

privacy policy

1) Introduction 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 will inform you about how we handle your personal data when you use our website. Personal data is all data with which you can be personally identified.

1.2 The controller in charge of data processing on this website, within the meaning of the General Data Protection Regulation (GDPR), is Münster und Manz GbR, Hammerkamp 77, 58566 Kierspe, Deutschland, Tel.: 02359/8092858, Fax: 02359/5672071, E-Mail: kundenservice@allerfeinst.com. The controller 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.

2) Data collection when visiting our website

2. 1 If you use our website for information purposes only, i.e. if you do not register or otherwise provide us with information, we only collect the data that your browser transmits to the site server (so-called "server log files"). When you visit our website, we collect the following data, 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 reached the page
- Browser used
- Operating system used
- IP address used (if applicable: in anonymized form)

Processing is carried out in accordance with Art. 6 para. 1 lit. 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 retrospectively if there are concrete indications of unlawful use.

2. 2 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.

3) Cookies

In order to make visiting our website attractive and to enable the use of certain functions, we use cookies, i.e. small text files that are stored on your end device. Some of these cookies are automatically deleted after you close your browser (so-called "session cookies"), while others remain on your device for longer and enable page settings to be saved (so-called "persistent cookies"). In the latter case, you can find the storage period in the cookie settings overview of your web browser.

If personal data is also processed by individual cookies used by us, the processing is carried out in accordance with Art. 6 para. 1 lit. b GDPR either for the execution of the contract, in accordance with Art. 6 para. 1 lit. a GDPR if consent has been given or in accordance with Art. 6 para. 1 lit. 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.

You can set your browser so that you are informed about the setting of cookies and can decide individually whether to accept them or to exclude the acceptance of cookies for certain cases or in general.

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Please note that if you do not accept cookies, the functionality of our website may be restricted.

4) Making contact

4.1 ShopVote

We use the services of the following provider for rating reminders: Blickreif GmbH, Schulstraße 46, 80634 Munich, Germany

We transmit your email address and any other customer data to the provider exclusively on the basis of your express consent in accordance with Art. 6 para. 1 lit. a GDPR so that the provider can contact you by email with a review reminder.

You can revoke your consent to us or the provider at any time with effect for the future.

We have concluded an order processing contract with the provider, which ensures the protection of the data of our site visitors and prohibits unauthorized disclosure to third parties.

4. 2 When you contact us (e.g. via contact form or email), personal data is processed exclusively for the purpose of processing and responding to your request and only to the extent necessary for this purpose.

The legal basis for the processing of this data is our legitimate interest in responding to your request in accordance with Art. 6 para. 1 lit. f GDPR. If your contact is aimed at a contract, the additional legal basis for the processing is Art. 6 para. 1 lit. b GDPR. Your data will be deleted if it can be inferred from the circumstances that the matter in question has been conclusively clarified and provided that there are no statutory retention obligations to the contrary.

5) Data processing when opening a customer account

In accordance with Art. 6 para. 1 lit. b GDPR, personal data will continue to be collected and processed to the extent necessary if you provide it to us when opening a customer account. The data required to open an account can be found in the input mask of the corresponding form on our website.

Deletion of your customer account is possible at any time and can be done by sending a message to the above-mentioned address of the controller. After deletion of your customer account, your data will be deleted, provided that all contracts concluded through it have been fully processed, there are no legal retention periods to the contrary and we have no legitimate interest in further storage.

6) Use of customer data for direct advertising

6.1 Registration for our email newsletter

If you register for 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 provision of further data is voluntary and is used to address you personally. We use the so-called double opt-in procedure for sending newsletters, which ensures that you only receive newsletters if you have expressly confirmed your consent to receiving the newsletter by clicking on a verification link sent to the email address provided

By activating the confirmation link, you give us your consent to use your personal data in accordance with Art. 6 para. 1 lit. a GDPR. We store your IP address entered by the Internet service provider (ISP) as well as the date and time of registration in order to be able to trace any possible misuse of your email address at a later date. The data we collect when you register for the newsletter is used strictly for the intended purpose.

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You can unsubscribe from the newsletter at any time via the link provided in the newsletter or by sending a message to the controller named at the beginning. Once you have unsubscribed, your email address will be deleted from our newsletter mailing list immediately, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

6.2 CleverReach

Our e-mail newsletters are sent via this provider: CleverReach GmbH & Co KG, Mühlenstr. 43, 26180 Rastede, Germany

On the basis of our legitimate interest in effective and user-friendly newsletter marketing, we pass on the data you provide when registering for the newsletter to this provider in accordance with Art. 6 para. 1 lit. f GDPR so that they can send the newsletter on our behalf.

Subject to your express consent in accordance with Art. 6 para. 1 lit. a GDPR, the provider also carries out a statistical evaluation of the success of newsletter campaigns using web beacons or tracking pixels in the emails sent, which can measure opening rates and specific interactions with the content of the newsletter. End device information (e.g. time of access, IP address, browser type and operating system) is also collected and analyzed, but not merged with other data sets.

You can revoke your consent to newsletter tracking at any time with effect for the future.

We have concluded an order processing contract with the provider that protects the data of our website visitors and prohibits it from being passed on to third parties.

6.3 Notification of product availability by email

You can register to receive e-mail notifications of product availability for items that are temporarily unavailable. In this case, we will send you a one-off e-mail message about the availability of the item you have selected. Only your e-mail address is required to receive this notification. The provision of further data is voluntary and may be used to address you personally. We use the so-called double opt-in procedure for sending emails, which ensures that you only receive a notification if you have expressly confirmed your consent to this by activating a verification link sent to the email address provided.

By activating the confirmation link, you give us your consent to use your personal data in accordance with Art. 6 para. 1 lit. a GDPR. We store your IP address entered by the Internet service provider (ISP) as well as the date and time of registration in order to be able to trace any possible misuse of your e-mail address at a later date. The data collected by us when you register for our e-mail notification service for the availability of goods is used strictly for the intended purpose.

You can unsubscribe from the availability notifications at any time by sending a corresponding message to the person responsible named at the beginning. Once you have unsubscribed, your e-mail address will be deleted immediately from our mailing list set up for this purpose, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

6.4 Shopping cart reminders by e-mail

If you cancel your purchase with us before completing the order, you have the option of receiving a one-off e-mail reminder of the contents of your virtual shopping cart.

The only mandatory information for sending this reminder is your e-mail address. The provision of further data is voluntary and may be used to address you personally. We use the so-called double opt-in procedure for sending emails, which

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ensures that you only receive a notification if you have expressly confirmed your consent to this by clicking on a verification link sent to the email address provided.

By activating the confirmation link, you give us your consent to use your personal data in accordance with Art. 6 para. 1 lit. a GDPR for sending a shopping cart reminder. We store your IP address entered by the internet service provider (ISP) as well as the date and time of registration in order to be able to trace any possible misuse of your email address at a later date. The data we collect when you register for our e-mail notification service is used strictly for the intended purpose.

You can unsubscribe from the shopping cart reminders at any time by sending a message to the person responsible named above. Once you have unsubscribed, your e-mail address will be deleted immediately from our mailing list set up for this purpose, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

7) Data processing for order processing

7.1 Insofar as necessary for contract processing for delivery and payment purposes, the personal data collected by us will be passed on to the commissioned transport company and the commissioned credit institution in accordance with Art. 6 Para. 1 lit. b GDPR.

If we owe you updates for goods with digital elements or for digital products on the basis of a corresponding contract, we process the contact data (name, address, email address) provided by you when ordering in order to inform you personally by suitable means of communication (e.g. by post or email) about upcoming updates within the legally prescribed period as part of our statutory information obligations in accordance with Art. 6 para. 1 lit. c GDPR. Your contact details will be used strictly for the purpose of notifying you of updates owed by us and will only be processed by us for this purpose to the extent that this is necessary for the respective information.

To process your order, we also work together with the following service provider(s), who support us in whole or in part in the execution of concluded contracts. Certain personal data is transmitted to these service providers in accordance with the following information.

7.2 Amazon Fulfillment (FBA)

We use the following provider for order processing: Amazon EU S.a. r.l., 38 avenue John F. Kennedy, L-1855 Luxembourg

Name, address and, if applicable, other personal data will be passed on to the provider in accordance with Art. 6 para. 1 lit. b GDPR exclusively for the purpose of processing the online order. Your data will only be passed on if this is actually necessary for processing the order.

7.3 Use of payment service providers (payment services)

- Paypal

One or more online payment methods of the following provider are available on this website: PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg

If you select a payment method of the provider for which you make advance payment, the payment data you provide during the ordering process (including name, address, bank and payment card information, currency and transaction number) as well as information about the content of your order will be passed on to the provider in accordance with Art. 6 para. 1 lit. b

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GDPR. In this case, your data will only be passed on for the purpose of payment processing with the provider and only to the extent that it is necessary for this purpose.

If you select a payment method for which we make advance payments, you will also be asked to provide certain personal data (first and last name, street, house number, zip code, city, date of birth, e-mail address, telephone number, data on an alternative means of payment, if applicable) during the order process.

In order to safeguard our legitimate interest in determining your solvency in such cases, we will forward this data to the provider for the purpose of a credit check in accordance with Art. 6 para. 1 lit. f GDPR. On the basis of the personal data provided by you and other data (such as shopping cart, invoice amount, order history, payment experience), the provider checks whether the payment option you have selected can be granted with regard to payment and/or default risks.

The credit report may contain probability values (so-called score values). If score values are included in the result of the credit report, they are based on a scientifically recognized mathematical-statistical procedure. The calculation of the score values includes, but is not limited to, address data.

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

- PayPal Checkout

This website uses PayPal Checkout, an online payment system from PayPal, which is made up of PayPal's own payment methods and local payment methods from third-party providers.

When paying via PayPal, credit card via PayPal, direct debit via PayPal or - if offered - "Pay later" 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 data is passed on in accordance with Art. 6 para. 1 lit. b GDPR and only to the extent that this is necessary for payment processing.

PayPal reserves the right to carry out a credit check for the payment methods credit card via PayPal, direct debit via PayPal or - if offered - "Pay later" via PayPal. For this purpose, your payment data may be passed on to credit agencies in accordance with Art. 6 para. 1 lit. f GDPR on the basis of PayPal's legitimate interest in determining your solvency. PayPal uses the result of the credit check with regard to the statistical probability of non-payment for the purpose of deciding on the provision of the respective payment method. The credit report may contain probability values (so-called score values). If score values are included in the result of the credit report, they are based on a scientifically recognized mathematical-statistical procedure. The calculation of the score values includes, but is not limited to, address data. 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.

If you select the PayPal payment method "purchase on account", your payment data will first be transmitted to PayPal to prepare the payment, whereupon PayPal will forward it to Ratepay GmbH, Franklinstraße 28-29, 10587 Berlin ("Ratepay") to process the payment. The legal basis in each case is Art. 6 para. 1 lit. b GDPR. In this case, Ratepay carries out an identity and credit check in its own name to determine solvency in accordance with the principle already mentioned above and passes on your payment data to credit agencies on the basis of the legitimate interest in determining solvency in accordance with Art. 6 Para. 1 lit. f GDPR. A list of the credit agencies that Ratepay may use can be found here: <https://www.ratepay.com/legal-payment-creditagencies/>

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When using the payment method of a local third-party provider, your payment data will first be passed on to PayPal in preparation for payment in accordance with Art. 6 para. 1 lit. b GDPR. Depending on your selection of an available local payment method, PayPal will then transmit your payment data to the corresponding provider in order to process the payment in accordance with Art. 6 para. 1 lit. b GDPR:

- Sofort (SOFORT GmbH, Theresienhöhe 12, 80339 Munich, Germany)
- iDeal (Currence Holding BV, Beethovenstraat 300 Amsterdam, Netherlands)
- giropay (Paydirekt GmbH, Stephanstr. 14-16, 60313 Frankfurt am Main, Germany)
- bancontact (Bancontact Payconiq Company, Rue d'Arlon 82, 1040 Brussels, Belgium)
- blik (Polski Standard Płatności sp. z o.o., ul. Czerniakowska 87A, 00-718 Warsaw, Poland)
- eps (PSA Payment Services Austria GmbH, Handelskai 92, Gate 2
1200 Vienna, Austria)
- MyBank (PRETA S.A.S, 40 Rue de Courcelles, F-75008 Paris, France)
- Przelewy24 (PayPro SA, Kanclerska 15A, 60-326 Poznań, Poland)

For further data protection information, please refer to PayPal's privacy policy: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

- Stripe

One or more online payment methods of the following provider are available on this website: Stripe Payments Europe Ltd, 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland

If you select a payment method of the provider for which you make an advance payment (such as credit card payment), the payment data you provide during the ordering process (including name, address, bank and payment card information, currency and transaction number) and information about the content of your order will be passed on to the provider in accordance with Art. 6 para. 1 lit. b GDPR. In this case, your data will only be passed on for the purpose of payment processing with the provider and only to the extent that it is necessary for this purpose.

When selecting a payment method for which the provider makes advance payment (such as invoice or installment purchase or direct debit), you will also be asked to provide certain personal data (first and last name, street, house number, postal code, city, date of birth, e-mail address, telephone number, possibly data on an alternative means of payment) during the order process.

In order to safeguard our legitimate interest in determining the solvency of our customers, this data is forwarded by us to the provider for the purpose of a credit check in accordance with Art. 6 para. 1 lit. f GDPR. On the basis of the personal data provided by you and other data (such as shopping cart, invoice amount, order history, payment experience), the provider checks whether the payment option you have selected can be granted with regard to payment and/or default risks.

The credit report may contain probability values (so-called score values). If score values are included in the result of the credit report, they are based on a scientifically recognized mathematical-statistical procedure. The calculation of the score values includes, but is not limited to, address data.

You can object to this processing of your data at any time by sending a message to us or to the provider. However, the provider may still be entitled to process your personal data if this is necessary to process payments in accordance with the contract.

8) Online marketing

AWIN Performance Advertising Network

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We participate in the affiliate program of the following provider: AWIN AG, Eichhornstraße 3, 10785 Berlin, Germany

In this context, we have placed links on our website that lead to offers on websites of the provider or third parties ("partner sites").

To measure the success of an affiliate link, the evaluation of orders generated via such a link and the corresponding settlement of commission payments, the provider uses cookies and/or comparable technologies, which are generally set on the partner sites and for which we are not responsible in this respect under data protection law. In this context, the provider also regularly processes the IP address and, if applicable, other end device information.

All processing described above, in particular the reading or storage of information on the terminal device you use, will only take place if you have given your express consent to this in accordance with Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time with effect for the future by using the cookie consent management options on the partner sites.

9) Web analysis services Google Analytics 4

This website uses Google Analytics 4, a web analytics service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), which enables your use of our website to be analyzed.

By default, Google Analytics sets 4 cookies when you visit the website, which are stored as small text modules on your end device and collect certain information. The scope of this information also includes your IP address, which, however, is shortened by Google by the last digits in order to exclude a direct personal reference.

The information is transferred to Google servers and processed there. Transmission to Google LLC, based in the USA, is also possible.

Google uses the information collected on our behalf to evaluate your use of the website, to compile reports on website activity for us and to provide us with other services relating to website activity and internet usage. The abbreviated IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. The data collected as part of the use of Google Analytics 4 is stored for a period of two months and then deleted.

All processing described above, in particular the setting of cookies on the terminal device used, will only take place if you have given us your express consent to do so in accordance with Art. 6 para. 1 lit. a GDPR.

Without your consent, Google Analytics 4 will not be used during your visit to our website. You can withdraw your consent at any time with effect for the future. To exercise your right of withdrawal, please deactivate this service using the "cookie consent tool" provided on the website.

We have concluded an order processing contract with Google that ensures the protection of our website visitors' data and prohibits unauthorized disclosure to third parties.

Further legal information on Google Analytics 4 can be found at <https://policies.google.com/privacy?hl=en&gl=en> and at <https://policies.google.com/technologies/partner-sites>

Demographic characteristics

Google Analytics 4 uses the special function "demographic characteristics" and can use it to create statistics that make statements about the age, gender and interests of site visitors. This is done by analyzing advertising and information from

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third-party providers. This allows target groups to be identified for marketing activities. However, the data collected cannot be assigned to a specific person and is deleted after being stored for a period of two months.

Google Signals

As an extension to Google Analytics 4, Google Signals can be used on this website to generate cross-device reports. If you have activated personalized ads and linked your devices to your Google account, Google may, subject to your consent to the use of Google Analytics in accordance with Art. 6 para. 1 lit. a GDPR, analyze your usage behavior across devices and create database models, including cross-device conversions. We do not receive any personal data from Google, only statistics. If you wish to stop the cross-device analysis, you can deactivate the "Personalized advertising" function in the settings of your Google account. To do this, follow the instructions on this page: <https://support.google.com/ads/answer/2662922?hl=en> You can find more information about Google Signals at the following link: <https://support.google.com/analytics/answer/7532985?hl=en>

UserIDs

The "UserIDs" function can be used on this website as an extension to Google Analytics 4. If you have consented to the use of Google Analytics 4 in accordance with Art. 6 para. 1 lit. a GDPR, have set up an account on this website and log in with this account on different devices, your activities, including conversions, can be analyzed across devices.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

10) Page functionalities

ShopVote graphics

Graphic elements from the following provider are integrated on our website to display external customer ratings and/or an externally awarded quality mark: Blickreif GmbH, Schulstraße 46, 80634 Munich, Germany

When you call up a page of our website that contains such graphic elements, your browser establishes a direct connection to the provider's servers in order to load the elements properly. During this process, certain browser information, including your IP address, is transmitted to the provider.

If personal data is also processed, this is done in accordance with Art. 6 para. 1 lit. f GDPR on the basis of our legitimate interest in the optimal marketing of our offer and the appealing design of our website.

11) Tools and miscellaneous

- Lexoffice

We use the cloud-based accounting software service of the following provider to handle our accounting: Haufe-Lexware GmbH & Co KG, Munzinger Straße 9, 79111 Freiburg, Germany

The provider processes incoming and outgoing invoices and, if applicable, our company's bank transactions in order to automatically record invoices, match them to the transactions and create the financial accounting from this in a semi-automated process.

If personal data is also processed in this process, the processing is carried out in accordance with Art. 6 para. 1 lit. f GDPR on the basis of our legitimate interest in the efficient organization and documentation of our business transactions.

12) Rights of the data subject

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12. 1 The applicable data protection law grants you the following data subject rights (information and intervention rights) vis-à-vis the controller with regard to the processing of your personal data, whereby reference is made to the stated legal basis for the respective exercise requirements:

- Right of access pursuant to Art. 15 GDPR;
- Right to rectification pursuant to Art. 16 GDPR;
- Right to erasure pursuant to Art. 17 GDPR;
- Right to restriction of processing pursuant to Art. 18 GDPR;
- Right to information pursuant to Art. 19 GDPR;
- Right to data portability pursuant to Art. 20 GDPR;
- Right to withdraw consent granted pursuant to Art. 7 para. 3 GDPR;
- Right to lodge a complaint pursuant to Art. 77 GDPR.

12.2 RIGHT TO OBJECT

IF WE PROCESS YOUR PERSONAL DATA AS PART OF A BALANCING OF INTERESTS ON THE BASIS OF OUR OVERRIDING LEGITIMATE INTEREST, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME ON GROUNDS RELATING TO YOUR PARTICULAR SITUATION. REASONS ARISING FROM YOUR PARTICULAR SITUATION, TO OBJECT TO THIS PROCESSING WITH EFFECT FOR THE FUTURE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED. HOWEVER, WE RESERVE THE RIGHT TO CONTINUE PROCESSING THE DATA IF WE CAN DEMONSTRATE COMPELLING LEGITIMATE GROUNDS FOR THE PROCESSING OUTWEIGH YOUR INTERESTS, FUNDAMENTAL RIGHTS AND FREEDOMS, OR IF THE PROCESSING SERVES THE ASSERTION, EXERCISE OR DEFENSE OF LEGAL CLAIMS.

IF YOUR PERSONAL DATA ARE PROCESSED BY US FOR THE PURPOSE OF DIRECT MARKETING, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF PERSONAL DATA CONCERNING YOU FOR THE PURPOSE OF SUCH MARKETING. YOU CAN EXERCISE YOUR RIGHT TO OBJECT AS DESCRIBED ABOVE.

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

13) Duration of storage of personal data

The duration of the storage of personal data is determined by the respective legal basis, the purpose of processing and - if applicable - additionally by the respective statutory retention period (e.g. retention periods under commercial and tax law).

When processing personal data on the basis of express consent in accordance with Art. 6 para. 1 lit. a GDPR, the data concerned will be stored until you withdraw your consent.

If there are statutory retention periods for data that is processed in the context of legal or quasi-legal obligations on the basis of Art. 6 para. 1 lit. b GDPR, this data will be routinely deleted after expiry of the retention periods, provided that it is no longer required for contract fulfillment or contract initiation and/or we have no legitimate interest in further storage.

When processing personal data on the basis of Art. 6 para. 1 lit. f GDPR, this data is stored until you exercise your right to object in accordance with Art. 21 para. 1 GDPR, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defense of legal claims.

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When processing personal data for the purpose of direct marketing on the basis of Art. 6 para. 1 lit. f GDPR, this data will be stored until you exercise your right to object in accordance with Art. 21 para. 2 GDPR.

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

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