

## General information about processing your data

We are legally obliged to inform you about the processing of your personal data (hereafter 'data') when using our website. We take your personal data protection very seriously. This data protection information provides you with details about the processing of your data and about your legal rights in connection to this. The legal definitions in art. 4 GDPR are decisive for terms such as 'personal data' or 'processing'. We reserve the right to adapt the data protection declaration with future effect, in particular in the event of website development, the use of technology or other changes to the legal basis or according to the jurisdiction. We recommend that you read the data privacy policy from time to time and keep a print out or copy with your documents.

## Scope

The data privacy policy applies to all pages on <https://www.falke.com/en-en/>. It does not extend to any linked websites or internet presence of other providers.

## Responsible providers

The body responsible for processing your personal data in the scope of this data privacy policy is:

FALKE KGaA  
Oststr. 5  
57392 Schmallenberg  
Tel.: 0800 – 22 099 022  
E-mail: [online@FALKE.com](mailto:online@FALKE.com)

## Questions about data protection

If you have any questions about data protection with regard to our company or our website, you can contact us at the following e-mail address:

[datenschutz@FALKE.com](mailto:datenschutz@FALKE.com)

In addition, you are welcome to contact our data protection officer as follows:

Spirit Legal LLP Rechtsanwälte  
Rechtsanwalt und Datenschutzbeauftragter (Lawyers and Data Protection Officers)  
Peter Hense  
Postal address:  
Data protection officer  
c/o FALKE KGaA  
Oststr. 5  
57392 Schmallenberg

Contact via the encoded online form:

[Contact the data protection officer](#)

## Safety

We have made extensive technical and organisational provisions in order to protect your personal data against unauthorised access, misuse, loss and other external disruptions. We regularly check safety measures here and adapt them to the state of the art technology.

## Your rights

You have the following rights which you may enforce with us in regard to the personal data which concerns you:

- **Right to information:** You can request information according to the stipulations in art. 15 GDPR regarding your personal data which we process.
- **Right to amendment:** Should the information which pertains to you no (longer) be applicable, you can request an amendment according to art. 16 GDPR. If your data is incomplete you may request its completion.
- **Right to deletion:** You can request the deletion of your personal data according to the stipulations from art. 17 GDPR.
- **Right to processing restriction:** You have the right to request the restriction of your personal data according to the stipulations of art. 18 GDPR.
- **Right to object to processing:** You have the right to submit an objection to the processing of your personal data at any time for reasons resulting from your personal situation which result from art. 6 para. 1 p. 1 lit. e) or lit. f) GDPR, according to art. 21 para. 1 GDPR. In this event, we will not continue to process your data, unless we can prove compelling legitimate reasons for the processing which

predominate your interests, rights and freedoms and in addition, if the processing serves for the enforcement and exercising of or defence against legal claims (art. 21 para. 1 GDPR). Moreover, according to art. 21 para. 2 GDPR, you also have the right to submit an objection at any time against the processing of personal data which concerns you for the purpose of direct advertising; this also applies for any profiling, insofar as this is in connection with such direct advertising. We will notify you of the right to object in this data privacy policy in connection with the respective processing.

- **Right to revocation of your consent:** If you have issued your consent for processing, you have a revocation right according to art. 7 para. 3 GDPR.
- **Right to data portability:** You have the right to receive the personal data pertaining to you which you have provided us with in a structured, accessible and machine-readable format ('Data portability') as well as the right to transfer this data to another responsible party if the prerequisite according to art. 20 para. 1 lit. a,b GDPR is present (art. 20 GDPR).

You can enforce your right by sending notification to the contact data stated in the section 'Responsible providers' or to our designated data protection officer.

If you are of the opinion that the processing of your personal data violates data protection law, you have the right to complain to a data protection authority of your choice according to art. 77 GDPR. This also includes the relevant data protection authority for responsible parties: Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen, PO box 200444, 40102 Düsseldorf, 0211/38424-0, poststelle@ldi.nrw.de.

## Use of our website

You can use our website for purely informational purposes without disclosing your identity. When visiting individual website pages in this sense, access data is only provided to our webspace provider in order for us to display our website to you. The following data is processed in connection with this:

- Browser type / browser version,
- Operating system used,
- Browser software language and version,
- Time and data of access,
- Host name of the accessing end device,
- IP address,
- Request contents (actual website),
- Access status/HTTP status code,
- Websites which can be visited from our website,
- Referrer URL (of the website previously visited),
- Report as to whether the call-up was successful and
- Amount of data transferred.

It is necessary to temporarily process this data in order to technically enable the website visit and the provision of the website to your end device. The access data is not used to identify individual users and is not compiled with other data sources. There is further storage of protocol files (log files) in order to guarantee the functionality of the website and the security of IT systems. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR. Our authorised interests lie in the assurance of the functionality of the website and the integrity of the website security. Storing access data in log files, in particular the IP address, for a long period of time enables us to be able to recognise and defend against misuse. This includes protecting the service against excessive queries or any bot usage. The access data is deleted as soon as it is no longer required in order to achieve the purpose of its processing. Data is recorded for provision on the website if you end your visit to the website. The protocol data is generally stored with direct and sole access for administrators and deleted after seven days. Afterwards it is only available indirectly via the reconstruction of security tapes (backups) and is finally deleted after a maximum of four weeks.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can send us your objection via the contact data stated in the section 'Responsible providers'.

## Cookies

In addition to the previously mentioned access data, when you use the website, cookies are saved in the internet browser of the end device you use. This concerns small text files with a sequence of numbers which are stored locally in the cache of the utilised browser. Cookies are not a component of the PC system and cannot execute programs. Their purpose is to make our website more user-friendly. The use of cookies may be technically necessary or they may be used for other purposes (for example, analysis / evaluation of website usage).

### Technically necessary cookies

Some elements of our internet site require that the call-up browser can also be identified after changing sites. The following data is processed in cookies to this end:

- Language settings,
- Items in the shopping basket and
- Log-in information.

The user data collected by technically necessary cookies is not processed to create user profiles. We also use what are referred to as 'session cookies', which store a session ID with which different queries from your browser can be assigned to the same session. 'Session cookies' are necessary in order to use the website. In particular, we can recognise the end device again if you return to the website. We use this cookie in order to recognise you again during subsequent visits to the website if you have an account with us; otherwise you have to log-in again during every visit. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR. Our authorised interests in the processing lie in providing the specific functionality of the website mentioned, thereby making the website more attractive and effective to use. The 'session cookies' are deleted as soon as you log out or, depending on which browser you use and which browser settings you have made, if you close your browser.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can object to the processing of cookies by changing the settings in your internet browser, by deactivating or restricting cookies. Cookies which are already stored in the browser settings can be deleted at any time. You can prevent the use of cookies by opening the browser in 'private mode'.

### **Functional cookies**

We also use cookies on the website in order to provide certain website functionalities. For example, the following data is stored and processed in the cookies:

- Language settings,
- Items in the shopping basket and
- Error-free use of core website functions.

The legal basis for this processing is Art. 6 Para. 1 P. 1 lit. f) GDPR. Our legitimate interests lie in the provision of key website functionalities and in the efficient design of our website. The functional cookies are automatically deleted after a prescribed period of time, which can differ depending on the cookie.

As far as we integrate third-party cookies into our web offer, we will point this out separately in the following.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can object to the processing of cookies by changing the settings in your internet browser, by deactivating or restricting cookies. Cookies which are already stored in the browser settings can be deleted at any time. You can prevent the use of cookies by opening the browser in 'private mode'.

## **Contacting our company**

When contacting our company, for example by e-mail or using the contact form on the website, we process the personal data you provide us with in order to answer your query. It is mandatory to enter your name or a pseudonym and a valid e-mail address in order to process requests via the contact form on the website. Furthermore, when you send a message to us, your IP address and the date and time of the registration are also processed. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR and art. 6 para. 1 p. 1 lit. b) GDPR, if you are making contact with the intention of concluding a contract. Insofar as the intention of the query is to conclude a contract, your data is required and mandatory for the conclusion of a contract. If you do not provide this data it is not possible to conclude or execute a contract via a contact request or to process the request. The personal data from the entry form is only processed for the contact request. In the even of contact via e-mail, the required authorised interests in the processing of the data are also based on this. Other data processed during the delivery process is used in order to prevent the misuse of the contact form and to ensure the safety of our IT systems. There is no respective dissemination of data to a third party in connection with this. We delete the data in connection with this after processing is no longer required - generally two years after the end of communication - or we restrict the processing, if necessary, in order to comply with the existing mandatory legal retention obligations.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can send us your objection via the contact data stated in the section 'Responsible providers'.

## **Processing for contractual purposes**

We process your personal data if and insofar as it is required for the initiation, justification, implementation and/or termination of legal business with our company. The legal basis for this results from art. 6 para. 1 p. 1 lit. b) GDPR. The provision of your data is required in order to conclude a contract and you are contractually obliged to make your data available. If you do not provide your data it is not possible to conclude and/or implement a contract. After the purpose has been achieved (i.e. contract processing), your personal data is blocked or deleted from further processing, insofar as we are not authorised to continue processing your data based on consent issued by you (i.e. consent in processing the e-mail address to send electronic advertising mail), a contractual

agreement, a legal authorisation (i.e. authorisation to send direct advertising) or due to authorised interests (i.e. retention for the implementation of claims).

- Your personal data is transmitted to third parties insofar as it is required for the justification, implementation or termination of legal business with our company (i.e. when transmitting data to a payment service provider / dispatch company to process a contract with you), (art. 6 para. 1 p. 1 lit. b) GDPR), or
- if a sub-contractor or agent who we have deployed solely in the context of the provision of the offer or service requested by you requires this data (such agents are, provided nothing else has been expressly notified, only authorised to process the data insofar as this is necessary for the provision of the offer or services), or
- there is an enforceable official order (art. 6 para. 1 p. 1 lit. c) GDPR), or
- there is an enforceable legal order (art. 6 para. 1 p. 1 lit. c) GDPR), or
- we are legally obliged to this (art. 6 para. 1 p. 1 lit. c) GDPR), or
- processing is necessary in order to protect vital interests of the affected person or another natural person (art. 6 para. 1 p. 1 lit. d) GDPR), or
- it is required for the realisation of a task which is in the public interests or occurs in the execution of official authority (art. 6 para. 1 p. 1 lit. e) GDPR), or
- we can appoint ourselves for our predominantly authorised interests or that of a third party for transmission (art. 6 para. 1 p. 1 lit. f) GDPR).

There is no transmission of your personal data to another person, company or office beyond this, unless you have effectively consented to such a transmission. The legal basis for this processing is art. 6 para. 1 p. 1 lit. a) GDPR. We draw your attention in the scope of this data protection information to the respective recipient in regard to the respective procedures.

## Online ordering system

If you would like to make an order in our online shop, it is necessary and mandatory for you to enter personal data such as your full name, your address and your e-mail address in order to initiate and conclude the contract. The required mandatory details for order and contract processing are marked separately, further details are provided voluntarily. We process your data for order processing and we will forward payment data in particular to your selected payment service provider or to our main bank for this purpose. The legal basis for this processing is art. 6 para. 1 p. 1 lit. b) GDPR. It is necessary and mandatory to provide your data for the conclusion and implementation of the contract. It is not possible to conclude and/or implement the contract without the provision of your data. The order process on our website is encoded with SSL technology in order to prevent access to your personal data by unauthorised third parties. You can voluntarily create a customer account insofar as we save your data for further visits to our website at a later date. The data you provide is processed when creating a customer account. You are free to edit or delete all other data in your customer account yourself after you have successfully registered. We delete the data obtained in connection with this when its retention is no longer required, or restrict the processing if there are legal retention obligations. Due to mandatory commercial and fiscal legal regulations, we are obligated to store your address, payment and order data for a period of up to ten years. We undertake a restriction of the processing two years after the end of the contract and reduce the processing in compliance with the existing legal obligations.

## Parcel announcement

We pass on your email address to the shipping company used for the delivery so that the shipping company can inform you by email about the shipping status or the expected delivery of your order. The legal basis for forwarding your email address is Art. 6(1)(f) GDPR in conjunction with our legitimate interest in optimising the customer experience by better informing our customers about the shipping status of their orders and the expected delivery time and thus reducing the number of queries to our customer service. The shipping company processes your email address in accordance with its own data protection regulations exclusively for the above-mentioned purpose.

You can object to this processing. The easiest way to do this is to uncheck the relevant box during the ordering process.

## Voucher shop

If you would like to make an order in our voucher shop at <https://gutscheine.falke.com>, it is required and mandatory for you to enter personal data such as your first and last names, your address and your e-mail address

in order to initiate and conclude the contract. The required mandatory details for order and contract processing are marked separately, further details are provided voluntarily. If this data is not provided, it is not possible to conclude a contract using the voucher shop. If necessary, we also process the data you share in the scope of your message on the voucher. We process your data in order to complete the order. To this end, we forward payment data in particular to your selected payment service provider or our main bank. We use an order system from gurado GmbH (Wittbräucker Str. 32. 44287 Dortmund) for the voucher shop in order to enable an optimal booking process. The order data is processed on gurado GmbH servers in Germany. The legal basis for this processing is art. 6 para. 1 p. 1 lit. b) GDPR. The order process on the website is encoded with SSL technology in order to prevent access to your personal data by unauthorised third parties. We delete the data obtained in connection with this when its retention is no longer required, or restrict the processing if there are legal retention obligations. Due to mandatory commercial and fiscal legal regulations, we are obligated to store your address, payment and order data for a period of up to ten years. We undertake a restriction of the processing two years after the end of the contract and reduce the processing in compliance with the existing legal obligations.

## Customer account in the FALKE Friends customer loyalty programme

**Registration:** If you participate in the FALKE FRIENDS customer loyalty programme and want to create a customer account for this purpose, you will need to register with the following details:

Title

First name, surname and

email address.

Password of your choice.

Additional personal details (e.g. your date of birth) are optional.

There is no obligation to provide your real name, you are free to use a pseudonym.

At the time of registration, your IP address (assuming you are registering online) and the date and time of your registration will be processed. We use a double opt-in method for registration. After you have submitted the necessary registration data, you will receive an email with an activation link (and potentially up to two reminder emails if your customer account is not activated promptly). Your registration will only be completed once it has been successfully activated by clicking the link provided.

**Purpose:** We process the data associated with your use of the programme for the following purposes.

Providing information and offers from the FALKE range according to your personal interests, along with other benefits that you are eligible to receive as a member of the FALKE FRIENDS customer loyalty programme. You will primarily receive this information and any offers by email (unless you object, see section 14 below on email marketing) and post. If you also communicate with us via other channels (e.g. by using our websites, apps or Messenger) you may additionally receive information and offers via these channels.

Improving the FALKE product range (market research).

All of these intended uses are essential components of the FALKE FRIENDS customer loyalty programme, i.e. the corresponding processing of your data is essential to fulfil your FALKE Friends contract.

**Scope and nature of the data processing:** for the aforementioned purposes, we process the following data:

- a) The mandatory data provided when you register for the FALKE FRIENDS programme (i.e. email address, surname, first name, password).
- b) Optional information where provided, e.g. your date of birth or areas of interest.
- c) Data we have collected, or that we may collect in future, when you use your digital customer card in store or for online orders (i.e. location and time of transaction, the products acquired and their price, any possible offers or discounts used, and for online orders your billing and delivery address).
- d) Data we have collected, or that we may collect in future, as a result of your communication with us (e.g. through our websites, apps or emails), i.e. which of these channels of communication with FALKE you have used and when, what information and products you have viewed and when, and any information or products you have potentially used (click behaviour).
- e) If you have provided separate consent for us to process other data for the purposes of advertising and/or market research, we will also use the additional data covered by this consent for the aforementioned purposes.

Data relating to any possible complaints or claims that you raise or the assertion of similar contractual or statutory rights will not be used here.

The data stipulated under a) above are essential for conclusion of a contract. The data stipulated above under b) to d) can be collected in association with your use of the FALKE FRIENDS programme, the data stipulated under e) depending on the nature of your consent, but potentially also in a different context. The use of the FALKE FRIENDS programme is always voluntary, i.e. you are free to decide in each case whether or not you wish to order online with your FALKE FRIENDS customer account or use your digital customer card in store (and thus take advantage of the associated benefits).

Your data will only be transmitted to a third party (except in the case of documented suspected misuse or if we are legally obliged to pass on the data) if and insofar as is necessary to fulfil the contract or if you have specifically consented to the data sharing.

**Storage duration:** We store your mandatory details and any possible optional information for as long as you are a member of the FALKE FRIENDS programme. After this, the data will be deleted or anonymised immediately if at all possible, otherwise at the end of the retention period of 10 years under commercial and tax reporting obligations. For data collected through the use of the card or for online orders, we will ensure the deletion or anonymisation takes no place no later than at the end of the retention period of 10 years under commercial and tax reporting obligations. We will delete your communication data no later than after a period of 6 years.

**Legal basis:** The legal basis for the aforementioned retention of data until the end of the period mandated by commercial and tax reporting obligations is Art. 6 (1)(c) GDPR (compliance with a legal obligation). Otherwise, the legal basis for the processing activities described here is Art. 6 (1)(b) GDPR (performance of a contract or steps taken prior to entering into a contract). If you have provided separate consent for us to process other data for the purposes of advertising and/or market research, the legal basis for the relevant data processing is Art. 6 (1)(a) GDPR in conjunction with the corresponding consent.

## Competitions

If you would like to take part in a competition you must enter the following data in the entry form:

- First and surname,
- Address and
- E-mail address.

We process your data in the scope of competitions solely for the purpose of designing, implementing and processing the competition. The legal basis for this processing is art. 6 para. 1 p. 1 lit. b) GDPR. This processing is required and mandatory for the conclusion of the contract. In the event that this data is not provided, it is not possible to take part in or carry out a competition. Your data is not transferred to third parties. If it is necessary to send prizes, we will forward your particular data to a delivery service provider. We delete the data obtained in connection with this after it is no longer required for processing - generally after the competition prized draw - or restrict the processing if there are legal retention obligations.



## Sovendus partner programme

We are also participants in the 'sovendus' partner programme (the provider is Sovendus GmbH, Moltkestr. 11, 76133 Karlsruhe, Web: <https://www.sovendus.com/de/>; hereafter: 'sovendus'). After completing the order process, a thank you banner will appear, click the banner and you will be taken to a voucher selection page where you can select a voucher from various partner shops. We transfer the hash value of your e-mail address and IP address to 'sovendus' in a pseudonymised and encoded form for the selection of an individual voucher offer. For invoicing purposes we also transmit a pseudonymised order number, order value with currency, session ID, coupon code and time stamp. By clicking the voucher banner displayed, your title, name, PO box and e-mail address are also transmitted to 'sovendus' in an encoded form in order to prepare your voucher. The legal basis is art. 6 para. 1 p. 1 lit. f) GDPR. With this programme, we follow an authorised interest to show you vouchers which are of interest to you and make our website more attractive for users. The data is stored by Sovendus for 3 months. You can find out more information about the retention period at 'sovendus' in the privacy policy at [https://www.sovendus.com/en/privacy\\_policy/](https://www.sovendus.com/en/privacy_policy/).

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can send us your objection via the contact data stated in the section 'Responsible providers'.

## Application procedure

We are delighted that you are interested in our company and would like to apply or have already applied for a position with us. We therefore provide the following information regarding the processing of your personal data in conjunction with the application on our website.

Our website offers the ability to call up information regarding vacant positions within our company and to apply for a position within our company via email or using our online form. Your personal data will be processed within the scope of the application process, for the purposes of the execution of the application process and in order to reach a decision regarding the commencement of an employment relationship.

We hereby process the following personal data, which is necessary and mandatory for the application process:

- Personal master data (e.g. title, first and last name, name affixes, gender, nationality, marital status and, if applicable, pay category)
- Contact details (e.g. private address, email address, (mobile) telephone number)
- Qualification details (e.g. career history, professional activities, performance reviews, references, certifications, qualifications, advanced and further training),
- Information regarding your education (e.g. your school or educational institution, your main subject, your key field or specialisation, your final qualification, your grades and your date of graduation),
- The application photo, if applicable,
- If applicable, special data categories as defined in Art. 9 Para. 1 GDPR (e.g. trade union membership, biometric data, health data, degree of disability) and
- Further details that you have submitted to us in conjunction with your application.

The legal basis for the processing of your personal data within the context of the application process, for the purpose of general communication and, in particular, to respond to any queries, for the purpose of checking references and in order to assess suitability for the vacant position, is Art. 88 Para. 1, 6 Para. 1 lit. b) GDPR in conjunction with § 26 Para. 1 BDSG. The processing of your data is necessary and mandatory in order to prepare for and execute the application process. If you do not provide the respective information, we may not be able to process your application, or it may only be possible to an insufficient extent.

For the processing of special categories of personal data, pursuant to Art. 9 Para. 1 GDPR, the following purposes and legal bases apply:

- For the purpose of the exercise of rights or for the fulfilment of legal obligations pursuant to employment law, we process your personal data, provided that there is no reason to assume that your legitimate interest in the exclusion of the data processing should take precedence. The legal basis for the processing of this data is Art. 9 Para. 2 lit. b) GDPR in conjunction with § 26 Para. 3 P. 1 BDSG.
- For the purpose of the assessment of your physical fitness for work, we process your health data, subject to employment resulting from the application process. The legal basis for the processing of this data is Art. 9 Para. 2 lit. h) GDPR in conjunction with § 22 Para. 1 No. 1 lit. b) BDSG.

For the purpose of the fulfilment of a legal obligation or for the fulfilment of requirements imposed by governments or authorities, we process your personal data provided that this is necessary for the stated purposes. The legal basis for the processing of your data is Art. 6 Para. 1 lit. c) GDPR in conjunction with the respective legal obligation pursuant to EU or national law. If, on a case-by-case basis, special categories of data should also be affected, we shall only process these subject to the fulfilment of one of the conditions of Art. 9 Para. 2 GDPR, if applicable in conjunction with an explicit provision under EU or national law.

Should your data be required following the completion of the application process, if applicable in order to pursue legal claims or for the purposes of defence in legal disputes, processing may take place in order to safeguard legitimate interests in accordance with Art. 6 Para. 1 P. 1 lit. f) GDPR. A legitimate interest then exists in the assertion or defence against claims. In the event that health data should be processed, the legal basis is Art. 9 Para. 2 lit. f) GDPR.

You can object to the described processing provided you have justified reason arising from your unique situation. You can exercise your right of objection by sending notification to us using the contact details provided under "responsible authority".

Your applicant information will be inspected by the HR Department following receipt of your application. Suitable application will then be forwarded internally to the heads of department responsible for the respective vacant position within the company, who will reach agreement regarding how to proceed. As a rule, only persons within the company who require it for the proper processing of our application procedure will have access to your data.

As a general rule, we store your personal data for the duration of the application process and in the case of a rejection we delete it within a period of no more than six months. Should an employment relationship be initiated during the course of the online application process, we will transfer your applicant information to our HR administration system and store your personal data for the duration of the employment relationship, in accordance with the legally-required storage periods.

In the course of the application via our website you may also use the data you have saved with 'LinkedIn' (LinkedIn Corporation, 2029 Stierlin Court, Mountain View CA 94043) or 'Xing' (*XING SE, Dammtorstraße 29-32, 20354 Hamburg, Germany, e-mail: [info@xing.com](mailto:info@xing.com)*). If you select this function, 'LinkedIn' or 'Xing' receive the information which you are accessing on 'LinkedIn' or 'Xing' from our website. In addition, your data stored with 'LinkedIn' or 'Xing' (such as names, photos, profile slogans and your current position as well as the e-mail address you have linked to 'LinkedIn') is transferred to us. The data transfer to us from 'LinkedIn' or 'Xing' occurs on the basis of your consent in the course of the transfer and therefore on the legal basis from art. 6 para. 1 p.1 lit. a) GDPR. The transfer of your IP address to 'LinkedIn' or 'Xing' occurs on the basis of art. 6 para. 1 p. 1 lit. f) GDPR. The purpose of this processing is to enable the inclusion of 'LinkedIn' and 'Xing' on our website. Our authorised interests in the processing lie in the improvement of our service offer as well as a more attractive and user-friendly design for our web presence. Xing stores your data for a period of 90 days. You can find more information about data protection and storage periods with 'LinkedIn' and 'Xing' at <https://www.linkedin.com/legal/privacy-policy> and <https://privacy.xing.com/en/privacy-policy>.

You can revoke your consent to the processing of your data on 'LinkedIn' and 'Xing' at any time by sending us a message (cf. the contact data in the section 'Responsible providers'). The revocation does not affect the legality of processing based on consent given up to revocation. In addition, you are entitled to the right to object to the processing of your additional data, provided the processing is founded on the legal basis according to art. 6 para. 1 p. 1 lit. f) GDPR. Your right to object consists of reasons which result from your specific situation. You can send us your objection via the contact data stated in the section 'Responsible providers'.

## **Statistical analyses**

We reserve the right to use data obtained during the course of your purchases in statistical analyses, which will help us improve the FALKE product range (e.g. by examining the question of which customer groups are particularly interested in which product categories, and how these interests change over time). The results of these analyses are always aggregated, so they purely produce statistical statements and do not contain any of your personal details.

The legal basis for the processing of the personal data involved here is Art. 6 (1) (f) GDPR (a balancing of interests based on FALKE's legitimate interest in improving its product range).

Pursuant to Art. 21 (1) GDPR, you have the right to object at any time with future effect to the processing of personal data for these purposes on grounds relating to your particular situation. We will then cease processing your personal data for these purposes unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms. It is sufficient to notify us of your objection in writing (e.g. by email or letter); the current contact details can be found in the legal details for our online shop.

## **E-mail marketing**

### **Advertising to existing customers and FALKE FRIENDS benefits information**

We may use the e-mail address you provided in the context of your order or your registration for FALKE FRIENDS in accordance with applicable legal provisions to send you the following content by e-mail, unless you have already objected to such processing of your e-mail address:

- Interest-based similar offers from our portfolio, in particular socks and hosiery, functional underwear, sportswear, apparel as well as accessories (e.g. leggings, bodies, knitwear)



- New similar offers concerning service offerings for our products and services
- Promotional offers / time-limited offers for similar products
- Requests for customer feedback.

If you are participating in the FALKE FRIENDS programme, you will receive respective information by e-mail under these conditions also with respect to the FALKE FRIENDS programme. These processing activities are based on the lawful basis of our legitimate interests pursuant to Art 6 (1) lit. f) GDPR in conjunction with § 7 (3) UWG. Our legitimate interests in the processing are the enhancement and optimisation of our service offerings, the dispatch of direct marketing and the assurance of customer satisfaction. We delete your data regarding the e-mails sent under this clause no later than five years after dispatch of the respective e-mail and your e-mail address in case of objection no later than five years after dispatch of the last e-mail (unless we are required to retain the e-mail address for a longer period for other reasons, e.g. because you continue to participate in FALKE FRIENDS).

We inform you that you may object at any time to receipt of such direct marketing and to processing for such purposes of direct marketing, without incurring any costs other than transmission costs according to the basic tariffs. To do so, click on the unsubscribe link in the respective e-mail, for example. If you have both placed an order with us and use FALKE FRIENDS, the standard existing-customer e-mail marketing and the e-mail distribution within the FALKE FRIENDS context constitute separate processing purposes to which you may object separately. The unsubscribe link in the e-mails thus refers either only to standard existing-customer marketing or only to the e-mail dispatch within the FALKE FRIENDS programme – depending on which type of e-mail the respective link is contained.

Please also note the sections below regarding the analysis of open-/click-rates and the use of e-mail service providers.

## **Newsletter**

You also have the possibility to subscribe on the website to our e-mail newsletter, with which we regularly inform you about the following content:

- Offers from our portfolio, in particular socks and hosiery, functional underwear, sportswear, apparel as well as accessories (e.g. leggings, bodies, knitwear),
- New offers concerning service offerings for our products and services,
- Promotional offers / time-limited offers,
- Requests for customer feedback.

A valid e-mail address is required to receive the newsletter. To the extent you can subscribe to further newsletters on our website (e.g. for receiving job vacancies), you will receive further information about the newsletter content at the applicable point of subscription. The registration for our e-mail newsletter is carried out via a double opt-in process. After entering the data marked as mandatory fields, we send you an e-mail to the address you provided in which we request your explicit confirmation of the newsletter subscription (by clicking a confirmation link). This ensures that you truly wish to receive our e-mail newsletter. If no confirmation is initially received, we will remind you up to two times by e-mail of the outstanding confirmation. If no confirmation is made within 30 days despite the reminders, we will automatically delete the information you have submitted to us. After your confirmation, we process your e-mail address and any further information of the recipient for the purpose of sending our e-mail newsletter. The lawful basis of the processing is Art 6 (1) lit. a) GDPR. We delete your data concerning the e-mails sent under this clause no later than five years after dispatch of the respective e-mail and your e-mail address in case of withdrawal of consent no later than five years after dispatch of the last e-mail (unless we are required to retain the e-mail address for a longer period for other reasons). You may withdraw your consent to the processing of the e-mail address for receipt of the newsletter at any time, either by sending us a communication (see the contact details of the “data controller” in Section 1 (General information on the processing of your data)) or by exercising the unsubscribe link contained in the newsletter. The lawfulness of the processing carried out on the basis of the consent up to the time of the withdrawal remains unaffected by the withdrawal.

Furthermore, at the time of the newsletter registration the following data are processed:

- IP-address,
- Date/time of registration to the newsletter and
- Date/time of your confirmation in the double opt-in process.

We process these data to document your newsletter registration and to prevent misuse of your personal data. The lawful basis of the processing is our legitimate interests pursuant to Art 6 (1) lit. f) GDPR. Our legitimate interest in this processing lies in fraud prevention. If you confirm the newsletter registration, we delete these data no later than four years after dispatch of the last e-mail; if you do not confirm the newsletter registration, we delete these data no later than one month.

### **Evaluation of opening / click rates**

We also evaluate the open and click rates of our e-mail recipients when sending out the e-mails. For this evaluation the e-mails sent contain so-called tracking pixels and, where applicable, personalised links, whose retrieval is collected by our web server. The processing is carried out for the purpose of analysing the reading behaviour of our e-mails. In doing so, we record when you read our e-mails, which links you click in these and deduce from this which interests you likely have. This enables us to better tailor our future communications to your presumed interests. The lawful basis of the processing is on the one hand your consent in respect of a personalised newsletter according to Art 6 (1) lit. a) GDPR (if you have subscribed to this separately) and on the other hand a legitimate interests assessment pursuant to Art 6 (1) lit. f) GDPR. Our legitimate interests in this processing consist of measuring reach and generating statistical analyses of our newsletter as well as optimising our e-mail marketing. The information is processed for as long as you receive e-mails from us, but at the latest for a period of four years each. Afterwards we process the data purely on an anonymous basis. To the extent that this processing is based on your consent, you may withdraw the consent at any time. Moreover, you may object to the processing at any time, without incurring any costs other than the transmission costs according to standard tariffs. To do so, click for example on the unsubscribe link in the respective e-mail. The lawfulness of the processing carried out up to the time of withdrawal or objection remains unaffected.

### **E-mail service provider**

The dispatch of our marketing e-mails is carried out via the technical service provider Microsoft Ireland Operations Limited (One Microsoft Place, South County Business Park, Leopardstown, Dublin 18 D18 P521 Ireland, hereinafter "Microsoft"), to whom we transmit the data required for the dispatch of the e-mails. We have entered into a data processing agreement (so-called "Data Protection Addendum") with Microsoft in which we set out Microsoft's processing of data as a processor.

For customer-feedback requests we additionally use "feedbaxx", a service of feedbaxx GmbH (Roßstraße 96, 40476 Düsseldorf, hereinafter "feedbaxx"). If you have placed an order in our online shop, the respective data (in particular product, name and e-mail address) will be transmitted to feedbaxx and processed and stored on its servers in Germany. We have entered into a data-processing agreement with feedbaxx, obliging feedbaxx to process our customers' data exclusively on our behalf and in accordance with our instructions. You can find feedbaxx's own privacy policy at <https://feedbaxx.com/datenschutz/>.

## **Payment Service Provider (PSP)**

### **PayPal**

We offer you the option of payment via 'PayPal' on our website. The provider of this payment service is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereafter: 'PayPal'). If you select payment via 'PayPal', the payment data you enter is transmitted to 'PayPal' in order to process the payment. Your data is processed by 'PayPal' on the basis of art. 6 para. 1 p. 1 lit. b) GDPR. It is necessary and mandatory to provide your payment data for the conclusion and implementation of the contract. It is not possible to conclude and/or implement the contract using the 'PayPal' payment method without the provision of your payment data. The data required in order to process the payment is transmitted securely via 'SSL' and only processed to make the payment. We delete the data obtained in connection with this when its retention is no longer required, or restrict the processing if there are legal retention obligations. Due to mandatory commercial and fiscal legal regulations, we are obligated to store your address, payment and order data for a period of up to ten years. We undertake a restriction of the processing two years after the end of the contract and reduce the processing in compliance with the existing legal obligations. You can find further information regarding data protection and the storage period with 'PayPal' at <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>.

### **Credit card payment**

We transmit the necessary data to the credit institute or, if necessary to the payment and invoicing service provider commissioned by us in order to process the payment by credit card. Processing is carried out on the basis of art. 6 para. 1 p. 1 lit. b) GDPR. It is necessary and mandatory to provide your payment data for the

conclusion and implementation of the contract. It is not possible to conclude and/or implement the contract using a credit card payment without the provision of your payment data. The data required in order to process the payment is transmitted securely via 'SSL' and only processed in order to make the payment. We delete the data obtained in connection with this when its retention is no longer required, or restrict the processing if there are legal retention obligations. Due to mandatory commercial and fiscal legal regulations, we are obligated to store your address, payment and order data for a period of up to ten years. We undertake a restriction of the processing two years after the end of the contract and reduce the processing in compliance with the existing legal obligations.

#### **Purchase on account**

In the event of 'purchase on account' we reserve the right to transmit your data which you provide to us when making the order to an external company, for the purpose of carrying out a credit check (for example, Verband der Vereine Creditreform e.V., Hellersbergstraße 12, D-41460 Neuss). The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR. Our authorised interests lie in fraud prevention and the avoidance of default risks because we make the payment in advance for 'purchase on account'.

We process the data transferred to us by your credit institute in the scope of the payment process for 'purchase on account' for credit check purposes. The legal basis for this processing is art. 6 para. 1 p. 1 lit. b) GDPR. It is necessary and mandatory to provide your payment data for the conclusion and implementation of the contract. It is not possible to conclude and/or implement the contract using a 'purchase on account' without the provision of your payment data. We delete the data obtained in connection with this when its retention is no longer required, or restrict the processing if there are legal retention obligations. Due to mandatory commercial and fiscal legal regulations, we are obligated to store your address, payment and order data for a period of up to ten years. We undertake a restriction of the processing two years after the end of the contract and reduce the processing in compliance with the existing legal obligations.

You can submit an objection against the processing as well as processing on the legal basis from art. 6 para. 1 p. 1 lit. f) GDPR. Your right to object consists of reasons which result from your specific situation. You can send us your objection via the contact data stated in the section 'Responsible providers'.

#### **SOFORT by Klarna**

If you select the 'SOFORT' payment method when making your booking, we will forward the data you share for the purposes of processing the payment to Sofort GmbH (Theresienhöhe 12, 80339 Munich, Germany; hereafter 'SOFORT'). 'SOFORT' is a direct transfer process which already fills out a transfer during the order process and can be made in real-time. To this end, you will be forwarded to the website of the 'SOFORT' payment provider. The legal basis for this processing is art. 6 para. 1 p. 1 lit. b) GDPR. It is necessary and mandatory to provide your payment data for the conclusion and implementation of the contract. It is not possible to conclude and/or implement the contract using the 'SOFORT' payment method without the provision of your payment data. The data required in order to process the payment is transmitted securely via 'SSL' and only processed in order to make the payment. We delete the data obtained in connection with this when its retention is no longer required, or restrict the processing if there are legal retention obligations. Due to mandatory commercial and fiscal legal regulations, we are obligated to store your address, payment and order data for a period of up to ten years. We undertake a restriction of the processing two years after the end of the contract and reduce the processing in compliance with the existing legal obligations. You can find more information about processing your data with 'SOFORT' at <https://www.klarna.com/pay-now/privacy-statement/>.

#### **Amazon Payments**

We offer you the option of payment via 'Amazon Payments' on our website. When selecting this payment method, the payment is processed via the payment provider Amazon Payments UK Limited, 1 Principal Place, Worship Street, London EC2A 2FA (hereafter: 'Amazon Payments'); we transmit the payment data provided in addition to the information about your booking to Amazon Payments for the purpose of the payment processing in the scope of the booking process. Processing is carried out on the basis of art. 6 para. 1 p. 1 lit. b) GDPR. It is necessary and mandatory to provide the payment data for the conclusion and implementation of the contract. It is not possible to conclude and/or implement the contract using the 'Amazon Payments' payment method without the provision of your payment data.

'Amazon Payments' creates a transaction confirmation on the basis of the data transmitted and if necessary, processes your data for the purpose of an identity and credit check. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR. The aim here is to pursue the authorised interests of preventing fraud and misuse of data as well as minimising the risk of insolvency. Mathematical-statistical processes are used in the credit check in order to calculate a rating in regard to the probability of payment default (a calculation referred to as a 'scoring' value). 'Amazon Payments' uses the calculated 'scoring' value as the basis for its decision regarding the provision of the respective payment methods. The 'scoring' value is calculated according to recognised scientific processes. We delete the data obtained in connection with this when its retention is no longer required, or restrict the processing if there are legal retention obligations. Due to mandatory commercial and fiscal legal regulations, we are obligated to store your address, payment and order data for a period of up to ten years. We undertake a restriction of the processing two years after the end of the contract and reduce the processing in compliance with

the existing legal obligations. You can find further information regarding the processing of your data by 'Amazon Payments' under <https://pay.amazon.de/help/201751600>.

You can submit an objection against the processing as well as processing on the legal basis from art. 6 para. 1 p. 1 lit. f) GDPR. Your right to object consists of reasons which result from your specific situation. You can exercise your right to object by notifying us via the contact data mentioned above.

#### **Legal implementation / address determination / debt collection**

In the event of non-payment, we reserve the right to pass on data provided to us during the order to a lawyer and/or external companies (for example, Verband der Vereine Creditreform e.V., Hellersbergstraße 12, D-41460 Neuss), for the purposes of determining the address and/or law enforcement. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR. Our authorised interests here lie in the prevention of fraud and avoiding default risks. Furthermore, we also forward your data, if necessary, in order to realise our rights as well as to ensure the rights of companies associated with us, our cooperation partners, our employees and/or our website users and for processing insofar as it is required. We will never sell or lease your data to third parties. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR. We have an authorised interest in the processing for law enforcement. We delete the data obtained when its retention is no longer required, or restrict the processing if there are legal retention obligations.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can send us your objection via the contact data stated in the section 'Responsible providers'.

## Hosting

We use external hosting services from the provider Host Europe GmbH (Hansestraße 111, 51149 Cologne, Germany), in order to provide the following services: Infrastructure and platform services, computing capacity, storage resources and database services, safety and technical maintenance services. For these purposes, all data - including access data listed under the point 'Use of our website' - is processed which required for the operation and use of our website. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR. With use external hosting services in order to pursue an efficient and secure provision of our web offer.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can send us your objection via the contact data stated in the section 'Responsible providers'.

## Content Delivery Network

### **Cloudflare**

We also use the services of the Content Delivery Network (hereafter 'CDN') Cloudflare Inc. (101 Townsend St., San Francisco, CA 94107, United States; hereafter 'Cloudflare') on our website in order to make our online offer faster. When you visit our website, a 'CDN' library is stored in the cache on your end device, in order to prevent content being reloaded. As part of this, your IP address is transmitted to providers in the USA. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR. With the use of 'Cloudflare' we pursue the authorised interest of faster availability and a more effective and improved presentation of our online offer. Cloudflare stores data for 24 hours. You can find further information about data protection and the storage period at 'Cloudflare' at: <https://www.cloudflare.com/privacypolicy/>.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can send us your objection via the contact data stated in the section 'Responsible providers'.

## Inclusion of third party content

Third party content, such as videos, card material or graphics from other websites are included on the website. This integration requires that the providers of this content ('third party providers') can realise the IP addresses of users. Because if they do not have the IP addresses, they cannot send content to the browsers of the respective user. Therefore, the IP address is required for the presentation of this content. Below, we provide information about the services from external providers currently used on our website and about the respective processing in individual cases and your existing objection options.

### **Google Maps**

This website uses the service 'Google Maps' from 'Google' (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001) in order to display maps and map sections, making the use of the map function on the website more user-friendly. When you visit the website, 'Google' receives information that you have visited the corresponding sub-pages on our website. In addition, the data mentioned in the sections 'Access data' and 'Cookies' is also partially transmitted to 'Google'. This happens regardless of whether 'Google' provides a user account which you have used to log in, or if there is no user account. If you are logged in with 'Google', your

data is directly assigned to your account. If you no longer wish to be assigned a profile with 'Google', you must log out before activating the button. 'Google' stores your data as a user profile and processes it regardless of whether or not you have a user account with 'Google' for advertising and market research purposes and/or the appropriate layout of its website. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR. With the use of 'Google Maps', we pursue the authorised interest of making our web offer more attractive and offering you additional services. The 'Google' storage period is up to twenty-four months. You can find further information about the purpose and scope of the processing using the plug-in provider and the storage period at 'Google Maps' at <https://policies.google.com/privacy?hl=en>.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can object to the processing of cookies by changing the settings in your internet browser, by deactivating or restricting cookies. Cookies which are already stored in the browser settings can be deleted at any time. You can prevent the use of cookies by opening the browser in 'private mode'.

#### **Google reCAPTCHA**

We use 'Google reCAPTCHA' (hereafter: 'reCAPTCHA') on our website. The provider of this service is 'Google' (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001). 'reCAPTCHA' is intended to check whether the data entry on the website (for example, in a contact form) is made by a person or an automated program. To this end, 'reCAPTCHA' analyses the behaviour of the website visitor based on different features. The analysis begins automatically as soon as the user accesses the website. 'reCAPTCHA' evaluates different information for the purpose of the analysis (for example, IP address, dwell time of the website visitor on the website or the mouse movements made by the user). The data recorded during the analysis is forwarded to 'Google'. Processing is carried out on the basis of art. 6 para. 1 p. 1 lit. f) GDPR. We have an authorised interest in protecting our web offer against improper, automated spying and unwanted e-mail advertising (SPAM). The 'Google' storage period is up to twenty-four months. You can find further information about 'reCAPTCHA' and the storage period of data in the 'Google' Privacy Policy <https://policies.google.com/privacy>.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can send us your objection via the contact data stated in the section 'Responsible providers'.

#### **Google user-defined search**

We use 'Google user-defined search' from 'Google' (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001) as a central search service. The embedded search service enables a full-text search according to the contents of our internet offer. When the search function is used within the search result site, data is also simultaneously transferred from you to 'Google'. This includes, for example, search terms you have entered and the IP address of your end device. The processing is intended to simplify the use of our website. If you are logged in to 'Google' at the same time, the 'Google' service is in a position to directly assign the information to your user profile. If you no longer wish to be assigned a profile with 'Google', you must log out first. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f) GDPR. With this processing, we pursue the authorised interest of making our web offer more attractive and offering you an additional service. The 'Google' storage period is up to twenty-four months. You can find more information about data protection and the storage period at 'Google' at <https://policies.google.com/privacy>.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can send us your objection via the contact data stated in the section 'Responsible providers'.

#### **Google Tag Manager**

We use 'Google Tag Manager' from 'Google' on our website (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001). 'Google Tag Manager' is a solution which can be used to manage tags via an interface. The Tag Manager tool itself (which implements the tags) is a cookie-free domain and does not record any personal data. The tool ensures other tags are triggered which record data on their part under circumstances; we explain this to you separately in the scope of this privacy policy. 'Google Tag Manager' does not access this data. If a deactivation is implemented at a domain or cookie level, this remains in force for all tracking tags which are implemented with 'Google Tag Manager'.

#### **Vimeo**

We use plugins from 'Vimeo' in order to embed videos on our website. 'Vimeo' is operated by Vimeo LLC, 555 West 18th Street, New York, New York 10011, USA. By processing the data with plugins, we are pursuing the purpose of embedding visual content ('videos') which have been published on <https://www.vimeo.com> on our website as well. If you visit one of our websites with the 'Vimeo' plugin, a connection is created to the 'Vimeo' servers. In this process, information is transferred to 'Vimeo' about which website you have visited. In addition, the data mentioned in the sections 'Access data' is also partially transmitted. This happens regardless of whether you are logged into your 'Vimeo' user account or if there is no user account. If you are logged in as a 'Vimeo' member, 'Vimeo' assigns this information to your personal user account. When using this plugin, for example to play a video using the active play button, this information is also assigned to your user account. 'Vimeo' stores



your data as a user profile and processes it regardless of whether or not you have a user account with 'Vimeo' for advertising and market research purposes and/or the appropriate layout of websites. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f)GDPR. With this processing, we pursue the authorised interest of making our web offer more attractive and offering you additional services.. 'Vimeo' stores data for one month. You can find further information about the privacy policy and the storage period at 'Vimeo' at <https://vimeo.com/privacy>.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can object to the processing in different ways: by deactivating the button for processing unnecessary cookies at: [https://vimeo.com/cookie\\_policy](https://vimeo.com/cookie_policy) at the end of the website; by deactivating cookies in the settings of your browser software or by opening the used browser in 'private mode' in order to prevent the use of cookies.

### **YouTube videos**

We use plugins from the video platform 'YouTube.de' and 'YouTube.com' on the website, this is a service by YouTube LLC (headquarters 901 Cherry Avenue, San Bruno, CA 94066, USA; hereafter 'YouTube'), which is responsible for 'Google' (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001) in the sense of data protection law. By processing the data with plugins, we are pursuing the purpose of embedding visual content ('videos') which we have published on 'YouTube.de' and 'YouTube.com' on our website as well. The videos are all embedded in 'extended data protection mode', meaning that no data about the user is transferred to 'YouTube' if you do not play the videos. When you play videos on our website, 'YouTube' receives information that you have visited the corresponding sub-pages on our website. In addition, the data mentioned in the sections 'Access data' is also partially transmitted to 'Google'. This happens regardless of whether 'YouTube' provides a user account which you have used to log in, or if there is no user account. If you are logged in with 'Google', your data is directly assigned to your account. If you no longer wish to be assigned a profile with 'YouTube', you must log out before activating the button. 'YouTube' stores your data as a user profile and processes it regardless of whether or not you have a user account with 'Google' for advertising and market research purposes and/or the appropriate layout of its website. The legal basis for this processing is art. 6 para. 1 p. 1 lit. f)GDPR. With this processing, we pursue the authorised interest of making our web offer more attractive and offering you an additional service.. The data is stored for a period of 9 months. You can find further information about the purpose and scope of the processing by 'YouTube' and the storage period at 'YouTube' in the privacy policy at <https://policies.google.com/privacy>.

You may submit an objection against the processing. Your right to object consists of reasons which result from your specific situation. You can object to the processing in different ways: by deactivating cookies in the settings of your browser software or by opening the browser used in 'private mode' in order to prevent the use of cookies.

### **Prudsys**

To personalise products, we use the online tool "prudsys" by the company prudsys AG (GK Software Group, Zwickauer Strasse 16, 09112 Chemnitz, Germany, e-mail: [info@prudsys.de](mailto:info@prudsys.de)). With the aid of "prudsys", we can tailor our website to individual user habits and enable personalised content and product recommendations. The "prudsys" tool uses so-called cookies (see the "Cookies" section above) to record data about the interests and behaviour patterns of people who visit our website and our online shop. With the aid of cookies, "prudsys" collects data in real time, in particular about the visitor's surfing behaviour, about products or categories viewed, about the shopping basket and orders placed. Based on machine learning models, "prudsys" is able to recognise patterns and user interests. This makes it possible to identify individual preferences, to make appropriate offers and to display products with individual relevance for the particular visitor. Legal basis for the processing is Art. 6 (1) sentence 1a) GDPR. The storage period of the data collected via "prudsys" is 24 months. For further information about data protection and the storage period, please visit <https://prudsys.de/datenschutz/>.

You may revoke your consent to the processing of the respective provider at any time by pushing back the slider in the "Settings" [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)] of the Consent Tool. Until such revocation is made, the lawfulness of the processing shall remain unaffected.

### **Kameleoon**

This website uses the A/B testing tool of the personalisation and web analytics service Kameleoon (SAS Kameleoon 12 Rue de la Chaussee d'Antin 75009 Paris). The programme enables an analysis of user behaviour based on (automated) user segmentations. For this purpose, you are assigned to a user segment on the basis of defined criteria, e.g., terminal devices used, use of the website, to which a variation of the website, selected at random, is displayed for a certain period of time. Your behaviour and the context in which you use the respective variation is analysed. For this purpose, Kameleoon uses technologies such as "cookies", "JavaScript codes" as well as the local storage of your browser (local storage option in the web browser). We use so-called JavaScript codes from Kameleoon on our website, which enable us to evaluate how the individual user segments visit the website, how they interact with the website and how an increase in click-through rates can be achieved.

When you visit this website, an identifier is assigned to you and stored on your browser's local storage. Besides a cookie is placed on your browser which also stores the assigned identifier to ensure that the analysis works on



your browser. In addition, the information generated about your use of this website and your interactions with the website, in particular your length of stay, the beginning and end of your visit, the number of visits, the number of pages viewed, number of tabs opened, products viewed, search history and clicks, the search history as well as clicks and transactions) as well as the technical characteristics in particular device type, operating system, name and version of the browser, screen size, window size, language and time zone of the browser are stored on the local storage and transmitted to a server of Kameleoon in Germany and stored there in aggregated form based on the assigned identifier. The further evaluation of the collected data is carried out over a period of max. 365 days. The storage period is 13 months. Further information on data protection and the storage period at "Kameleoon" can be found at: <https://www.kameleoon.com/de/datenschutz>.

The purpose of this A/B testing is to evaluate your use and activities on the website so that we can tailor our website content to your wishes, needs and expectations. This enables us to regularly improve our offer to you. The legal basis for the use of the cookie, the local storage and the evaluation of the collected data is your consent (Art. 6 Para 1 P. 1 lit. a) GDPR).

You can withdraw your consent to the processing of your data at any time by moving back the slider in the "Extended Settings" of the Consent Tool [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. This withdrawal will not affect the legality of processing performed prior to the withdrawal of consent.

## Services for statistical, analytical and marketing purposes

We utilise the services of third-party providers for statistics compilation, analysis and marketing purposes. This makes it possible for us to enable the user-friendly, optimised use of the website. In order to control their services, the third-party providers use cookies (cf. the "Cookies" section above). Below you will find information regarding the services from third-party providers currently in use on our website, as well as information concerning the respective processing on a case-by-case basis, and your existing rights of objection and withdrawal.

### Google Analytics

In order to be able to optimally adjust our website for user interests, we use 'Google Analytics', a web service from 'Google' (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001). 'Google Analytics' uses 'cookies' (cf. the previous section 'Cookies'), which are stored on your end device. 'Google' uses cookies to process the information created about the use of our website by your end device - for example, that you have visited a certain website - and processes the data mentioned in the section 'Access data', among other things, in particular your IP address, browser information, the previously visited website, the 'Facebook ID' and the data and time of your server query in order to statistically analyse the website use. This website uses 'Google Analytics' with the extension 'anonymizeIp()'. In this process, your IP address is further processed in an abbreviated form, in order to make it significantly more difficult to link it to an individual. Your IP address is abbreviated prior to this within member states of the European Union, according to information from 'Google'. Your full IP address is only transmitted to 'Google' servers in the USA and then abbreviated in exceptional circumstances. 'Google' processes this information on our behalf in order to evaluate the use of the website, compile reports for us about website activities and - provided we have indicated this separately - in order to provide us with further services connected to the website use. The IP address transmitted in the scope of this purpose is not compiled with other data from 'Google'. The legal basis for the processing of your data is your consent in accordance with Art. 6 Para. 1 P. 1 lit. a) GDPR. Your data in conjunction with "Google Analytics" will be deleted after no more than fourteen months. Further information regarding data protection at "Google" can be found here: <http://www.google.de/intl/de/policies/privacy>.

You can withdraw your consent to the processing of your data at any time by moving back the slider in the "Extended Settings" of the Consent Tool [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. This withdrawal will not affect the legality of processing performed prior to the withdrawal of consent.

### Hotjar

We also use the analysis service 'Hotjar' in order to improve our website and make it more user-friendly. The provider of this service is Hotjar Ltd (Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe, +1 (855) 464-6788, [david@hotjar.com](mailto:david@hotjar.com); hereafter: 'Hotjar'). We record activity on our website into Heatmaps with the help of 'Hotjar' and process data for analytical purposes. All data is processed in such a way that we cannot assign it to a certain user. We can only track how you move your mouse, where clicks are made and how far you scroll. In order to analyse your user behaviour, 'Hotjar' uses what are known as 'cookies' (cf. the previous section 'Cookies'), which are saved on your computer and processes your IP address and information about the use of our website on your end device. According to its own information, 'Hotjar' abbreviates your IP address before it is further processed. If personal data is shown on a website, this is automatically hidden by 'Hotjar' so that we cannot trace it. The legal basis for the processing of this data is your consent in accordance with Art. 6 Para. 1 P. 1 lit. a) GDPR. Your data in connection with 'Hotjar' is deleted after twelve months at the latest; you can find an overview of the storage period with 'Hotjar' at:

<https://www.hotjar.com/legal/policies/cookie-information>. You can find further information about data protection at 'Hotjar' at: <https://www.hotjar.com/legal/policies/privacy>.

You can withdraw your consent to the processing of your data at any time by moving back the slider in the "Extended Settings" of the Consent Tool [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. This withdrawal will not affect the legality of processing performed prior to the withdrawal of consent.

### **Facebook Custom Audiences**

The website also uses the function 'Website Custom Audiences' from 'Facebook'. The provider is Facebook Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland, e-mail: [impressum-support@support.facebook.com](mailto:impressum-support@support.facebook.com); hereafter: 'Facebook'). Information about your usage behaviour on our website is recorded using Web Beacons, such as the 'Facebook Pixel', which are processed by 'Facebook'. This enable us to show website and 'Facebook' users who belong to comparable target groups interest-related advertisements ('Facebook Ads') in the scope of the visit to the social network 'Facebook'. With the help of 'Facebook Pixel' (small graphics which are simultaneously incorporated on our website and automatically loaded when visiting our website and enable user behaviour to be traced), your browser automatically creates a direct connection to the 'Facebook' server. By incorporating 'Facebook Pixel', 'Facebook' processes the information created with the help of cookies about the use of our website by your end device - for example, that you have visited a certain website - and processes the data mentioned in the section 'Access data', among other things, in particular your IP address, browser information, the previously visited website, the 'Facebook ID' and the date and time of your server query in order to play personalised advertisements. If you are registered for a service from 'Facebook', 'Facebook' can assign the recorded information to your account. Even if you are not registered on 'Facebook' or not logged in, there is the possibility that the provider can find out and process your IP address and other identification features. The legal basis for the processing of this data is your consent in accordance with Art. 6 Para. 1 P. 1 lit. a) GDPR. The storage period for information in Facebook cookies is three months. You can find further information about data protection and the storage period at 'Facebook' at: <https://www.facebook.com/privacy/explanation> and <https://www.facebook.com/policies/cookies/>.

You can withdraw your consent to the processing of your data at any time by moving back the slider in the "Extended Settings" of the Consent Tool [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. This withdrawal will not affect the legality of processing performed prior to the withdrawal of consent.

### **Facebook Analytics**

We use the tool 'Facebook Analytics' from 'Facebook'. The provider is Facebook Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland, e-mail: [impressum-support@support.facebook.com](mailto:impressum-support@support.facebook.com); hereafter: 'Facebook'). In order to use 'Facebook Analytics' we use 'Facebook Pixel' in order to analyse the use of our website and internet presence, i.e. in the social networks 'Facebook' and 'Instagram', the interaction undertaken by the users on our website and internet presence as well as the reach measurement of our advertisements. With the help of 'Facebook Pixel' (small graphics which are simultaneously incorporated on our website, automatically loaded when visiting our website and enable user behaviour to be traced), your browser automatically creates a direct connection to the 'Facebook' server. By incorporating 'Facebook Pixel', 'Facebook' processes the information created with the help of cookies about the use of our website by your end device - for example, that you have visited a certain website - and processes the data mentioned in the section 'Access data', among other things, in particular your IP address, browser information, the previously visited website, the 'Facebook ID' and the date and time of your server query in order to analyse our website and internet presence, analyse the user interaction and reach measurement of our advertisements. We use the information obtained with 'Facebook Pixels' solely for statistical purposes. The information is transmitted to us from 'Facebook' anonymously as a statistic and does not provide any information about the user. If you are registered for a service from 'Facebook', 'Facebook' can assign the recorded information to your account. Even if a user is not registered on 'Facebook' or not logged in, there is the possibility that 'Facebook' can find out and process your IP address and other identification features. The legal basis for the processing of this data is your consent in accordance with Art. 6 Para. 1 P. 1 lit. a) GDPR. Our authorised interest in the processing lies in the statistical analysis of the website use, the reach measurement of advertisements and the optimisation and improvement of our web offer. The storage period for information in Facebook cookies is three months. You can find further information about data protection and the storage period at 'Facebook' at: <https://www.facebook.com/privacy/explanation> and by visiting <https://www.facebook.com/policies/cookies/>.

You can withdraw your consent to the processing of your data at any time by moving back the slider in the "Extended Settings" of the Consent Tool [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. This withdrawal will not affect the legality of processing performed prior to the withdrawal of consent.

### **Google Ads (Conversion)**

We use the service from 'Google Ads' from 'Google' (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001) in order to draw attention to our attractive offers on external websites using advertising agents (previously 'Google AdWords'). We can determine how successful individual advertising measures are in relation to the data of the advertising campaigns. These advertising agents are supplied by 'Google' via an 'Ad Server'. To this end, we use 'Ad Server' cookies, which can be used to measure reach using the

specified parameters, such as showing adverts or clicks by the users. If you reach our website via a 'Google' advert, a cookie from 'Google Ads' is saved on your end device. 'Google' processes the information regarding interactions with our advertising materials created by your end device with the help of cookies (visits to a certain internet site or click on advertising material), the data mentioned in the section 'Access data', in particular your IP address, browser information, the website previously visited and the data and time of your server query, for the purpose of analysing and visualising the reach measurement of our advertisements. Your browser automatically creates a direct connection with the 'Google' server based on the marketing tools used.

We use Google Ads Enhanced Conversions on our website. For the use of Google Ads Enhanced Conversions, encrypted user data (e.g. names, email addresses, addresses, customer-specific identifiers) are shared with Google. If a user makes a conversion on our website, e.g. makes a purchase, the user data is collected via conversion tracking tags, hashed, sent to Google as hash data and then used to improve conversion measurement. Google then compares whether the submitted user data matches existing Google customers. This information is used to match users to the appropriate Google accounts that users were logged into when they interacted with one of our ads.

If you are registered for a 'Google' service then the visit can be assigned to your account. Even if you are not registered with 'Google' or not logged in, there is the possibility that the provider can find out and process your IP address. We only receive statistics from 'Google' in order to measure the success of our advertising material. The legal basis for the processing of this data is your consent in accordance with Art. 6 Para. 1 P. 1 lit. a) GDPR. Our authorised interest in the processing lies in the statistical analysis of the website use, reach measurement and optimisation of advertisements as well as the traceability and improvement of our advertising cost expenses. The 'Google' storage period is up to twenty-four months. The 'Google' storage period is up to twenty-four months. You can find more information about data protection and the storage period at 'Google' at <https://policies.google.com/privacy>.

You can withdraw your consent to the processing of your data at any time by moving back the slider in the "Extended Settings" of the Consent Tool [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. This withdrawal will not affect the legality of processing performed prior to the withdrawal of consent.

#### **Google Ads (Dynamic Remarketing)**

We use the tool 'Google Ads' with the function 'Dynamic Remarketing' from 'Google' (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001). This concerns a process we would like to draw your attention to once more. Using the function 'Dynamic Remarketing', we can recognise users from our website on other websites within the 'Google' advertising network (in the 'Google' search or on 'YouTube', 'Google Adverts' or on other websites) again and present them with tailored advertisements which are in their interests. Advertisements may be related to products and services which you have already seen on our website. To this end, we analyse interaction by the user with our website, for example, offers which have interested the user, in order to be able to show the user targeted adverts even after they have visited our website. If you visit our website, 'Google Ads' will save a cookie on your end device. 'Google' uses cookies to process the information created by your end device about the use of our website and interactions with our website as well as the data mentioned in the section 'Access data', in particular your IP address, browser information, the previously visited website and the data and time of your server query in order to play personalised advertisements. There is no compilation of data collected in the scope of 'Google Ads' with data from other 'Google' products. The legal basis for the processing of this data is your consent in accordance with Art. 6 Para. 1 P. 1 lit. a) GDPR. We pursue the authorised interests of users to recognise our website again on other websites, show you advertisements which are of interest to you and make our website more interesting for our users. The 'Google' storage period is up to twenty-four months. You can find more information about data protection and the storage period at 'Google' at <https://policies.google.com/privacy>.

You can withdraw your consent to the processing of your data at any time by moving back the slider in the "Extended Settings" of the Consent Tool [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. This withdrawal will not affect the legality of processing performed prior to the withdrawal of consent.

#### **Floodlight Activities / DV360**

We use the DV360 Floodlight Tag from Google Ireland Ltd to measure the effectiveness of our advertising campaigns, to limit the frequency with which you are shown a particular ad, and to display only ads that are relevant to you and your interests. In particular, information is collected and stored about the ads you click on and your previous user behaviour on third-party websites. This is done using a cookie ID, which does not contain any personal information such as email addresses, names or addresses. The storage period is 13 months. You can opt out of this tracking process by installing the Google plugin available from:

<https://www.google.com/settings/ads/plugin>.

## Microsoft Ads

We use the tracking functions from 'Microsoft Ads' by Microsoft Corporation (One Microsoft Way, Redmond, WA 98052-6399, hereafter 'Microsoft') on our website. To this end, 'Microsoft' saves a cookie on the user's end device in order to measure the reach of our advertisements and enable the assignment of the success of advertising material. If you reach our website via a 'Microsoft Ads' advert, a cookie from 'Microsoft' is saved on your end device. 'Microsoft' processes the information regarding interactions with our advertising materials created by your end device with the help of cookies (visits to a certain internet site or click on advertising material) as well as some of the data mentioned in the section 'Access data' for the purpose of analysing the reach and success measurement of our advertisements. The legal basis for the processing of this data is your consent in accordance with Art. 6 Para. 1 P. 1 lit. a) GDPR. Our authorised interest in the processing lies in the statistical analysis of the website use, reach measurement and optimisation of advertisements as well as the traceability and improvement of our advertising cost expenses. The storage period of processing in the scope of 'Microsoft Ads' is a maximum of thirteen months. You can find further information about data protection at 'Microsoft' and the storage period under: <https://privacy.microsoft.com/en-us/privacystatement> and <https://about.ads.microsoft.com/en-gb/resources/policies/privacy-and-data-protection-policies>.

You can withdraw your consent to the processing of your data at any time by moving back the slider in the "Extended Settings" of the Consent Tool [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. This withdrawal will not affect the legality of processing performed prior to the withdrawal of consent.

## Interest

Detailed information about the processing and use of data by the provider on their pages, and also contact details and your relevant rights and settings to protect your privacy (particularly opt-out options) can be found in the provider's linked privacy policy. Processing and use of data: Pinterest: <https://about.pinterest.com/de/privacy-policy> Opt-out: Pinterest: <https://www.pinterest.de/settings>  
If you still need help in this regard, please contact us.

## Criteo (Dynamic Retargeting)

The website uses the function 'Dynamic Retargeting' from the online advertising service 'Criteo' (Criteo SA in 32 Rue Blanche, 75009 Paris). Using the 'Dynamic Remarketing' function, we can recognise our website users on other websites within the 'Criteo' advertising network and present them with advertisements tailored to their interests. Advertisements may be related to products and services which you have already seen on our website. To this end, we analyse interaction by the user with our website, for example, offers which have interested the user, in order to be able to show the user targeted adverts on other websites, even after they have visited our website. If you visit our website, 'Criteo' will save a cookie on your end device. 'Criteo' uses cookies to process the information created by your end device about the use of our website and interactions with our website as well as the data mentioned in the section 'Use of our website', in particular your IP address, browser information, the previously visited website and the data and time of your server query in order to play personalised advertisements. The legal basis for the processing of this data is your consent in accordance with Art. 6 Para. 1 P. 1 lit. a) GDPR. We pursue the authorised interests of users to recognise our website again on other websites, show you advertisements which are of interest to you and make our website more interesting for our users. The storage period at 'Criteo' is thirteen months. You can find further information about data protection and the storage period at 'Criteo' at: <https://www.criteo.com/de/privacy/>.

You can withdraw your consent to the processing of your data at any time by moving back the slider in the "Extended Settings" of the Consent Tool [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. This withdrawal will not affect the legality of processing performed prior to the withdrawal of consent.

## Usercentrics

We use the Consent Management Platform from Usercentrics on our website (Usercentrics GmbH, Sendlingerstr. 7, 80331 Munich). The Consent Management Platform is used to obtain, manage and document your data protection consent for certain functionalities of our website. The following data is transmitted to Usercentrics for this purpose: Consent and revocation of consent, consent ID, consent number, time stamp, language, customer settings, template version, IP address and geographical location. The data is processed for the purpose of fulfilling our legal obligation under Section 25 (1) of the Telecommunications and Telemedia Data Protection Act (TTDSG) to obtain your consent before setting and reading cookies that are not technically necessary and to document consent and is thus done so on the basis of Art. 6 (1) lit. c) GDPR.

The consent data will be stored for 1 year. The data is stored in the European Union. Further information on the data collected and contact options can be found at <https://usercentrics.com/privacy-policy/>.

You can revoke consents that you have given via the Consent Management Platform at any time by moving back the slider in the "Advanced Settings" of the Consent Management Platform [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

## Exactag

Exactag GmbH (Wanheimer Straße 68, 40468 Düsseldorf) collects and stores data for marketing and optimisation purposes on this website and its subpages. This data can be used to compile pseudonymous user profiles. To this end, cookies and a technology known as Fingerprint can be used. Cookies are small text files that are stored locally in the cache of the visitor's Internet browser. Fingerprint technology stores environment variables of the Internet browser in a database, without storing unique user-related data such as an IP address. The cookies and/or Fingerprint enable the recognition of the web browser. Exactag also evaluates the user behaviour and access data from other sources such as apps, social media channels (public contributions and generally accessible information) or newsletters (e.g. whether and when newsletters are opened and which links are clicked on by readers, with a view to measuring reading habits, opening and click rates), in order to support the personalised targeting of advertisements on websites, social media platforms, in apps and in our newsletters. For this purpose, Exactag uses cookies, pixel tags, browser fingerprints and similar technologies, which store or read information in users' end devices when they call up our websites, apps, social media channels or newsletters. As a result of the use of these technologies, users' data can be sent to Salesforce and used as the basis for statistical analysis and for audience measurement. This allows us to test usage-based advertising campaigns and utilise usage-based advertising materials. The legal basis for the processing of this data is your consent in accordance with Art. 6 Para. 1 P. 1 lit. a) GDPR. Further information regarding data protection and the storage period practiced by Exactag can be found here: [//www.exactag.com/datenschutz/](https://www.exactag.com/datenschutz/).

You can withdraw your consent to the processing of your data at any time by moving back the slider in the "Extended Settings" of the Consent Tool [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. This withdrawal will not affect the legality of processing performed prior to the withdrawal of consent.

## Movable Ink

For product customisation, we use technology from Movable, Inc. (841 Broadway, 3rd Floor, New York, NY 10003, USA.). With the help of this tool, we can customise our website for specific user habits and offer personalised content and product recommendations. The tool uses so-called cookies (cf. previous "Cookies" section) to capture data about the interests and behaviour patterns of visitors to our website and to our online shop. With the help of cookies, the tool collects real-time data about each visitor's surfing habits, the products or categories they have viewed, their shopping basket and any orders they have submitted. The legal basis for this processing is Art. 6 (1) (1) (a) GDPR. Data captured are stored for a period of 2 years. You can withdraw your consent to this processing by the relevant provider at any time by adjusting the configuration in the consent tool "Settings" [[https://www.falke.com/?show\\_consent=1](https://www.falke.com/?show_consent=1)]. The legitimacy of processing up until the point at which consent is withdrawn remains unaffected.

## Transmission of Personal Data to Third Countries

When using the third-party providers listed above, it is possible that your personal data will be transmitted to other states outside the EU or the EEA where different data protection standards may apply. Remember that data processed in other states may be subject to foreign laws and may be accessible on request to the governments, courts, criminal prosecution, and supervisory authorities there. When transmitting your personal data to third states we will take appropriate measures to secure your data appropriately.

The transmission of personal data to a third country is usually protected by conclusion of so-called EU standard contractual clauses (for more information on this, see [https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc/standard-contractual-clauses-international-transfers\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc/standard-contractual-clauses-international-transfers_en)

## Data processing for social media use

We use social media platforms from providers such as LinkedIn, Instagram and others ('Providers') to showcase our company and communicate directly with you. These platforms are used to present our company (e.g. through company and employee profiles) and to process your data.

### a.) Social Links

The website contains links to the Facebook, Instagram, TikTok and Pinterest services. After clicking on the link, you will be redirected to another website, i.e. only then will user information be transferred to the respective page. This data may be transferred to countries outside the European Union. For information on how your data is handled when using social media sites, please refer to the privacy policy:

- Facebook: <https://de-de.facebook.com/policy.php>



- Instagram: <https://about.instagram.com/safety/privacy>
- TikTok: <https://www.tiktok.com/legal/page/eea/privacy-policy/en>
- Pinterest: <https://help.pinterest.com/de/article/your-privacy-and-data-settings>
- Linked-In: <https://www.linkedin.com/legal/privacy-policy>

If data is collected on our website or our social media platforms that is processed and used by both the provider and us for joint purposes (e.g. for analysis or advertising), we and the provider are jointly responsible. We are often unable to disable this function. You can therefore contact both the respective provider and us with your request.

b.) Sharing, publishing and interacting with posts, reviews, photos, etc.

You can comment, share or otherwise interact (like, recommend, review, etc.) with posts, photos, videos, etc. created by us on the platforms of the providers listed and on our profiles. If applicable we may share your content on our profiles if this is a feature of the respective operator's platform and communicate with you via the platform. Public messages, etc. may be published by the operators, but will not be used or processed by us for any other purpose at any time.

With regard to reviews, we reserve the right to publish a response to your message (e.g. to clarify a problem, offer goodwill gestures, etc.) and to ask you to contact us again. This may involve processing the personal data you have provided voluntarily in your review. We also reserve the right to delete content should this be necessary.

**Purpose of data processing:** We process your data for the purposes of public relations and communication with our company, as well as for customer loyalty.

We process your personal data on the following **legal grounds**:

- within the scope of the declaration of consent given by you in accordance with Art. 6(1)(a) of the GDPR
- To safeguard our legitimate interests in accordance with Art. 6(1)(f) of the GDPR. Data processing is carried out in the interests of our public relations activities and communication.

**Storage period:** We delete your personal data as soon as you effectively revoke the consent you have given us or if we no longer have a legitimate interest.

c.) User enquiries

In order to process your enquiries to us, e.g. via a chat, comment function or to our e-mail address, to answer them appropriately and to provide you with the information you require, we process the personal data provided by you in this context. This includes your contact details in order to send you an answer or to make any necessary enquiries, as well as any other information that you send us in this context.

If you send us an enquiry via a platform, we may refer you to other secure communication channels that guarantee confidentiality, depending on the type of response required. You always have the option of sending us confidential enquiries to the addresses given in our legal notice or in this privacy policy. We may contact you electronically, by telephone or by post, depending on the subject of the enquiry, the availability of your contact details and the circumstances.

**Purpose of data processing:** We process your personal data to respond to your enquiry.

We process your personal data to respond to user enquiries, requests for materials, etc. on the basis of the following **legal grounds**:

- to protect our legitimate interests in accordance with Art. 6 (1)(f) of the GDPR; our legitimate interest is to respond to or deal with enquiries appropriately;
- if the contact enquiry is about or otherwise relates to an existing employment relationship between you and us, the additional legal basis is Art. 6(1)(b) of the GDPR;
- with your consent in the context of using the chat, Art. 6(1)(1) of the GDPR.

**Storage period:** We initially store your personal data for the time required to respond to your enquiry or for as long as you are our customer. This may also include your enquiries before you become our customer (pre-contractual legal relationship).

In addition, we will then store your personal data until the expiry of the limitation period for any legal claims arising from the customer relationship, for use as evidence if necessary. The limitation period is usually between 12 and 36 months, but can also be up to 30 years.