

Privacy Policy

for the website www.budenberg-daz-app.de
according to the GDPR

Responsible:

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Thank you for your interest in our website. Protecting your privacy is very important to us. Below, we provide detailed information about how we handle your data.

1. Access data and hosting

You can visit our website without providing any personal information. Each time a website is accessed, the web server automatically stores a so-called server log file, which contains, for example, the date and time of access, the URL of the referring website, the file accessed, the amount of data sent, the browser type and version, the operating system, and your IP address, and documents the access.

This access data is evaluated solely for the purpose of ensuring the smooth operation of the site and improving our offering. In accordance with Art. 6 (1) (f) GDPR, this serves to safeguard our legitimate interests in the correct presentation of our offering, which prevail in the context of a balancing of interests. All access data is deleted no later than seven days after the end of your visit to the site.

As part of processing on our behalf, several third-party providers provide us with services for hosting and displaying the website. This serves to safeguard our legitimate interests in the context of a balancing of interests.

All data collected in connection with the use of this website or in the forms provided for this purpose in the online shop as described below is processed on their servers. Processing on other servers only takes place within the scope explained here.

These service providers are located within a country of the European Union or the European Economic Area.

2. Data collection and data use

2.1 Data collection and use for contract processing

We collect personal data when you provide it to us in the context of your order or when you contact us (e.g., via contact form or email). Mandatory fields are marked as such, as in these cases we require the data for contract processing or to process your contact request, and you cannot complete the order or send the contact request without providing this information. The data that is collected can be seen in the respective input forms. We use the data you provide in accordance with Art. 6 (1) (b) GDPR for contract processing and handling your inquiries. After complete execution of the contract, your data will be restricted for further processing and deleted after expiry of any tax and commercial law retention periods, unless you have expressly consented to further use of your data or we reserve the right to use your data beyond this, which is necessary for the following purposes.

2.2 Data collection and use for marketing purposes

We use the services “Google Ads” and “Google Analytics” to measure reach, analyze user behavior, optimize website performance, and measure the success of advertisements.

The consent of the website visitor is based on Art. 6 (1) lit. a GDPR (consent).

Consent or rejection can be given via the cookie banner. Here, consent for the various services can also be given or rejected. It is also possible to generally reject tracking by deactivating cookies in the browser settings (see also 5.).

3. Data transfer

For the fulfillment of the contract in accordance with Art. 6 (1) (b) GDPR, we transfer your data to the shipping company responsible for delivery, insofar as this is necessary for the delivery of ordered goods. Depending on which payment service provider you select during the ordering process, we will pass on the payment data collected for this purpose to the credit institution commissioned with the payment and, if applicable, to the payment service provider commissioned by us or to the selected payment service. In some cases, the selected payment service providers also collect this data themselves, provided you create an account there. In this case, you must log in to the payment service provider with your access data during the ordering process. In this respect, the privacy policy of the respective payment service provider applies.

The services “Google Ads” and “Google Analytics” used on the homepage pass on data to Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The following data is passed on:

- IP address (anonymized).
- Device information (browser type, operating system).

- Referrer URL (which page did the user come from?).
- Interactions on the page (clicks, dwell time, purchases).
- Online identifiers (including cookie IDs).

Data that is also transferred to Google USA (Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA, USA) is subject to the EU-U.S. Data Privacy Framework (DPF).

Data collected by Google Analytics is stored for two months.

4. Email newsletters and postal advertising

Email advertising with newsletter subscription

If you subscribe to our newsletter, we will use the data required for this purpose or separately provided by you to send you our email newsletter on a regular basis for the purpose of fulfilling the contract or implementing pre-contractual measures in accordance with Art. 6 (1) (b) GDPR.

You can unsubscribe from the newsletter at any time by sending a message to the contact option described below or by using the link provided for this purpose in the newsletter. After unsubscribing, we will delete your email address unless you have expressly consented to further use of your data or we reserve the right to use your data beyond this, which is permitted by law and about which we inform you in this statement.

The newsletter is sent on our behalf by a service provider to whom we pass on your email address for this purpose.

This service provider is located within a country of the European Union or the European Economic Area.

Postal advertising and your right to object

In addition, we reserve the right to use your first and last name and your postal address for our own advertising purposes, e.g. to send you interesting offers and information about our products by post. This serves to safeguard our legitimate interests in advertising to our customers, which prevail in the context of a balancing of interests, in accordance with Art. 6 (1) (f) GDPR.

The advertising mailings are carried out on our behalf by a service provider to whom we pass on your data for this purpose.

You can object to the storage and use of your data for these purposes at any time by sending a message to the contact option described below.

5. Cookies

In order to make visiting our website attractive and to enable the use of certain functions, we use so-called cookies on various pages. This serves to safeguard our legitimate interests in an optimized presentation of our offer in accordance with Art. 6 (1) (f) GDPR, which prevail in the context of a balancing of interests. and to optimize the website from a marketing perspective (see 2.2.).

Cookies are small text files that are automatically stored on your device. Some of the cookies we use are deleted after the end of the browser session, i.e., after you close your browser (so-called session cookies). Other cookies remain on your device and enable us to recognize your browser the next time you visit (persistent cookies). You can find the duration of storage in the overview in your web browser's cookie settings.

You can adjust your consent(s) at any time by clicking on the "Manage cookie settings" button on the Contact/Imprint page.

You can set your browser so that you are informed about the setting of cookies and can decide individually whether to accept them or to exclude the acceptance of cookies in certain cases or in general. Each browser differs in the way it manages cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You can find these for the respective browsers under the following links:

Internet Explorer™: <http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>

Safari™: https://support.apple.com/kb/ph21411?locale=de_DE

Chrome™: <http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>

Firefox™ <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Opera™ : <http://help.opera.com/Windows/10.20/de/cookies.html>

If you do not accept cookies, the functionality of our websites may be limited.

6. Contact options and your rights

As a data subject, you have the following rights:

- * pursuant to Art. 15 GDPR, the right to request information about your personal data processed by us to the extent specified therein;
 - * pursuant to Art. 16 GDPR, the right to request the immediate correction of incorrect or incomplete personal data stored by us;
 - * pursuant to Art. 17 GDPR, the right to request the erasure of your personal data stored by us, unless further processing is necessary
- for exercising the right of freedom of expression and information;

- for compliance with a legal obligation;
 - for reasons of public interest, or
 - for the establishment, exercise, or defense of legal claims
- is necessary;

* pursuant to Art. 18 GDPR, the right to request the restriction of the processing of your personal data, unless

- the accuracy of the data is disputed by you;
- the processing is unlawful, but you oppose its erasure;
- we no longer need the data, but you need it for the establishment, exercise, or defense of legal claims; or
- You have lodged an objection to the processing pursuant to Art. 21 GDPR;

* Pursuant to Art. 20 GDPR, the right to receive your personal data that you have provided to us in a structured, commonly used, and machine-readable format or to request its transfer to another controller;

* the right to lodge a complaint with a supervisory authority pursuant to Art. 77 GDPR. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters for this purpose.

If you have any questions about the collection, processing, or use of your personal data, or if you wish to request information, correction, blocking, or deletion of data, or revoke consent you have given, or object to a specific use of data, please contact us directly using the contact details above.

Right to object

If we process personal data as described above in order to protect our legitimate interests, which prevail in the context of a balancing of interests, you can object to this processing with effect for the future. If the processing is carried out for direct marketing purposes, you can exercise this right at any time as described above. If the processing is carried out for other purposes, you only have the right to object if there are reasons arising from your particular situation.

After you exercise your right to object, we will no longer process your personal data for these purposes, unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or if the processing serves to assert, exercise, or defend legal claims.

This does not apply if the processing is for direct marketing purposes. In this case, we will no longer process your personal data for this purpose. *****

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