

Privacy Notice

Privacy Policy

Unless stated otherwise below, the provision of your personal data is neither legally nor contractually obligatory, nor required for conclusion of a contract. You are not obliged to provide your data. Not providing it will have no consequences. This only applies as long as the processing procedures below do not state otherwise. "Personal data" is any information relating to an identified or identifiable natural person.

Server log files

You can use our websites without submitting personal data. Every time our website is accessed, user data is transferred to us or our web hosts/IT service providers by your internet browser and stored in server log files. This stored data includes for example the name of the site called up, date and time of the request, the IP address, amount of data transferred and the provider making the request. The processing is carried out on the basis of Article 6(1) f) GDPR due to our legitimate interests in ensuring the smooth operation of our website as well as improving our services.

Contact

Responsible person

Contact us at any time. The person responsible for data processing is: Christian Mathews, Buschhorne 24, 21709 Himmelpforten, Germany, +4941446061805, info@bam-toys.de

Proactive contact of the customer by e-mail

If you make contact with us proactively via email, we shall collect your personal data (name, email address, message text) only to the extent provided by you. The purpose of the data processing is to handle and respond to your contact request. If the initial contact serves to implement pre-contractual measures (e.g. consultation in the case of purchase interest, order creation) or concerns an agreement already concluded between you and us, this data processing takes place on the basis of Article 6(1)(b) GDPR. If the initial contact occurs for other reasons, this data processing takes place on the basis of Article 6(1)(f) GDPR for the purposes of our overriding, legitimate interest in handling and responding to your request. **In this case, on grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out on the basis of Article 6(1)(f) GDPR.** We will only use your email address to process your request. Your data will subsequently be deleted in compliance with statutory retention periods, unless you have agreed to further processing and use.

Collection and processing when using the contact form

When you use the contact form we will only collect your personal data (name, email address, message text) in the scope provided by you. The data processing is for the purpose of making contact. If the initial contact serves to implement pre-contractual measures (e.g. consultation in the case of purchase interest, order creation) or concerns an agreement already concluded between you and us, this data processing takes place on the basis of Article 6(1)(b) GDPR. If the initial contact occurs for other reasons, this data processing takes place on the basis of

Article 6(1)(f) GDPR for the purposes of our overriding, legitimate interest in handling and responding to your request. **In this case, on grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out on the basis of Article 6(1)(f) GDPR.** We will only use your email address to process your request. Finally your data will be deleted, unless you have agreed to further processing and use.

Collection and processing in case of applications via e-mail

In case of interest, website visitors may apply to vacancies advertised on our website by e-mail. We only collect your personal data to the extent provided by you. This includes your contact details (e.g., name, e-mail address, telephone number), details of your professional qualifications and training, details of further professional training and performance-specific evidence. The purpose of this data processing is to contact you and to decide on the establishment of an employment relationship with you. The provision of the data is necessary to carry out the application procedure. The processing of your personal data takes place on the basis of Art. 6 para. 1(b) GDPR in conjunction with Art. 26 para. 1 Federal Data Protection Act (BDSG) for the implementation of pre-contractual measures (undergoing the application procedure as an initiation of the employment contract). If you have given us permission for the processing of personal data for the inclusion in our pool of applicants, e.g., by checking a checkbox, the processing takes place on the basis of Art. 6 par. 1(a) GDPR. You can revoke your consent at any time without affecting the legality of the processing carried out on the basis of your consent until the revocation. If specific categories of personal data within the meaning of Art. 9 para. 1 of the GDPR are requested from the applicants, such as information on the degree of severe disability, this is carried out on the basis of Art. 9 para. 2(b) GDPR, so that we can exercise the rights arising from labor law and the social security and social protection legislation and fulfill our obligations in this regard. We will store your personal data as long as this is necessary for the decision about your application. Your data will then be deleted after six months at the latest, provided that you have not consented to further processing and use. If an employment relationship is established following the application procedure, the data provided will be further processed and then transferred to the personnel file for the purposes of implementing the employment relationship pursuant to Art. 6 para. 1 (b) GDPR in conjunction with Art. 26 Para. 1 of the Federal Data Protection Act (BDSG).

Customer account Orders

Customer account

When you open a customer account, we will collect your personal data in the scope given there. The data processing is for the purpose of improving your shopping experience and simplifying order processing. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us without affecting the legality of the processing carried out with your consent up to the withdrawal. Your customer account will then be deleted.

Collection, processing, and transfer of personal data in orders

When you submit an order we only collect and use your personal data insofar as this is necessary for the fulfilment and handling of your order as well as processing of your queries. The provision of data is necessary for conclusion of a contract. Failure to provide it will prevent the conclusion of any contract. The processing will occur on the basis of Article 6(1) b) GDPR and is required for the fulfilment of a contract with you. Your data will be shared, for example, with shipping companies, dropshipping or fulfillment providers, payment service providers, service providers for order processing, and IT service providers. We will comply strictly with legal requirements in every case. The scope of data transmission is restricted to a minimum.

Advertising

Use of your email address for mailing of newsletters

We use your email address outside of contractual processing exclusively to send you a newsletter for our own marketing purposes, if you have explicitly agreed to this. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal. You can unsubscribe from the newsletter at any time using the relevant link in the newsletter or by contacting us. Your email address will then be removed from the distributor.

Use of the e-mail address for availability notifications

We offer an availability notification service on our website. If an item is temporarily unavailable, you have the option of entering your e-mail address on the item in question and being informed by e-mail when it becomes available, provided you have given your consent. You will receive a one-time e-mail notification about the availability of the respective item when the goods are available. The processing is carried out on the basis of Art. 6 para. 1 lit. a GDPR with your consent. You can withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal. You can unsubscribe from the availability notification at any time by notifying us. Your e-mail address will then be removed from the mailing list.

Merchandise management

Use of an external merchandise management system

We use a merchandise management system in the course of order processing for the purposes of contractual processing. For this purpose your personal data as collected in the course of the order will be sent to Haufe-Lexware GmbH & Co. KG, Munzinger Straße 9, 79111 Freiburg.

Shipping companies

Forwarding of your email address to shipping companies for information on shipping status

We forward your email address to the shipping company in the course of contractual processing, if you have explicitly agreed to this in the order process. The forwarding is for the purpose of informing you by email on the shipping status of your order. The processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us or the transport company without affecting the legality of the processing carried out with your consent up to the withdrawal.

Payment service providers

Use of PayPal

On our website we use the PayPal payment service of PayPal (Europe) S.à.r.l. et Cie, S.C.A. (22-24 Boulevard Royal L-2449, Luxembourg; "PayPal"). The data processing serves the purpose of offering you payment via the payment service. By selecting and using payment via PayPal, the data required for processing the payment will be transmitted to PayPal in order to enable us to fulfil the contract with you with the selected payment method. This processing is carried out on the basis of Art. 6 para. 1 lit. b GDPR. All PayPal transactions are subject to PayPal Privacy Policy. You can find these at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

Use of PayPal Plus

On our website we use the PayPal Plus payment service of PayPal (Europe) S.à.r.l. et Cie, S.C.A. (22-24 Boulevard Royal L-2449, Luxembourg; "PayPal"). The data processing serves the purpose of offering you payment via the payment service. By selecting and using payment via PayPal, credit card via PayPal, direct debit via PayPal, the data required for payment processing is transmitted to PayPal in order to enable us to fulfil the contract with you by means of the selected payment method. This processing is carried out on the basis of Art. 6 para. 1 lit. b GDPR.

For individual payment methods such as credit card via PayPal, direct debit via PayPal, PayPal reserves the right, if necessary, to obtain a credit report on the basis of mathematical-statistical procedures using credit reporting agencies. For this purpose, PayPal transmits the personal data required for credit assessment to a credit agency and uses the obtained information on the statistical probability of a payment default in order to reach a reasonable decision on the establishment, performance or termination of the contractual relationship. The credit report may contain probability values (score values) which are calculated on the basis of scientifically recognised mathematical-statistical methods and include, among other things, address data. Your legitimate interests will be taken into account in accordance with the legal requirements. The data processing serves the purpose of a credit check for contract initiation. The processing is carried out on the basis of art. 6 para. 1 lit. f GDPR due to our overriding legitimate interest in protection against payment default if PayPal pays in advance. **For reasons that arise from your particular situation, you have the right to object to the processing of your personal data carried out on the basis of Art. 6 para. 1 lit. f GDPR at any time by notifying PayPal.** The provision of the data is necessary for the conclusion of the contract with the payment method of your choice. Failure to provide such data shall mean that the contract cannot be concluded with the payment method you have selected.

Use of PayPal Express

Our website uses the payment service PayPal Express from PayPal (Europe) S.à.r.l. et Cie, S.C.A. (22-24 Boulevard Royal, L-2449 Luxembourg; "PayPal"). The processing of data enables us to offer you the option of paying via the PayPal Express payment service. To integrate this payment service it is essential that PayPal collects, stores, and analyses data when you access the website (e.g. IP address, device type, operating system, browser type, device location). Cookies may be used for this purpose. Cookies allow your internet browser to be recognised. The processing of your personal data is based on Art. 6 para. 1 lit. f GDPR out of our overriding legitimate interest in a customer-oriented offer of different payment methods. On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you. By selecting and using "PayPal Express", the data required for payment processing will be submitted to PayPal to execute the agreement with you using the selected payment method. The data is processed on the basis of Article 6(1)(b) GDPR. Further information on data processing when using the Paypal Express payment service can be found [here](#) in the associated data privacy policy.

The use of PayPal Check-Out

We use the PayPal Check-Out payment service of PayPal (Europe) S.à.r.l. et Cie, S.C.A. (22-24 Boulevard Royal L-2449, Luxembourg; "PayPal") on our website. The data processing serves the purpose of being able to offer you payment via the payment service. With the selection and use of payment via PayPal, credit card via PayPal, direct debit via PayPal or "Pay Later" via PayPal, the data required for payment processing is transmitted to PayPal in order to be able to fulfill the contract with you with the selected payment method. This processing is based on Art. 6 para. 1 lit. b DSGVO.

Cookies may be stored that enable your browser to be recognised. The resulting data processing is carried out on the basis of Art. 6 para. 1 lit. f GDPR due to our legitimate interest in a customer-oriented range of varying payment methods. **On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you.**

Credit card via PayPal, direct debit via PayPal & "Pay later" via PayPal.

For individual payment methods such as credit card via PayPal, direct debit via PayPal or "Pay later" via PayPal, PayPal reserves the right, if necessary, to obtain credit information on the basis of mathematical-statistical methods using credit agencies. For this purpose, PayPal transmits the personal data required for a credit check to a credit agency and uses the information received about the statistical probability of a payment default for a weighed decision on the establishment, implementation or termination of the contractual relationship. The credit information may include probability values (score values), which are calculated on the basis of scientifically recognized mathematical- statistical methods and in the calculation of which, among other things, address data are included. Your interests worthy of protection are taken into account in accordance with the statutory provisions. The data processing serves the purpose of credit assessment for a contract initiation. The processing is carried out on the basis of Art. 6 (1) lit. f DSGVO for our overriding legitimate interest in protecting against payment default when PayPal makes advance payments. You have the right to object at any time to this processing of personal data relating to you based on Art. 6 (1) (f) DSGVO for reasons arising from your particular situation by notifying PayPal. The provision of the data is necessary for the conclusion of the contract with the payment method requested by you. Failure to provide it will result in the contract not being concluded with the payment method you have chosen.

Local third-party providers

When paying via the payment method of a local third-party provider, the data required for payment processing is transmitted to PayPal. This processing takes place on the basis of Art. 6 para. 1 lit. b DSGVO. For the execution of this payment method, the data may then be forwarded by PayPal to the respective provider. This processing takes place on the basis of Art. 6 para. 1 lit. b DSGVO. Local third-party providers may be, for example:

- Apple Pay (Apple Distribution International Ltd., Hollyhill Industrial Estate, Hollyhill, Cork, Ireland)
- Google Pay (Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland)

Purchase on account via PayPal

When paying via the payment method purchase on account, the data required to process the payment is first transmitted to PayPal. For the execution of this payment method, the data is then transmitted by PayPal to Ratepay GmbH (Franklinstraße 28-29, 10587 Berlin; "Ratepay") in order to be able to fulfill the contract with you with the selected payment method. This processing is based on Art. 6 para. 1 lit. b DSGVO. Ratepay may conduct a credit check on the basis of mathematical-statistical methods using credit agencies according to the procedure already described above. The data processing serves the purpose of credit assessment for contract initiation. The processing is carried out on the basis of Art. 6 (1) lit. f DSGVO from our overriding legitimate interest in protecting against payment default when Ratepay makes advance payments. For more information on data protection and which credit agencies Ratepay uses, please visit <https://www.ratepay.com/legal-payment-dataprivacy/> and <https://www.ratepay.com/legal-payment-creditagencies/>.

For more information on data processing when using PayPal, please see the associated privacy policy at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

Our website uses cookies. Cookies are small text files which are saved in a user's internet browser or by the user's internet browser on their computer system. When a user calls up a website, a cookie may be saved on the user's operating system. This cookie contains a characteristic character string which allows the browser to be clearly identified when the website is called up again.

Cookies will be stored on your computer. You therefore have full control over the use of cookies. By choosing corresponding technical settings in your internet browser, you can be notified before the setting of cookies and you can decide whether to accept this setting in each individual case as well as prevent the storage of cookies and transmission of the data they contain. Cookies which have already been saved may be deleted at any time. We would, however, like to point out that this may prevent you from making full use of all the functions of this website.

Using the links below, you can find out how to manage cookies (or deactivate them, among other things) in major browsers:

- Chrome: <https://support.google.com/accounts/answer/61416?hl=en>
- Microsoft Edge: <https://support.microsoft.com/de-de/microsoft-edge/cookies-in-microsoft-edge-1B6schen-63947406-40ac-c3b8-57b9-2a946a29ae09>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Safari: <https://support.apple.com/de-de/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Technically necessary cookies

Insofar as no other information is given in the data protection declaration below we use only these technically necessary cookies to make our offering more user-friendly, effective and secure. Cookies also allow our systems to recognise your browser after a page change and to offer you services. Some functions of our website cannot be offered without the use of cookies. These services require the browser to be recognised again after a page change.

The use of cookies or comparable technologies is carried out on the basis of Art. 25 para. 2 TDDDG. Processing is carried out on the basis of art. 6 (1) lit. f GDPR due to our largely justified interest in ensuring the optimal functionality of the website as well as a user-friendly and effective design of our range of services. **You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR, for reasons relating to your personal situation.**

Analysis Advertising tracking

Use of Google Analytics 4

We use the Google Analytics web analytics service provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google") on our website. The data processing serves the purpose of analyzing this website and its visitors as well as for marketing and advertising purposes. To this end, Google will use the information obtained on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. In this context, the following information may be collected, among others: IP address, date and time of page view, click path, information about the browser you are using and the device you are using (device), pages visited, referrer URL (website from which you accessed our website), location data, purchase activity. Your data may be linked by Google to other data, such as your search history, your personal accounts, your usage data from other devices, and any other data Google may have about you.

Your IP address will first be truncated by us on our own servers. Google thus only receives pseudonymised data.

Google uses technologies such as cookies, web storage in the browser and tracking pixels that enable an analysis of your use of the website. The use of cookies or similar technologies takes place with your consent on the basis of § 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a DSGVO.

The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a DSGVO. You may revoke your consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent until revocation.

Wir verwenden in dem Zusammenhang auch den Dienst Google Signals. Google Signals ermöglicht ein Cross Device Tracking. Ihre Daten können somit geräteübergreifend analysiert werden, wenn Sie in Ihren Kontoeinstellungen die „personalisierte Werbung“ aktiviert haben und Ihre Endgeräte mit Ihrem Google-Konto verknüpft sind. Dadurch ist es möglich zu erkennen, auf welchem Gerät Sie nach Produkten suchen und später zurückkehren, um Käufe auf einem anderen Gerät wie z.B. einem Tablet abzuschließen.

We also use the Google Signals service in this context. Google Signals enables cross-device tracking. Hence, your data can be analysed across devices if you have enabled "personalised advertising" in your account settings and your end devices are linked to your Google account. This makes it possible to identify which device is searching for products and then return to complete purchases on another device, such as a tablet. The cross-device reports created in this context contain only aggregated data. We therefore only receive statistics generated on the basis of Google Signals. To prevent Google Signals from collecting and storing data across devices, you can deactivate the "personalised advertising" function in your Google Account settings. For more information, please visit <https://support.google.com/ads/answer/2662922?hl=de>. For more information on data processing and data protection for Google Signals, please visit <https://support.google.com/analytics/answer/7532985?hl=en>.

We use the extended implementation of the consent mode (Advanced Consent Mode). In this case, user data is transmitted to Google in the form of "pings" even if consent has not been granted. These pings may contain the following information, among others: IP address to derive the IP country (the IP address is not logged), date and time of the page view, URL of the pages visited, user agent, referrer URL (website from which you accessed our website) or information about the triggering of website events such as a conversion. On the basis of this information, Google models user data in order to be able to carry out a comprehensive usage analysis despite the refusal of consent.

The information generated by this about your use of this website is usually transferred to a Google server in the USA and stored there. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Google has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles. Both Google and US government agencies have access to your data.

For more information on terms of use and data protection, please visit <https://policies.google.com/technologies/partner-sites?hl=en> and <https://policies.google.com/privacy?hl=en&gl=de>.

Use of Meta Pixel

We use Meta Pixel from Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; "Meta") on our website.

Meta and we are jointly responsible for the collection of your data and the transfer of this data to Meta when the service is integrated. The basis for this is an agreement between us and Meta on the joint processing of personal data, in which the respective responsibilities are defined. The agreement is available at <https://www.facebook.com/legal/terms/business tools>. According to this agreement, we are responsible in particular for the fulfilment of the information obligations in accordance with Arts 13 and 14 GDPR, for compliance with the security requirements of Art. 32 GDPR with regard to the correct technical implementation and configuration of the service, and for compliance with the obligations in accordance with Arts 33 and 34 GDPR, insofar as a violation of the protection of personal data affects our obligations under the agreement on joint processing. Meta is responsible for enabling the rights of the data subject in accordance with Arts 15-20 GDPR, for complying with the security requirements of Art. 32 GDPR with

regard to the security of the service, and for complying with the obligations of Arts 33 and 34 GDPR, insofar as a breach of personal data protection concerns Meta's obligations under the joint processing agreement.

The application serves to address the visitor to the website with interest-related advertising on the social networks Facebook and Instagram. We have implemented Meta's remarketing tag on our website for this purpose. This tag sets up a direct connection to Meta's servers when you visit our website. This informs the Meta server which of our web pages you have visited. Meta assigns this information to your personal Facebook and/or Instagram user account. When you visit the social networks Facebook or Instagram, you will then be shown personalised, interest-related ads.

The application also serves the purpose of creating conversion statistics. This allows us to find out the total number of users who have clicked our adverts and were forwarded to a page equipped with a conversion tracking tag as well as what actions are taken after being redirected to this website. However, they do not receive any information which could be used to personally identify users.

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Meta has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

Die Verarbeitung Ihrer personenbezogenen Daten erfolgt mit Ihrer Einwilligung auf Grundlage des Art. 6 Abs. 1 lit. a DSGVO. Sie können die Einwilligung jederzeit widerrufen, ohne dass die Rechtmäßigkeit der aufgrund der Einwilligung bis zum Widerruf erfolgten Verarbeitung berührt wird.

The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal. For this purpose, you can deactivate the remarketing function "Custom Audiences". You can find more detailed information on Meta's collection and use of data and your associated rights and options for protecting your privacy in Meta's privacy policy:

<https://www.facebook.com/about/privacy/>.

Use of Google Ads conversion tracking

Our website uses the online marketing program "Google Ads", including conversion tracking (evaluation of user actions). Google conversion tracking is a service operated by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google").

If you click on adverts placed by Google, a cookie is placed on your computer for conversion tracking. These cookies have limited validity, do not contain any personal data and thus cannot be used for personal identification. If you visit certain pages on our website and the cookie has not yet expired, we and Google can recognise that you have clicked on the advert and were forwarded to this page. Every Google Ads customer receives a different cookie. It is therefore not possible to track cookies relating to the websites of Ads customers.

The information collected using the conversion cookie serves the purpose of producing conversion statistics. This allows us to find out the total number of users who have clicked on our adverts and were forwarded to a page equipped with a conversion tracking tag. However, they do not receive any information with which could be used to personally identify users. We use the extended implementation of the consent mode (Advanced Consent Mode). In this case, user data is transmitted to Google in the form of "pings" even if consent has not been granted. These pings may contain the following information, among others: IP address to derive the IP country (the IP address is not logged), date and time of the page view, URL of the pages visited, user agent, referrer URL (website from which you accessed our website) or information about the triggering of website events such as a conversion. On the basis of this information, Google models user data in order to be able to carry out a comprehensive usage analysis despite the refusal of consent.

Your data may be transmitted to Google LLC servers in the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Google has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal

You will find more information as well as Google's data privacy policy at:
<https://www.google.com/policies/privacy/>.

Use of Google AdSense

Our website uses the AdSense function by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google"). The data processing serves the purpose of renting out advertising space on the website and using these to address visitors to the website with targeted, interest-related advertising. This function displays personalised, interest-related adverts from the Google display network to visitors to the website.

Google Analytics uses

cookies, which make it possible to analyse your use of the website. The information generated by the cookie regarding your use of this website is usually transferred to a Google server in the USA and stored there. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Google has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles. Google may also transmit this data to third parties if this is required by law or the third party is processing the data on behalf of Google. On no account will Google associate your IP address with other Google data.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

You will find more information as well as Google's data privacy policy at:
<https://www.google.com/policies/technologies/ads/> and
<https://www.google.de/policies/privacy/>.

Use of the remarketing or "similar target groups" function by Google Inc.

Our website uses the remarketing or "similar target groups" function by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google").

This application serves to analyse visitor behaviour and visitor interests. Google uses cookies to analyse website use, forming the basis for producing interest-related adverts. Cookies allow for the recording of website visits as well as anonymised data on the use of the website. The personal data of website visitors is not saved. If you then visit another website in the Google display network you will then be shown adverts which are more likely to take previous areas of product and information interest into account.

Your data may be transmitted to Google LLC servers in the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Google has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

You can find more detailed information on Google remarketing as well as the associated data privacy policy at: <https://www.google.com/privacy/ads>.

Use of the Google Tag Manager

Our website uses the Google Tag Manager from Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google"). This application manages JavaScript tags and HTML tags which are used in particular to implement tracking and analysis tools. The data processing serves to facilitate the needs-based design and optimisation of our website. The Google Tag Manager itself neither stores cookies nor processes personal data. It does, however, enable the triggering of further tags which may collect and process personal data.

You can find more detailed information on the terms and conditions of use and data protection at <https://marketingplatform.google.com/intl/de/about/analytics/tag-manager/use-policy/>.

Use of YouTube

Our website uses the function for embedding YouTube videos by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "YouTube"). YouTube is a company affiliated with Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

This feature shows YouTube videos in an iFrame on the website. The option "advanced privacy mode" is enabled here. This prevents YouTube from storing information on visitors to the website. It is only if you watch a video that information is transmitted to and stored by YouTube. Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). YouTube has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

he use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

Further information on the data collected and used by YouTube and Google and your associated rights and options for protecting your privacy can be found in YouTube's privacy policy (<https://www.youtube.com/t/privacy>).

Use of Google Fonts

We use Google Fonts from Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google") on our website. The data processing serves to facilitate the consistent display of fonts on our website. In order to load the fonts, a connection to Google servers is established when the page is accessed. Among other things, your IP address and information about the browser you are using will be processed and transmitted to Google. This data is not linked to your Google account.

Your data may be transmitted to the USA. For the USA, there is an adequacy decision of the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Google has certified itself in accordance with the TADPF and has thus undertaken to comply with European data protection principles.

The use of cookies or comparable technologies is carried out with your consent on the basis of Art. 25 para. 1 p. 1 TDDDG in conjunction with Art. 6 para. 1 lit. a GDPR. The processing of your personal data is carried out with your consent on the basis of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal.

You can find more detailed information on the data processing and data protection at <https://www.google.de/intl/de/policies/> and at <https://developers.google.com/fonts/faq>.

Duration of storage

After contractual processing has been completed, the data is initially stored for the duration of the warranty period, then in accordance with the retention periods prescribed by law, especially tax and commercial law, and then deleted after the period has elapsed, unless you have agreed to further processing and use.

Rights of the affected person

If the legal requirements are fulfilled, you have the following rights according to art. 15 to 20 GDPR: Right to information, correction, deletion, restriction of processing, data portability. You also have a right of objection against processing based on art. 6 (1) GDPR, and to processing for the purposes of direct marketing, according to art. 21 (1) GDPR.

Right to complain to the regulatory authority

You have the right to complain to the regulatory authority according to art. 77 GDPR if you believe that your data is not being processed legally.

You can lodge a complaint with, among others, the supervisory authority responsible for us, which you may reach at the following contact details:

State Commissioner for Data Protection of Lower Saxony
Prinzenstraße 5
30159 Hannover, Germany
Phone: +49 511 1204500
Fax: +49 511 1204599
Email: poststelle@lfd.niedersachsen.de

Right to object

If the data processing outlined here is based on our legitimate interests in accordance with Article 6(1)f) GDPR, you have the right for reasons arising from your particular situation to object at any time to the processing of your data with future effect. If the objection is successful, we will no longer process the personal data, unless we can demonstrate compelling legitimate grounds for the processing that outweigh your interests or rights and freedoms, or the processing is intended for the assertion, exercise or defence of legal claims.

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