoft Bing Ads' privacy policy, please visit: <https://privacy.microsoft.com/en-US/>

- 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/>

- Facebook Pixel, Custom Audiences and Facebook Conversion

Within our website, on the basis of our legitimate interests in the analysis, optimisation and efficient operation of our website, we use 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 reside in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook").

Facebook is certified under the Privacy Shield agreement, which guarantees compliance with European data privacy laws

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

The Facebook pixel allows Facebook to define the visitors to our website as a target group for the display of ads ("Facebook ads"). Accordingly we use Facebook pixels to display the Facebook ads placed by us only to those Facebook users who have shown interest in the information or products offered on our website or who display certain characteristics (such as interest in certain topics or products determined on the basis of the web pages that were visited), which we communicate to Facebook ("custom audiences"). We also use the Facebook pixel to ensure that our Facebook ads correspond to the potential interest of the users and do not annoy them. With the Facebook pixel we can also trace the effectiveness of Facebook ads for statistical and market research purposes, since it allows us to see whether users were referred to our website after clicking a Facebook ad ("conversion").

The data is processed by Facebook within the scope of Facebook's data use policy. Related general information on the display of Facebook ads, in the Facebook data use policy:<https://www.facebook.com/policy>. Special information and details about the Facebook pixel and how it works can be found in the Facebook help area:
<https://www.facebook.com/business/help/651294705016616>.

You can object to identification by the Facebook pixel and the use of your data for displaying Facebook ads. To configure which types of ads you are shown within Facebook, you can go to the page provided by Facebook and follow the instructions for configuration of user-based advertising: <https://www.facebook.com/settings?tab=ads>. The settings are platform-independent, which means they are applied for all devices, such as desktop computers or mobile devices.

You can object to the use of cookies for audience measurement and advertising purposes on the deactivation page of the network advertising initiative (<http://optout.networkadvertising.org/>) as well as the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

- 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 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/>

13. Tools

- ChannelPilot

This website uses ChannelPilot, an online marketing tool from Channel Pilot Solutions GmbH. Use is made on the basis of Art. 6 para. 1 sentence 1 lit. f. GDPR. ChannelPilot uses so-called "cookies", text files that are stored on your computer and that allow an analysis of your use of the website. The information generated 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), time of server request, are usually sent to a server transmitted and stored by ChannelPilot in Germany. ChannelPilot's IP address submitted by your browser will not be merged with other ChannelPilot data. In addition, the IP address of ChannelPilot is cached only for a short period of time (usually a maximum of 24 hours) and then defaced. The caching takes place without exception 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. You can prevent the storage of cookies by a corresponding setting of your browser software; however, we point out that in this case you may not be able to use all the functions of this website to the full extent. You may also prevent the collection of the cookie-generated and related to your use of the website (including your IP address) to ChannelPilot and the processing of this data by ChannelPilot by using the opt-out option available at the following link to use: www.channelpilot.co.uk/optout. An opt-out cookie will be set which prevents the future collection of your data when visiting this website. The opt-out cookie is valid only in the last used browser. If you delete the cookies in this browser, you must set the opt-out cookie again.

Further information on data protection in connection with ChannelPilot can be found at <https://www.channelpilot.co.uk/privacy-policy>

14. Rights of the Data Subject

14.1 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

14.2 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.

15. 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.