

## **Privacy Statement of FALKE USA-Online GmbH**

We at FALKE USA-Online GmbH are delighted that you have visited our website and have shown interest in our company and products. We place great value on the protection of your personal data. Your data is captured in accordance with the statutory regulations. In the following, we explain which information FALKE USA-Online GmbH captures during your visit to our website and how this information is used.

### **1. Notice at collection & 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 and collect or process various categories of personal data, including identifiers; personal data found in customer records; characteristics of protected classifications; commercial information; internet, technical, or other similar network activity; and inferences drawn from any of the information identified in this subdivision. Please refer to our section titled “Personal data we collect and use” for further information on the categories of personal data collected and/or whether we sell or share personal data. This data protection information provides you with details about the processing of your data and about your legal rights in connection to this. For example, if you have a request regarding your personal data and would like to exercise your rights under applicable law, please contact us through the methods provided in the “Your Privacy Rights” section below. Specifically, instructions on your right to ask that we do not sell or share your personal data are provided in the “Your Privacy Rights” section. These rights can be exercised through the webform [here](#). We also recognize the Global Privacy Control opt-out preference signal in a frictionless manner. The Global Privacy Control is available [here](#). The Global Privacy Control applies to devices, so additional devices may need to have the Global Privacy Control activated.

The legal definitions in Article 4 of the European General Data Protection Regulation (‘GDPR’) are decisive for terms such as ‘personal data’ or ‘processing’. By way of explanation, for purposes of this data protection statement, ‘personal data’ includes information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual, device, or household.

We reserve the right to update the data protection statement, in particular in the event of website development, the use of technology or other changes to the legal basis or according to the jurisdiction. If we make material changes to our data protection statement, we will notify you by prominently posting the changes on our website or by using the contact information you have on file with us. By continuing to use our website you are agreeing to be bound by any changes or revisions made to this data protection statement. We recommend that you read the data protection statement from time to time and keep a print out or copy with your documents. Please do not use the website if you have any objections to our data protection statement or [terms and conditions](#), which are binding upon all users of the website. For a printable version of this data protection statement, please click [here](#).

### **Scope**

The data protection statement applies to all pages on [https://www.falke.com/us\\_en/](https://www.falke.com/us_en/). It does not extend to any linked websites or internet presence of other providers. We are not responsible for the privacy practices or the content of such third party websites. To better protect your privacy, we recommend that you review the protection statement of any third party website you visit.

### **Responsible providers**

The data controller responsible for processing your personal data in the scope of this data protection statement is:

FALKE USA-Online GmbH

Oststr. 5

57392 Schmallenberg

Germany

E-mail: [online@FALKE.com](mailto:online@FALKE.com)

### **Questions about data protection**

If you have any questions about data protection in regard to our company or our website, please contact our data protection team at:

FALKE USA-Online GmbH

Data Protection

Oststr. 5

57392 Schmallenberg

Germany

E-mail: [datenschutz@FALKE.com](mailto:datenschutz@FALKE.com)

## **2. Safety**

We implement reasonable technical and organizational security measures to help protect your personal data against unauthorized access, misuse, loss and other external disruptions. We regularly check safety measures here and adapt them to the state of the art technology. Please understand, however, that no data transmissions over the Internet can be guaranteed to be 100% secure due to the inherent risks of data transmission over the Internet. Consequently, we cannot ensure or warrant the security of any information you transmit to us and you understand that any information that you transfer to us is done at your own risk. If we learn of a security systems breach we may attempt to notify you electronically so that you can take appropriate protective steps. By using the website or providing personal data to us, you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your use of the website. We may post a notice via our website if a security breach occurs. We may also send an e-mail to you at the e-mail address you have provided to us in these circumstances. Depending on where you live, you may have a legal right to receive notice of a security breach in writing.

### 3. Your Privacy Rights

Depending on your residence, the rights available to you may differ in some respects. You may 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 Article 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 Article 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 Article 17 GDPR.
- **Right to processing restriction:** You have the right to request the restriction of your personal data according to the stipulations of Article 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 Article 6(1)(e) or (f) GDPR, according to Article 21(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 defense against legal claims (Article 21(1) GDPR). Moreover, according to Article 21(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 protection statement 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 Article 7(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 these data to another responsible party if the prerequisites according to Article 20(1)(a), (b) GDPR are met (Article 20 GDPR).

You can enforce your right by sending notification to the contact information 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 Article 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, Germany, +49 211 38424-0, [poststelle@ldi.nrw.de](mailto:poststelle@ldi.nrw.de).

#### California Rights

If you are a California resident, you may be entitled to the below rights:

- **Right to know.** You may request information about the categories and specific pieces of personal data we have collected about you, as well as the categories of sources from which such information is collected, the purpose for collecting such information, and the sale or disclosure for business purposes of your personal data to third parties, and the categories of third parties with whom this information was shared. You may also request a copy of the personal data we have collected, and upon request, we will provide this information to you in electronic form;
- **Right to opt out of sale and sharing.** You have the right to opt out of the sale or sharing of your personal data to third parties. We do sell and share personal data, but we do not knowingly sell or share the personal data of children under 16 years old. You may opt out of the sale and sharing of your personal data by using our webform [here](#);
- **Right to request deletion** of your personal data, subject to certain legal exceptions;
- **Right to correct.** You may have the right to correct your personal data if inaccurate;
- **Right to opt out of profiling.** You have the right not to be subject to a decision based solely on profiling, except under certain exceptions under local law; and
- **Right to not be discriminated against** for exercising any of the rights mentioned above.
- **Financial Incentives.** We may offer various financial incentives from time to time, primarily requesting identifiers and contact information as part of an offer, though we may also request information from your customer records. The terms of the financial incentive, including the personal data requested in connection with the offer, will be provided at the time you sign up for the financial incentive. You may withdraw from any of the financial incentives at any time. We have calculated the value of the financial incentive by using the expense related to the offer, and the value of your data is the value of the offer presented to you. For offers involving your e-mail, you may unsubscribe. For all other offers, you may follow the instructions provided with the offer.

You can exercise your rights by contacting us using the details set out in the “Questions about data protection” section above. Whenever feasible for verification, we will match the identifying information provided by you to the personal data already maintained by us. If, however, we cannot verify your identity from the information already maintained by us, we may request additional information. You may designate an authorized agent to make a request on your behalf. Such authorized agent must have permission to submit requests on your behalf. We may deny a request from an agent that does not submit proof that they have been authorized by you to act on your behalf.

If a company shares “personal information” (as defined in California’s “Shine the Light” law, Civil Code § 1798.83) with third parties for their direct marketing purposes (e.g., to send offers and information that may be of interest to you), California law requires either providing a mechanism by which consumers can obtain more information about such sharing over the prior calendar year, or providing a mechanism by which consumers can opt out of such sharing. However, we do not share your personal data with third parties for their direct marketing purposes.

#### 4. Personal data we collect and use

The type of information we collect when you use the website depends on the features you use on the website. We will handle your personal data in accordance with this data protection statement and describe the information collected below:

- **Identifiers**, which may include name, address, Internet Protocol address, or email address. These are sourced directly from you or indirectly from you (e.g., from observing your actions on the website). They are used to fulfill or meet the reason you provided the information, to contact you in relation to our website, to respond to an inquiry, to screen for potential risk or fraud, or to process an order. For example, when you order from our website, you provide your first and last name, e-mail address, and other identifying information. We may sell, share, and disclose this information for business purposes such as analyzing and improving products and operations; securing and protecting our business; and advertising purposes to internet service providers, payment processors, administrative service providers, and data analytics providers (including our affiliated company FALKE KGaA as described in section 7 below). We may sell, share, and disclose this information for commercial purposes such as providing support and products; personalizing content and experiences; advertising; and marketing to internet service providers, payment processors, administrative service providers, and data analytics providers.
- **Personal data categories contained in customer records**, which may include name, address, telephone number, bank account number, credit card number, debit card number, or any other payment and financial information. We source this information directly from you. We use this information to fulfill or meet the reason you provided the information, to contact you in relation to our website, to respond to an inquiry, to screen for potential risk or fraud, or to process an order. For example, we need your payment information when you purchase services from us. We do not sell or share this information. We disclose this information for business and commercial purposes such as analyzing and improving products and operations; securing and protecting our business; personalizing content and experiences; advertising; and marketing to internet service providers, payment processors, administrative service providers, and data analytics providers (including our affiliated company FALKE KGaA as described in section 7 below).
- **Characteristics of protected classifications**, such as age or gender. We source this information directly from you. We use this information to fulfill or meet the reason you provided the information or to provide relevant services. For example, we may use this information for targeted advertising. We disclose this information for these purposes to internet service providers, administrative service providers, and data analytics providers (including our affiliated company FALKE KGaA as described in section 7 below). We do not sell or share this information.
- **Commercial information**, which may include records of services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies. We source this information directly from you. We use this information to fulfill or meet the reason you provided the information, to contact you in relation to our website, to screen for potential risk or fraud, to respond to an inquiry, or to process an order. For example, we keep track of your purchases to create a purchase history. We do not sell this information. We may share and disclose this information for business and commercial purposes such as

analyzing and improving products and operations; securing and protecting our business; personalizing content and experiences; and advertising to internet service providers, payment processors, administrative service providers, advertising networks, social networks, and data analytics providers (including our affiliated company FALKE KGaA as described in section 7 below).

- **Internet, technical or other similar network activity**, which may include usage and browsing history; browser type/version; operating system; browser software language and version; device information, including device properties and IP address; time and date of access; host name of the accessing end device; search history; information on your interaction with our website (i.e., request contents of the actual website); access status/HTTP status code; referral URL; amount of data transferred; and error logs. We source this information directly or indirectly from you (e.g., from observing your actions on our website). We use this information to fulfill or meet the reason you provided the information, to screen for potential risk or fraud, to protect and defend against misuse, such as excessive queries or any bot usage, or to improve our website. We may sell, share, and disclose this information for business and commercial purposes such as analyzing and improving products and operations; securing and protecting our business; personalizing content and experiences, and advertising to internet service providers, administrative service providers, and data analytics providers (including our affiliated company FALKE KGaA as described in section 7 below). Please see our “Cookies” section below for more information on our collection, use, and opt-out options.

- **Inferences drawn from other personal data**, which may include a profile reflecting a person’s preferences, interests, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes. We source this information directly or indirectly from you, (e.g., from observing your actions on our website). We use this information to fulfill or meet the reason you provided the information. Though we do not sell this information, we may share and disclose this information for commercial purposes such as securing and protecting our business; personalizing content and experiences; advertising; and marketing to internet service providers, administrative service providers, advertising networks, social networks, and data analytics providers (including our affiliated company FALKE KGaA as described in section 7 below).

**Retention:** We retain all personal data for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

Your decision to provide any personal data is voluntary. However, please note that, if you do not provide certain personal data, we may not be able to accomplish some purposes outlined in this data protection statement and you may not be able to use or access certain services on our website.

## 5. Cookies

When you use the website, cookies are saved in the internet browser of the end device you use. Cookies are small text files with a sequence of numbers which are stored locally in the cache of the utilized 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). Most browsers accept cookies automatically but allow you to disable them. Please check your browser and browser settings to determine where these types of cookies are stored and whether and how they may be deleted. In any event, if you reject our cookies, you may still use the website, but you may be limited in some of the features.

### **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 recognize the end device again if you return to the website. We use this cookie in order to recognize 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 Article 6(1)(f) GDPR. Our legitimate 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.

Depending on your residence, 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:

- The search term entered,
- Frequency of site visits,
- Error-free use of core website functions.

The legal basis for this processing is Article 6(1)(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.

### **Marketing cookies**

We also use marketing cookies to track your online activity to help us deliver more relevant advertising or to limit how many times you see an ad. These are persistent cookies and almost always of third-party provenance. You may remove yourself from the targeted advertising of companies within the Network Advertising Initiative by opting out [here](#), or of companies participating in the Digital Advertising Alliance program by opting out [here](#). You can also use the Digital Advertising Alliance's mobile app to control interest-based advertising on apps on your mobile device, available on the Apple Store, Google Play, and Amazon's Appstore. Mobile app guidance is available [here](#). We may also work with service providers that use cookies and web beacons to collect information, and to serve advertisements to you across the Internet based on that information.

- Google Analytics. To help facilitate the delivery of relevant content, we use Google Analytics. Google Analytics uses cookies to report on user interactions on our and others' websites. We use the data collected for optimizing marketing, refining advertising and/or programming strategies, and generally improving user experience. For more information about Google Analytics and how it collects and processes data, please visit: <https://policies.google.com/technologies/partnersites>. Instructions on opting out of Google Analytics using a specific plug-in is available at the following link: <https://tools.google.com/dlpage/gaoptout>. Note that this opt-out is specific to Google activities and does not affect the activities of other ad networks or analytics providers that we may use.
- Meta tools. We also use Meta Pixel to measure your use of the website, tailor the website to your interests, and improve the website. Please note, Meta can connect this data with your Facebook account and use it for its own advertising purposes, in accordance with Facebook's Data Policy which can be found at [Facebook.com/about/privacy/](https://www.facebook.com/about/privacy/).

Depending on your residence, 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'.

## **6. 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 Article 6(1)(f) GDPR and Article 6(1)(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 event of contact via e-mail, the required legitimate 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.

Depending on your residence, 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'.

## **7. Processing for contractual purposes and customer analytics**

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 Article 6(1)(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 authorized 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 authorization (i.e. authorization to send direct advertising) or due to legitimate interests (i.e. retention for the implementation of claims):

- Your personal data are 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), (Article 6(1)(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 the data (such agents are, provided nothing else has been expressly notified, only authorized to process the data insofar as this is necessary for the provision of the offer or services), or
- there is an enforceable official order (Article 6(1)(c) GDPR), or
- there is an enforceable legal order (Article 6(1)(c) GDPR), or
- we are legally obliged to this (Article 6(1)(c) GDPR), or
- processing is necessary in order to protect vital interests of the affected person or another natural person (Article 6(1)(d) GDPR), or
- it is required for the realization of a task which is in the public interests or occurs in the execution of official authority (Article 6(1)(e) GDPR), or

the processing is necessary for the purposes of legitimate interests pursued by us or by a third party, except where such interests are overridden by your interests or fundamental rights and freedoms which require protection of personal data (Article 6(1)(f) GDPR).

Based on Article 6(1)(f) GDPR and our legitimate interest to understand patterns and trends in our customer base and our customers' purchasing activities (and also to compare these patterns and trends globally with other members of the FALKE group of companies), we will transfer some or all of your personal data to our affiliated company FALKE KGaA (also resident at Oststr. 5, 57392 Schmallingenberg, Germany), where it will be used for customer analytics purposes together with the customer data of other FALKE group companies. You have the right to object to such use of your data for customer analytics purposes at any time, e.g. by sending us an email with your objection to [online@FALKE.com](mailto:online@FALKE.com). In case of such objection we (and also FALKE KGaA) will no longer use your data for these customer analytics purposes.

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, in which case the legal basis for this processing is Article 6(1)(a) GDPR in connection with such consent. We draw your attention in the scope of this data protection information to the respective recipient in regard to the respective procedures.

## **8. 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. For our users in Europe, the legal basis for this processing is Article 6(1)(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 unauthorized 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.

## 9. Customer account

If you have created an account and would like to use our website you must register with the following information:

- Title
- First name and surname,
- User name,
- E-mail address and
- a user-defined password.

There is no naming protocol, you are free to choose a pseudonym. Furthermore, at the time you register, your IP address and the date and time of the registration are also processed. We use the double opt-in process for registration. After you have transmitted the required data for registration, you will receive an e-mail with an activation link. You must click and successfully activate the link in order to create the access to your customer account and successfully complete the registration. When you log in later, you must enter the access data (user name and password) selected when you first registered. If you do not confirm the transmitted link within 24 hours we will block the data you have transmitted to us and automatically delete this after one month at the latest. Furthermore, your data is deleted as soon as it is no longer required in order to achieve the purpose of its processing. This is the case for the data collected during the registration process if the registration was cancelled or changed on the website.

The following functions are available in the log-in area:

- Edit your profile data,
- View orders/bookings,
- Manage, change or terminate your newsletter subscription.

If you use the login area of the website, for example in order to edit your profile data or view your orders and bookings, we also process your personal data which is required to initiate and complete the contract, in particular address data and payment method details. For our users in Europe, the legal basis for this processing is Article 6(1)(b) GDPR. It is necessary and mandatory to provide your data for the conclusion and implementation of the contract. If you do not provide your data you can neither register nor use the login area, i.e. it is not possible to conclude and/or implement a contract. The data is deleted as soon as it is no longer required in order to achieve the purpose of its processing or, if there are legal retention obligations, the processing is restricted. 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 are responsible for preserving the confidentiality of your account password and will notify us of any known or suspected unauthorized use of your account. You agree that you are responsible for all acts or omissions that occur on your account while your password is being used.

Depending on your residence, 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'.

## **10. E-Mail-Marketing**

### **Advertising to existing customers**

We reserve the right to use the e-mail address you provide to us when placing your order in accordance with the statutory provisions in order to send you the following content by e-mail unless you have already objected to this processing of your e-mail address:

- Interesting similar offers from our product portfolio, especially stockings and socks, performance underwear, sportswear, apparel and accessories (e.g. leggings, bodysuits, knitwear),
- New similar offers for services related to our products and services
- Special / limited time offers for similar products, and
- Customer feedback requests.

This processing is based on the legal basis of a balancing of interests pursuant to Art. 6(1) sentence 1(f) GDPR in conjunction with Section 7(3) UWG [Gesetz gegen den unlauteren Wettbewerb = German Law Against Unfair Competition] Our legitimate interests in the aforementioned processing are to increase and optimise our services, to send direct advertising and to ensure customer satisfaction. We will delete your data relating to the e-mails sent in this regard no later than four years after sending the respective e-mail, and will delete your e-mail address in the event of an objection no later than four years after sending the last e-mail (unless we need to store the e-mail address for a longer period for other reasons).

Please note that you can object to the receipt of direct advertising and processing for the purpose of direct advertising at any time without incurring any costs other than the transmission costs charged at the basic rates. To do so, click on the unsubscribe link in the respective e-mail or send us your objection to the contact details of the "responsible provider" mentioned in section 1 (General information about the processing of your data).

### **Newsletter**

You can subscribe to our e-mail newsletter on the website, which we use to inform you regularly about the following content:

- Offers from our product portfolio, especially stockings and socks, performance underwear, sportswear, apparel and accessories (e.g. leggings, bodysuits, knitwear),
- New similar offers for services related to our products and services
- Special / limited time offers; and
- Customer feedback requests.

A valid e-mail address is required to receive the newsletter. Insofar as you can subscribe to other newsletters on our website (e.g. to receive job offers), you will receive further information on the newsletter content in due course. We will process the e-mail address and any other information provided

by the recipient for the purpose of sending you our e-mail newsletter. The legal basis of the processing is Art. 6(1) sentence 1(a) GDPR. We will delete your data relating to the e-mails sent in this regard no later than four years after sending the respective e-mail, and will delete your e-mail address in the event of a revocation of consent no later than four years after sending the last e-mail (unless we need to store the e-mail address for a longer period for other reasons).

You can revoke your consent to the processing of your e-mail address for the receipt of the newsletter at any time, either by sending a message to us (cf. you contact details in section 1 (General information about the processing of your data) under "Responsible provider") or by directly using the unsubscribe link contained in the newsletter. In this respect, the lawfulness of the processing carried out on the basis of the consent until the revocation shall not be affected by the revocation.

Furthermore, the following data is processed at the time of your newsletter subscription:

- IP address,
- Date/time of subscription to the newsletter, and

We process this data to keep a record of your newsletter subscription and to prevent the misuse of your personal data. The legal basis for the processing is a balancing of interests pursuant to Art. 6(1) sentence 1(f) GDPR. Our legitimate interest in this processing is to prevent fraud.

Please also note the sections below on analysing opening/click rates and on the use of email service providers.

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

In addition, when sending the e-mails, we analyse the opening/click rates of our e-mail recipients. For this evaluation, the e-mails sent contain so-called tracking pixels and, where applicable, personalised links, the retrieval of which is recorded by our web server. The processing is carried out for the purpose of analysing your reading behaviour of our e-mails. In doing so, we record when you read our e-mails, which links you click on in them and use this to deduce your presumed interests. This enables us to better tailor our future communications to you to your presumed interests. The legal basis for the processing is, on the one hand, your consent to a personalised newsletter pursuant to Art. 6(1) sentence 1(a) GDPR and, on the other, a balancing of interests pursuant to Art. 6(1) sentence 1(f) GDPR. Our legitimate interests in this processing are to measure the reach and create statistical analyses of our newsletters and to optimise our e-mail advertising. The information is processed for as long as you receive e-mails from us, but for a maximum period of four years each. After that, we process the data purely for statistical purposes and anonymously.

Please note that you can object to the receipt of direct advertising and processing for the purpose of direct advertising at any time without incurring any costs other than the transmission costs charged at the basic rates. You have a general right to object without giving reasons (Art. 21(2) GDPR). To do so, click on the unsubscribe link in the respective e-mail or send us your objection to the contact details of the "responsible provider" mentioned in section 1 (General information about the processing of your data).

## **E-mail service provider**

Our marketing e-mails are sent 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 forward your data required for sending the e-mails. We have a data processing agreement (so-called Data Protection Addendum) in place with Microsoft, in which we specify the data processing by Microsoft as processor.

## **12. 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, L2449 Luxembourg (hereafter: 'PayPal'). If you select payment via 'PayPal', the payment data you enter is transmitted to 'PayPal' in order to process the payment. For our users in Europe, your data is processed by 'PayPal' on the basis of Article 6(1)(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>.

### **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. For our users in Europe, the legal basis for this processing is Article 6(1)(f) GDPR. With use external hosting services in order to pursue an efficient and secure provision of our web offer.

Depending on your residence, 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'.

## **13. 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. For our users in Europe, the legal basis for this processing is Article 6(1)(f) GDPR. With the use of 'Cloudflare' we pursue the legitimate 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/>.

Depending on your residence, 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'.

## **14. 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 realize 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. For our users in Europe, the legal basis for this processing is Article 6(1)(f) GDPR. With the use of 'Google Maps', we pursue the legitimate 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>.

Depending on your residence, 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 behavior 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'. For our users in Europe, processing is carried out on the basis of Article 6(1)(f) GDPR. We have a legitimate 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>.

Depending on your residence, 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 data protection statement. '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. For our users in Europe, the legal basis for this processing is Article 6(1)(f) GDPR. With this processing, we pursue the legitimate interest of making our web offer more attractive and offering you additional services. 'Vimeo' also processes your data on servers in the USA. '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>.

Depending on your residence, 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. For our users in Europe, the legal basis for this processing is Article 6(1)(f) GDPR. With this processing, we pursue the legitimate 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>.

Depending on your residence, 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.

### **Pinterest**

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> Optout: Pinterest: <https://www.pinterest.de/settings> If you still need help in this regard, please contact us.

### **Prudsys**

To personalize 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.

## **15. Services for statistical, analytical and marketing purposes**

We utilize the services of third-party providers for statistics compilation, analysis and marketing purposes. This makes it possible for us to enable the user-friendly, optimized use of the website. In order to control their services, the third-party providers use cookies (see 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' (see 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 analyze 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'. For our users in Europe, the legal basis for the processing of your data is your consent in accordance with Article 6(1)(a) GDPR. Your data in conjunction with "Google Analytics" will be deleted after no more than fourteen months. Please see the "Cookies" section above for opt-out and further information on 'Google Analytics.'

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 analyze your user behavior, ‘Hotjar’ uses what are known as ‘cookies’ (see the previous section “Cookies” above), 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. For our users in Europe, the legal basis for the processing of this data is your consent in accordance with Article 6(1)(a) GDPR. Our legitimate interest in the processing lies in the statistical analysis of the website use, the reach measurement and the optimization and improvement of our web offer. 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.

## **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, email: [impressum-support@support.facebook.com](mailto:impressum-support@support.facebook.com); hereafter: ‘Facebook’). Information about your usage behavior on our website is recorded using Web Beacons, such as the ‘Meta 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 ‘Meta Pixel’ (small graphics which are simultaneously incorporated on our website and automatically loaded when visiting our website and enable user behavior to be traced), your browser automatically creates a direct connection to the ‘Facebook’ server. By incorporating ‘Meta 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 serve personalized 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. For our users in Europe, the legal basis for the processing of this data is your consent in accordance with Article 6(1)(a) GDPR. We pursue the legitimate interests of users to recognize our website again on 'Facebook', show you advertisements which are of interest to you and make our website more interesting for our users. 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.

### **Meta Pixel**

We use the tool 'Meta Pixel' from 'Facebook'. The provider is Facebook Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland, e-mail: [impressumsupport@support.facebook.com](mailto:impressumsupport@support.facebook.com); hereafter: 'Facebook'). We use 'Meta Pixel' in order to analyze 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 'Meta Pixel' (small graphics which are simultaneously incorporated on our website, automatically loaded when visiting our website and enable user behavior to be traced), your browser automatically creates a direct connection to the 'Facebook' server. By incorporating 'Meta 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 analyze our website and internet presence, analyze the user interaction and reach measurement of our advertisements. We use the information obtained with 'Meta Pixel' 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. For our users in Europe, the legal basis for the processing of this data is your consent in accordance with Article 6(1)(a) GDPR. Our legitimate interest in the processing lies in the statistical analysis of the website use, the reach measurement of advertisements and the optimization 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/>. Please see the "Cookies" section above for further information and opt-out options.

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 cookies 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 analyzing and visualizing the reach measurement of our advertisements. Your browser automatically creates a direct connection with the 'Google' server based on the marketing tools used. 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. For our users in Europe, the legal basis for the processing of this data is your consent in accordance with Article 6(1)(a) GDPR. Our legitimate interest in the processing lies in the statistical analysis of the website use, reach measurement and optimization 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 recognize 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 analyze 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 serve personalized advertisements. There is no compilation of data collected in the scope of 'Google Ads' with data from other 'Google' products. For our users in Europe, the legal basis for the processing of this data is your consent in accordance with Article



6(1)(a) GDPR. We pursue the legitimate interests of users to recognize 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.

### **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 analyzing the reach and success measurement of our advertisements. For our users in Europe, the legal basis for the processing of this data is your consent in accordance with Article 6(1)(a) GDPR. Our legitimate interest in the processing lies in the statistical analysis of the website use, reach measurement and optimization 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/enus/privacystatement> and <https://about.ads.microsoft.com/engb/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.

### **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.

## **15. How We Respond to Do Not Track Signals and Opt-Out Preference Signals**

We recognize opt-out preference signals, such as the Global Privacy Control, as a request to opt-out of the sale or sharing of your personal information in a frictionless manner. The Global Privacy Control is available [here](#). The Global Privacy Control applies to web browsers only, so additional web browsers may need to have the Global Privacy Control activated.

## **16. Assignment**

We may share or transfer your personal data in the course of any direct or indirect reorganization process including, but not limited to, mergers, acquisitions, divestitures, bankruptcies, and sales of all or a part of our assets. Your personal data may be shared following completion of such transaction and/or during the assessment process pending transfer. If transferred in such a case, your information would remain subject to this data protection statement or a privacy policy that, at a minimum, protects your privacy to an equal degree as this data protection statement.

## **17. Children**

The website is not intended for use by “children,” and different jurisdictions define a “child” somewhat differently for privacy and other purposes based on their own laws. We do not knowingly collect information from children and, in the event that we learn that a child has provided us with personal data, we will delete such personal data. We also urge you to monitor and supervise your children's Internet activities.

## **18. Consent to Transfer**

If you choose to provide us with personal data, we may transfer that personal data to our affiliates and subsidiaries or to other third parties, in accordance with local law. We may also transfer your personal data across borders, from your country or jurisdiction to other countries or jurisdictions in accordance with legal requirements. We primarily use European Union Commission Standard Contractual Clauses for data transfers from the European Union, the EEA, the UK and Switzerland to countries outside the EEA (including the UK). For transfers between other jurisdictions, we may rely on other legal mechanisms for international transfer, as appropriate under the relevant law. Please contact us for more information and to receive a copy of the standard contractual clauses we may utilize.



## 19. 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.