

Data protection

Thank you for your interest in our online presence. The protection of your personal data is very important to us. For this reason we would like to inform you about the data protection in our company. Of course, we observe the legal provisions of the Data Protection Act (BDSG), General Data Protection Regulation (GDPR), of the Telemedia Act (TMG) and other data protection regulations. Our websites are protected against damage, destruction or unauthorized access by technical measures. Our website may also contain links to internet sites of other providers. We have no influence over whether these providers comply with the legal data protection regulations. You should therefore always check the privacy statements offered. The subject of data protection relates to your personal data. According to Section 3 (1) BDSG, these are individual details of personal or factual circumstances of a specific or identifiable natural person. This includes information such as name, postal address, e-mail address or telephone number, but possibly also usage of data such as your IP address. Used Definitions are based on Article 4 GDPR.

Data collection and storage

In general, the use of our website does not require that you provide personal information. In order for us to be able to provide our services, we may need your personal data. This applies to the sending of information material or ordered goods as well as to the answering of individual inquiries. Data collection and processing is required for the execution of the contract and is based on Article 6 (1) (b) GDPR. If you entrust us with the provision of a service or the delivery of goods, we only collect and store your personal data as far as it is necessary for the provision of the service or the execution of the contract. It may be necessary to share your personal information with companies we use to provide the service or to process the contract, such as transport companies or other service providers. The data is deleted as soon as it is no longer necessary for the purpose of its processing (In compliance with the legal retention period). If you have signed up for our newsletter with your e-mail address, we will also use your e-mail address beyond the execution of the contract for our own advertising purposes until you unsubscribe from the newsletter.

Data collection via Google Analytics

Our website may use Google Analytics, a web analytics service provided by Google Inc. Google Analytics uses so-called "cookies". These are text files that are stored on your computer that allow an analysis of their use of the website. For example, information about the operating system, the browser, your IP address, the website you have previously accessed (referrer URL) and the date and time of your visit to our website are recorded. The information generated by this text file about the use of our website is transmitted to a Google server in the USA and stored there. Google will use this information to evaluate your use of our website, to compile reports on website activity for website operators and to provide other services related to website activity and internet usage. If this is required by law or if third parties process this data on behalf of Google, Google will also pass on this information to these third parties. More information can be found directly at <http://www.google.com/intl/en/privacypolicy.html#information>

Google DoubleClick DART cookie

Users may opt out of using the DART cookie by accessing the privacy policies of Google's ad network and content network. In this case, no immediate personal data of the user are stored, but only the Internet Protocol address. This information is intended to automatically recognize you on your next visit to our websites and to make navigation easier for you. Cookies allow us, for example, to customize a website according to your interests or to store your password so that you do not have to re-enter it every time. Of course, you can also view our websites without cookies. If you do not want us to recognize your computer, you can prevent cookies from being stored on your hard drive by selecting "Do not accept cookies" in your browser settings. How this works in detail, please refer to the instructions of your browser manufacturer. If you do not accept cookies, this may lead to functional restrictions of our offers. You can prevent the installation of cookies by a corresponding setting of your Internet user program (browser). To do this, you must switch off the storage of cookies in your Internet browser. For more information, please refer to the instructions for use of your Internet browser.

Data storage

To optimize our website we collect and store data such as: For example, the date and time of the page view, the page from which you accessed our page, and the like, unless you object to this data collection and storage. This is done anonymously without personally identifying the user of the page. User profiles are created using a pseudonym. We also use cookies. These are small text files that are stored on your computer and used to store statistical information such as the operating system, your Internet user program (browser), IP address, the previously visited web page (referrer URL) and the time. We collect this data exclusively for statistical purposes, in order to further optimize our website and to make our Internet offers even more attractive. The collection and storage takes place exclusively in an anonymous form and leaves no inference to you.

Data usage

We adhere to the principle of earmarked data use and collect, process and store your personal data only for the purposes for which you have provided us. A transfer of your personal data to third parties will not take place without your explicit consent, unless this is necessary for the provision of the service or for the performance of the contract. The transfer to government institutions and authorities entitled to receive information only takes place within the scope of the statutory information obligations or if we are obliged to provide information by a court decision. In case of personal data transfer to a third party or international organization, you have the right to receive the appropriate guarantees linked to the transfer in accordance with Article 46 GDPR. We also take corporate privacy very seriously. Our employees and the service companies commissioned by us have been obliged by us to secrecy and to comply with data protection regulations.

Information and cancellation rights

According to Article 15 ff. GDPR you may receive information about your stored data free of charge at any time. You may at any time block, correct or delete your data collected from us and object to data collection and storage for the purpose of our website. You can also at any time revoke the consent given to us for data collection and use. Please contact the contact address provided online. We are always at your disposal for further questions on our privacy policy and the processing of your personal data.

Please note that privacy policies and privacy practices can change. It is therefore advisable and necessary to be aware of changes in the laws and practices of companies and keep informed.