
Data privacy statement

I. Name and address of the person responsible

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Email: info@schaeffer-ag.de
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II. General information on data processing

1. Scope of processing of personal data

We collect and use personal data from you as a user only to the extent necessary to provide a functional website as well as our content and services. Your personal data is only collected and used regularly with your consent. An exception applies in those cases where prior consent cannot be obtained for practical reasons and where processing of the data is permitted by law.

2. Legal basis for the processing of personal data

Insofar as we obtain your consent for the processing of personal data, Art. 6 para. 1 lit. a EU Data Protection Regulation (GDPR) serves as the legal basis for the processing of personal data.

In the processing of personal data required for the performance of a contract to which you are a party, Art. 6 para. 1 lit. b GDPR serves as the legal basis. This also applies to processing operations that are necessary to carry out pre-contractual measures.

Insofar as the processing of personal data is required to fulfill a legal obligation to which our company is subject, Art. 6 para. 1 lit. c GDPR serves as the legal basis.

In the event that vital interests on your part or on the part of another natural person require the processing of personal data, Art. 6 para. 1 lit. d GDPR serves as the legal basis.

3. Data erasure and storage period

Your personal data will be erased or blocked as soon as the purpose of storage ceases to apply. Furthermore, data may be stored if this has been provided for by the European or national legislator in EU regulations, laws or other regulations to which we are subject. The data will also be blocked and erased if a storage period prescribed by the aforementioned standards expires, unless there is a requirement for the further storage of the data for the conclusion or fulfillment of a contract.

III. Provision of the website and creation of log files

1. Description and scope of data processing

Every time you visit our website, our system automatically collects data and information from the computer

system of the calling computer. The following data is collected:

- (1) Information about the browser type and version used
- (2) Your operating system
- (3) Your Internet Service Provider
- (4) Your IP address
- (5) Date and time of access
- (6) Websites from which your system reaches our website
- (7) Websites accessed from your system through our website

The data is also stored in the log files of our system. This data is not stored together with other personal data.

2. Legal basis for data processing

The legal basis for the temporary storage of data and log files is Art. 6 para. 1 lit. f GDPR.

3. Purpose of data processing

The temporary storage of the IP address by the system is necessary to enable the website to be delivered to your computer. For this purpose, your IP address must remain stored for the duration of the session.

The data is stored in log files to ensure the functionality of the website. In addition, the data serves us to optimize the website and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context.

4. Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended.

If the data is stored in log files, this is the case after seven days at the latest. Further storage is possible. In this case, your IP address will be deleted or alienated so that it is no longer possible to assign it to you as the calling client.

5. Possibility of objection and elimination

The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, you as a user have no right of objection.

6. Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses so-called “cookies”, text files, which are stored on your computer and which enable an analysis of the use of the website by you. The information generated by the cookie about your use of this website is as a rule transmitted to a server of Google in the USA and is stored there. In the event of the activation of the IP anonymisation on this website, your IP address is however previously abbreviated by Google within member states of the European Union or in other contracting states of the Treaty on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a server of Google in the USA and will be abbreviated there. BY order of the operator of this website Google will use this information in order to evaluate your use of the website in order to compile reports about the website activities and in order to provide further services associated with the website use and the internet use towards the website operator. You can additionally prevent the entry of the data generated by the cookie and which refers to your use of the website (incl. your IP address) to Google as well as the processing of these data by Google by downloading and installing the browser plugin available under the following link -: tools.google.com/dlpage/gaoptout.

This website uses Google Analytics with the extension “_anonymizeIp()”. This way your IP addresses will be abbreviated and further processed, an ability to make reference to a person can thus be excluded.

Insofar as the data collected in relation to you has a reference to a person, this will thus be excluded immediately, and the personal data will therefore be deleted immediately.

We use Google Analytics in order to be able to analyse and regularly improve the use of our website. Via the gained statistics we can improve our offer and design is more interesting for you as a user. For the exceptional cases, in which personal data are transmitted to the USA, Google has submitted itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the use of Google Analytics is Art. 6 Para. 1 S. 1 lit. f GDPR.

Further information: <https://support.google.com/analytics/answer/6004245?hl=en>.

7. Facebook

a) The Facebook pixel

Our website uses the Facebook pixel. This tool allows us to register clicks on the ads we've posted on Facebook as well as to track user actions on our website. Moreover, we can use this collected data to place interest-based advertising on Facebook using Facebook's Custom Audiences feature.

b) Facebook Custom Audiences

Our website uses the Facebook Custom Audiences retargeting feature. In combination with the Facebook pixel, this tool allows Facebook to compare users of our website with Facebook account holders. This lets us present advertising in a targeted way on Facebook: exclusively to Facebook users who have already shown an interest in our products and services.

You can find further information on Facebook's collection and usage of your data in the Facebook Privacy Policy: <https://www.facebook.com/about/privacy/>. You can deselect the Custom Audiences feature here (you need to be logged in to Facebook to do so): <https://www.facebook.com/settings/?tab=ads>.

IV. Use of cookies

a.) Description and scope of data processing

Our website uses cookies. Cookies are text files that are stored on your computer system via an Internet browser. When you visit a website, a cookie may be stored on your operating system. This cookie contains a characteristic character string that enables a unique identification of the browser when the website is called up again.

By using cookies, we can provide you with more user-friendly services on our website that would not be possible without cookies. The data collected from you in this way is pseudonymised by means of technical measures. The data is not stored together with other personal data of yours.

b.) Legal basis for data processing

The legal basis for the processing of personal data using cookies is Art. 6 para. 1 lit. f GDPR.

c.) Purpose of data processing

The purpose of using technically necessary cookies is to simplify the use of websites for you as a user. Some functions of our website cannot be offered without the use of cookies. For this it is necessary that the browser is recognized even after a page change. The user data collected by technically necessary cookies is not used to create user profiles.

d.) Duration of storage, possibility of objection and elimination

Cookies are stored on your computer and transmitted to our site. Therefore, you as a user also have full control over the use of cookies. You can deactivate or restrict the transmission of cookies by changing the settings in your Internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it may no longer be possible to

use all functions of the website in full.

V. Registration

1. Description and scope of data processing

On our website, we offer you as a user the opportunity to register by entering personal data. The data is entered into an input mask and transmitted to us and stored. The data is not passed on to third parties. The following data is collected during the registration process:

- (1) email address
- (2) Indication whether business or private customer

Additional data entry for orders:

- (1) Name
- (2) Billing and shipping address
- (3) Phone number
- (4) Payment details

2. Legal basis for data processing

The legal basis for the processing of data is Art. 6 para. 1 lit. a GDPR if the user has given his consent.

If the purpose of registration is to fulfill a contract to which you are a party or to carry out pre-contractual measures, the additional legal basis for processing the data is Art. 6 para. 1 lit. b GDPR.

3. Purpose of data processing

Your registration is required for the provision of certain content and services on our website and for the performance of a contract with us or for the carrying out of pre-contractual measures.

4. Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected.

This is the case for the data collected during the registration process if the registration on our website is canceled or changed.

This is the case for data collected during the registration process to perform a contract or to carry out pre-contractual measures when the data is no longer required for the performance of the contract. Even after conclusion of the contract, it may still be necessary to store your personal data in order to fulfill contractual or legal obligations.

5. Possibility of objection and elimination

As a user you have the ability to cancel your registration at any time. You can have the data stored about you changed at any time. By sending us an email, you can notify us of the deletion of your account or of any changes to your data.

If the data is required to perform a contract or to carry out pre-contractual measures, premature deletion of the data is only possible insofar as contractual or statutory obligations do not prevent erasure.

6. Forwarding personal data to third parties

Personal data will only be forwarded to third parties if this is necessary for order processing or invoicing. Within the scope of these activities, we transfer the personal data required for fulfilling the respective contract to the commissioned shipping company as well as Telecash GmbH & Co. KG. Moreover, your

data will never be transferred to third parties without your consent.

VI. Newsletter

1. Description and scope of data processing

If you are already registered as a customer on our website, you can subscribe to a free newsletter. We will only use the email address you provided when you registered.

If you subscribe to our newsletter, it will be sent exclusively for direct advertising of our goods and services.

No data will be passed on to third parties in connection with the data processing for sending the newsletter. The data will be used exclusively for sending the newsletter.

2. Legal basis for data processing

If you have given your consent, the legal basis for processing the data after registration for the newsletter is Art. 6 para. 1 lit. a GDPR.

The legal basis for sending the newsletter following the sale of goods is § 7 para. 3 Unfair Competition Act (UWG).

3. Purpose of data processing

The purpose of collecting your e-mail address is in order to send you the newsletter.

4. Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. Your email address will be stored as long as the registration as a customer is active.

5. Possibility of objection and elimination

You can cancel your subscription to the newsletter at any time. For this purpose there is a corresponding link in every newsletter.

VII. Online forum and email contact

1. Description and scope of data processing

There is an online forum on our website which can be used for making electronic contact. If you as a user make use of this option, the data entered in the input mask will be transmitted to us and stored. This data is:

- (1) Name
- (2) email address
- (3) Contribution

At the time the message is sent, the following data is also stored:

- (1) Your IP address
- (2) Date and time of registration
- (3) Information about the browser type and version used
- (4) Your operating system

Your consent will be obtained for the processing of the data as part of the sending process.

Alternatively, you can contact us using the email address provided. In this case, the personal data

transmitted with your email address will be stored.

In this context, the data is not passed on to third parties. The data is used exclusively for processing the conversation.

2. Legal basis for data processing

If you have given your consent, the legal basis for processing the data is Art. 6 para. 1 lit. a GDPR.

The legal basis for the processing of data transmitted in the course of sending an email is Art. 6 para. 1 lit. f GDPR. If the purpose of the email contact is to conclude a contract, the additional legal basis for processing is Art. 6 para. 1 lit. b GDPR.

3. Purpose of data processing

The processing of the personal data from the input mask is used solely for handling the establishment of contact. In the event of contact by email, this also constitutes the necessary legitimate interest in the processing of the data. The other personal data processed during the sending process serves to prevent misuse of the forum and to ensure the security of our information technology systems.

4. Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. This applies to the personal data in the forum input mask and that sent by email once the conversation with you has ended. The conversation is deemed to have ended when it can be inferred from the circumstances that the relevant situation has been conclusively settled.

The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

5. Possibility of objection and elimination

You have the possibility to revoke your consent to the processing of your personal data at any time. If you contact us by email, you can object to the storage of your personal data at any time. In such a case, the conversation cannot be continued.

All personal data stored in the course of contacting us will be deleted in this case.

VIII. Rights of the data subject

If your personal data are processed, you are affected within the meaning of the GDPR and you have the following rights vis-à-vis Schaeffer AG:

1. Right to information

You can ask us to confirm whether personal data concerning you will be processed by us.

If such processing has taken place, you can request the following information from us:

- (1) the purposes for which personal data are processed;
 - (2) the categories of personal data being processed;
 - (3) the recipients or categories of recipients to whom the personal data concerning you have been or are still being disclosed;
 - (4) the planned duration of the storage of the personal data concerning you, or, if specific information on this is not possible, criteria for determining the storage period.
 - (5) the existence of a right to rectification or deletion of personal data concerning you, a right to limitation of processing by us or a right to object to such processing;
 - (6) the existence of a right of appeal to a supervisory authority;
 - (7) any available information about the origin of the data if the personal data is not collected from you as the data subject;
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(8) the existence of automated decision-making, including profiling in accordance with Article 22 para. 1 and 4 GDPR and - at least in these cases - meaningful information about the logic involved and the scope and intended effects of such processing for you as the data subject.

You have the right to request information as to whether the personal data concerning you is transferred to a third country or to an international organization. In this context, you may request to be informed of the appropriate guarantees pursuant to Art. 46 GDPR in connection with the transmission.

2. Right to rectification

You have a right of rectification and/or completion vis-à-vis us if the personal data processed concerning you is incorrect or incomplete. We shall make the correction without delay.

3. Right to limitation of processing

Under the following conditions, you may request that the processing of personal data concerning you be restricted:

- (1) if you dispute the accuracy of the personal data concerning you for a period of time that enables us to verify the accuracy of the personal data;
- (2) the processing is unlawful and you refuse a deletion of the personal data and instead request that the use of the personal data be restricted;
- (3) we no longer need the personal data for the purposes of processing, but you do need them to assert, exercise or defend legal claims, or
- (4) if you have filed an objection to the processing pursuant to Art. 21 para. 1 GDPR and it has not yet been determined whether our legitimate reasons outweigh your reasons.

If the processing of personal data concerning you has been restricted, such data may only be processed - apart from being stored - with your consent or for the purpose of asserting, exercising or defending legal rights or for protecting the rights of another natural or legal person or on grounds of an important public interest of the Union or a Member State.

If the restriction on processing has been restricted in accordance with the above conditions, you will be informed by us before the restriction is lifted.

4. Right to erasure

a) Obligation to delete

You may request that the personal data relating to you be erased without delay and we are obliged to erase this data without delay if one of the following reasons applies.

- (1) The personal data relating to you are no longer necessary for the purposes for which they were collected or otherwise processed.
- (2) You withdraw your consent on which the processing was based pursuant to Art. 6 para. 1 lit. a or Art. 9 para. 2 lit. a GDPR, and there is no other legal ground for the processing.
- (3) You object to the processing pursuant to Art. 21 para. 1 GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21 para. 2 GDPR.
- (4) The personal data relating to you have been processed unlawfully.
- (5) The erasure of personal data relating to you is necessary to comply with a legal obligation in Union or Member State law to which we are subject.
- (6) The personal data relating to you have been collected in relation to the offer of information society services referred to in Art. 8 para. 1 GDPR.

b) Information to third parties

If we have made the personal data relating to you public and are obliged to erase it pursuant to Art. 17 para. 1 GDPR, we will take reasonable steps, taking account of available technology and the cost of implementation, including technical measures, to inform those responsible for data processing who are

processing the personal data that you as the data subject have requested the erasure of all links to this personal data or of copies or replications of this personal data.

c) Exceptions

The right to erasure does not apply to the extent that processing is necessary

- (1) for exercising the right of freedom of expression and information;
- (2) for compliance with a legal obligation which requires processing by Union or Member State law to which we are subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in us;
- (3) for reasons of public interest in the area of public health in accordance with Art. 9 para. 2 lit. h and i and Art. 9 para. 3 GDPR;
- (4) for archiving purposes in the public interest, scientific or historical research purposes or for statistical purposes in accordance with Art. 89 para. 1 GDPR, insofar as the right referred to in a) is likely to render impossible or seriously impair the achievement of the objectives of that processing, or
- (5) for the establishment, exercise or defence of legal claims.

5. Right to notification

If you have exercised your right to rectify, erase or restrict processing against us, we are obliged to inform all recipients to whom the personal data relating to you have been disclosed of this rectification or erasure of the data or restriction of processing, unless this proves impossible or involves disproportionate effort.

You have the right to be notified by us about these recipients.

6. Right to data portability

You have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used and machine-readable format. Furthermore, you have the right to transmit this data to another person responsible without any hindrance from us, provided that

- (1) processing is based on consent pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR or on a contract pursuant to Art. 6 para. 1 lit. b GDPR and
- (2) processing is carried out by automated means.

In exercising this right, you also have the right to request that the personal data relating to you be transferred directly by us to another person responsible, insofar as this is technically feasible. The rights and freedoms of other persons shall not be adversely affected by this.

The right to data portability shall not apply to processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us.

7. Right to object

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on Art. 6 para. 1 lit. e or f GDPR; this also includes profiling based on those provisions.

We will no longer process the personal data concerning you, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves to establish, exercise or defend legal claims.

Where personal data concerning you are processed for direct marketing purposes, you shall have the right to object at any time to processing of personal data concerning you for such marketing, which includes profiling to the extent that it is related to such direct marketing.

Where you object to processing for direct marketing purposes, the personal data concerning you shall no longer be processed for such purposes.

You may exercise your right to object to the use of information society services by automated means using technical specifications, notwithstanding Directive 2002/58/EC.

8. Right to withdraw the data protection declaration of consent

You have the right to withdraw your data protection declaration of consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

9. Automated individual decision-making including profiling

You have the right not to be subject to a decision based solely on automated processing - including profiling - which produces legal effects concerning you or similarly significantly affects you. This shall not apply if the decision

- (1) is necessary for entering into or performing a contract between you and us,
- (2) is authorized by Union or Member State law to which we are subject and which lays down suitable measures to safeguard your rights, freedoms and legitimate interests, or
- (3) is based on your explicit consent.

However, these decisions shall not be based on special categories of personal data referred to in Article 9 para 1 GDPR, unless Article 9 para. 2 lit. a or g applies and suitable measures are in place to safeguard your rights and freedoms and your legitimate interests.

In the cases referred to in (1) and (3), we shall implement suitable measures to safeguard your rights, freedoms and legitimate interests, including at least the right of Schaeffer AG to obtain human intervention to express its own point of view and to contest the decision.

10. Right to lodge a complaint with a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement, if you consider that the processing of personal data relating to you infringes the GDPR.

The supervisory authority with which the complaint has been lodged shall inform the complainant on the progress and the outcome of the complaint, including the possibility of a judicial remedy pursuant to Article 78 GDPR.