

# Privacy Policy

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## 1. Data Protection Overview General Information

The following information provides a brief overview of what happens to your personal data when you visit this website. Personal data includes all data that can personally identify you. Detailed information on data protection can be found in our privacy policy listed below this text.

### Data Collection on This Website

#### Who is responsible for data collection on this website?

Data processing on this website is carried out by the website operator. You can find the contact details of the responsible party in the "Controller Information" section of this privacy policy.

#### How do we collect your data?

Your data is collected in two ways. Firstly, by you providing it to us, such as by entering data into a contact form. Secondly, other data is collected automatically or with your consent when you visit the website through our IT systems. This includes primarily technical data (e.g., internet browser, operating system, or time of page access). The collection of this data occurs automatically when you enter this website.

#### What do we use your data for?

Some data is collected to ensure the proper functioning of the website. Other data may be used for analyzing your user behavior.

#### What rights do you have regarding your data?

You have the right to obtain information free of charge at any time about the origin, recipient, and purpose of your stored personal data. You also have the right to request the correction or deletion of this data. If you have given consent for data processing, you can revoke this consent at any time for the future. Additionally, under certain circumstances, you have the right to request the restriction of the processing of your personal data. Furthermore, you have the right to lodge a complaint with the competent supervisory authority. For these matters and other questions regarding data protection, you can contact us at any time.

### Analysis Tools and Third-Party Tools

When visiting this website, your surfing behavior may be statistically evaluated, mainly through analysis programs. Detailed information about these analysis programs can be found in the following privacy policy.

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## 2. Hosting and Content Delivery Networks (CDN) Cloudflare

We utilize the service "Cloudflare." The provider is Cloudflare Inc., 101 Townsend St., San Francisco, CA 94107, USA (hereinafter "Cloudflare").

Cloudflare offers a globally distributed Content Delivery Network with DNS. Technically, this routes the information transfer between your browser and our website through Cloudflare's network. This enables Cloudflare to analyze the data traffic between your browser and our website and act as a filter between our servers and potentially malicious internet traffic. Cloudflare may also use cookies or other technologies for the sole purpose described here, to recognize internet users.

The use of Cloudflare is based on our legitimate interest in providing our web services as error-free and secure as possible (Art. 6 para. 1 lit. f GDPR).

Data transmission to the USA is based on the standard contractual clauses of the EU Commission.

Details can be found here: <https://www.cloudflare.com/privacypolicy/>.

For further information on security and data protection at Cloudflare, please visit:

<https://www.cloudflare.com/privacypolicy/>.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards for data processing in the USA. Any company certified under the DPF commits to adhering to these data protection standards. For further information, please contact the provider via the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000GnZKAA0&status=Active>

## Data Processing Agreement

We have concluded a Data Processing Agreement (DPA) for the use of the aforementioned service.

This is a data protection contract required by law, ensuring that the personal data of our website visitors is processed only according to our instructions and in compliance with the GDPR.

## Google Cloud CDN

We use the Content Delivery Network Google Cloud CDN. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google offers a globally distributed Content Delivery Network. Technically, this routes the information transfer between your browser and our website through Google's network. This enables us to increase the worldwide accessibility and performance of our website.

The use of Google Cloud CDN is based on our legitimate interest in providing our web services as error-free and secure as possible (Art. 6 para. 1 lit. f GDPR).

Data transmission to the USA is based on the standard contractual clauses of the EU Commission.

Details can be found here: <https://cloud.google.com/terms/eu-model-contract-clause>.

For further information on Google Cloud CDN, please visit:

<https://cloud.google.com/cdn/docs/overview?hl=en>.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards for data processing in the USA. Any company certified under the DPF commits to adhering to these data protection standards. For further information, please contact the provider via the following link:

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<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000001L5AAI&status=Active>

## Data Processing Agreement

We have concluded a Data Processing Agreement (DPA) for the use of the aforementioned service. This is a data protection contract required by law, ensuring that the personal data of our website visitors is processed only according to our instructions and in compliance with the GDPR.

## 3. General Information and Mandatory Information Data Protection

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this privacy policy.

When you use this website, various personal data is collected. Personal data is data with which you can be personally identified. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done.

We would like to point out that data transmission over the Internet (e.g., communication by e-mail) may have security vulnerabilities. A complete protection of the data against access by third parties is not possible.

## Controller Information

The controller for data processing on this website is:

seal Media GmbH  
Fleethörn 7  
24103 Kiel  
Phone: +49 (0) 431 55 60 88 19  
Email: [info@sealmedia.de](mailto:info@sealmedia.de)

The controller is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data (e.g., names, email addresses, etc.).

## Storage Duration

Unless a specific storage period has been specified within this privacy policy, your personal data will remain with us until the purpose for data processing no longer applies. If you assert a justified request for deletion or revoke your consent to data processing, your data will be deleted unless we have other legally permissible reasons for storing your personal data (e.g., tax or commercial retention periods); in the latter case, the deletion will take place after these reasons cease to apply.

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## General Notes on the Legal Bases for Data Processing

If you have consented to data processing, we process your personal data based on Art. 6(1)(a) GDPR or Art. 9(2)(a) GDPR if special categories of data under Art. 9(1) GDPR are processed. In the case of explicit consent to the transfer of personal data to third countries, data processing also occurs based on Art. 49(1)(a) GDPR. If you have consented to the storage of cookies or access to information on your device (e.g., via device fingerprinting), data processing also occurs based on § 25(1) TTDSG. Consent can be revoked at any time. If your data are necessary for the performance of a contract or for pre-contractual measures, we process your data based on Art. 6(1)(b) GDPR. Furthermore, we process your data if necessary for compliance with a legal obligation based on Art. 6(1)(c) GDPR. Data processing may also occur based on our legitimate interests pursuant to Art. 6(1)(f) GDPR. The relevant legal bases for each case are provided in the following paragraphs of this privacy policy.

## Data Protection Officer

We have appointed a data protection officer:

Dr. Christian Wolff compolicy GmbH  
An den Eichen 15  
24248 Mönkeberg  
Phone: +49 431 90 89 1636  
Email: [info@compolicy.de](mailto:info@compolicy.de)

## Recipients of Personal Data

In the course of our business activities, we collaborate with various external entities. This may necessitate the transmission of personal data to these external entities. We only disclose personal data to external entities if required for the performance of a contract, if we are legally obligated to do so (e.g., disclosure of data to tax authorities), if we have a legitimate interest pursuant to Art. 6(1)(f) GDPR in the disclosure, or if another legal basis permits data disclosure. When using data processors, we only disclose personal data of our customers based on a valid data processing agreement. In the case of joint processing, a joint processing agreement is concluded.

## Withdrawal of Your Consent to Data Processing

Many data processing operations are only possible with your explicit consent. You can revoke consent that has already been given at any time. The legality of data processing carried out prior to the withdrawal remains unaffected by the withdrawal.

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## Right to Object to Data Collection in Special Cases and to Direct Marketing (Art. 21 GDPR)

**If data processing is based on Art. 6(1)(e) or (f) GDPR, you have the right to object to the processing of your personal data at any time for reasons arising from your particular situation, including profiling based on these provisions. The respective legal basis for processing can be found in this privacy policy. If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights, and freedoms or for the establishment, exercise, or defense of legal claims (objection pursuant to Art. 21(1) GDPR).**

**If your personal data are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such marketing, including profiling related to such direct marketing. If you object, your personal data will no longer be used for direct marketing purposes (objection pursuant to Art. 21(2) GDPR).**

## Right to Lodge a Complaint with the Supervisory Authority

In the event of infringements of the GDPR, data subjects have the right to lodge a complaint with a supervisory authority, in particular in the Member State of their habitual residence, place of work, or the place of the alleged infringement. The right to lodge a complaint is without prejudice to any other administrative or judicial remedy.

## Right to Data Portability

You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used, and machine-readable format, and have the right to transmit those data to another controller without hindrance from us, where technically feasible.

### Information, Correction, and Deletion

Within the scope of the applicable legal provisions, you have the right to obtain free information about your stored personal data, their origin and recipients, and the purpose of data processing at any time, as well as a right to correct or delete these data. For this purpose and for further questions regarding personal data, you can contact us at any time.

## Right to Restriction of Processing

You have the right to request the restriction of the processing of your personal data. You can contact us at any time for this purpose. The right to restriction of processing exists in the following cases: If you dispute the accuracy of your personal data stored by us, we usually need time to verify this. For the duration of the examination, you have the right to request the restriction of the processing of your personal data.

If the processing of your personal data was/is unlawful, you can demand the restriction of data processing instead of deletion.

If we no longer need your personal data, but you need them for the exercise, defense, or assertion of legal claims, you have the right to request the restriction of the processing of your personal data instead of deletion.

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If you have filed an objection pursuant to Art. 21(1) GDPR, a balance must be struck between your interests and ours. As long as it is not yet clear whose interests outweigh the other, you have the right to request the restriction of the processing of your personal data.

If you have restricted the processing of your personal data, these data – apart from their storage – may only be processed with your consent or for the assertion, exercise, or defense of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the European Union or a Member State.

## SSL or TLS Encryption

For security reasons and to protect the transmission of confidential content, such as orders or inquiries that you send to us as the site operator, this site uses SSL or TLS encryption. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line. When SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

## Objection to Promotional Emails

The use of contact data published within the scope of the imprint obligation for sending unsolicited advertising and informational materials is hereby objected to. The operators of the pages expressly reserve the right to take legal action in the event of unsolicited sending of promotional information, such as spam emails.

## Data Collection in Our Games

When you use our games, we collect and store certain data to provide our games and services and to improve the overall gaming experience:

- Temporary unique device identifiers and random device identifiers, as well as user-related device numbers (user IDs)
- Game progress and gameplay behavior
- In-app purchases
- Language settings
- IP address
- Date and time of the game session
- Browser and version
- Operating system
- Hardware IP address

These and other unique identifiers can theoretically be traced back to the user or the device on which the game is played. To protect privacy, identifiers are anonymized or deleted from technical data after your game session. All other data are used exclusively for statistical purposes to optimize the game. The purpose of temporarily storing this data is to establish a connection to our game servers, which is necessary for providing our games and services, and to provide you with a more personalized gaming experience. The legal basis is Art. 6(1)(b) GDPR and the legitimate interest according to European

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data protection requirements under Art. 6(1)(f) GDPR. In addition, we implement the security measures mentioned above to protect all data.

## Registration in Our Games

You can register within our games to access additional features. The data you enter for this purpose will only be used for the purpose of using the respective offer or service for which you have registered. The mandatory information requested during registration must be provided in full. Otherwise, we will reject the registration. For important changes, such as changes to the scope of the offer or technically necessary changes, we use the email address provided during registration to inform you accordingly. The processing of the data entered during registration is based on the execution of the usage relationship established by registration and, if applicable, for the initiation of further contracts (Art. 6 para. 1 lit. b GDPR). The data collected during registration will be stored by us as long as you are registered on this website and will then be deleted. Legal retention periods remain unaffected.

## Registration with Facebook Connect

Instead of registering directly on this website, you can register with Facebook Connect. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Facebook, the data collected is also transferred to the USA and other third countries. If you decide to register with Facebook Connect and click on the "Login with Facebook" / "Connect with Facebook" button, you will be automatically redirected to the Facebook platform. There you can log in with your usage data. As a result, your Facebook profile is linked to this website or our services. Through this link, we gain access to the data stored by Facebook. These include, in particular:

- Facebook name
- Facebook profile and cover picture
- Email address stored on Facebook
- Facebook ID
- Facebook friend lists
- Facebook likes
- Birthday
- Gender
- Country
- Language

This data is used to set up, provide, and personalize your account. Registration with Facebook Connect and the associated data processing operations are based on your consent (Art. 6 para. 1 lit. a GDPR). You can revoke this consent at any time with effect for the future. If personal data is collected and forwarded to Facebook using the tool described here, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 GDPR). The joint responsibility is limited exclusively to the collection of data and its transmission to Facebook. The processing carried out by Facebook after transmission is not part of the joint responsibility. The obligations jointly incumbent on us have been recorded in an agreement on joint processing. You can find the wording of the agreement at:

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[Link to agreement]. According to this agreement, we are responsible for providing data protection information when using the Facebook tool and for implementing the tool on our website in a data protection-compliant manner. Facebook is responsible for the data security of Facebook products. Rights of data subjects (e.g., requests for information) regarding data processed by Facebook can be asserted directly with Facebook. If you assert data subject rights with us, we are obliged to forward them to Facebook.

The data transfer to the USA is based on the standard contractual clauses of the European Commission. Details can be found here:

[Link to details]. Further information can be found in the Facebook terms of use and the Facebook data protection regulations. These can be found at:

[Links to Facebook policies]. The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the United States aimed at ensuring compliance with European data protection standards for data processing in the United States. Each company certified under the DPF undertakes to comply with these data protection standards. Further information can be obtained from the provider at the following link:<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt0000000GnywAAC&status=Active>

## Mobile Apps and App Permissions

When you download games as mobile apps or purchase in-app items through an app platform (e.g., Apple App Store or Google Play Store), certain information is transmitted to these platforms, including your account details such as name, device identifier, email address, and payment information. We have no control over this data collection and are not responsible for it. Some features of our games require access to specific functions and services on your device. Depending on the mobile operating system you use, certain app permissions may need to be granted.

### iOS

**Push Notifications:** If you select "Allow Push Notifications" in the pop-up window, you allow the app to inform you about certain events in the game, even when the app is not open. You will then receive notifications in the form of sounds, messages, and/or symbols (an image or a number on the app icon). **Game Center:** Game apps may also provide a connection to Apple's Game Center service, which is subject to Apple's privacy policy available at <https://www.apple.com/privacy>. If you use the service, such as to receive notifications about achievements, the personal information you provide may be visible to other users and may be read, collected, or used by them. Therefore, you should carefully consider which personal data you want to provide.

### Android

**External Storage (Modify or Delete the Contents of Your External Storage, Read the Contents of Your External Storage):** These functions allow an app to store content on your device externally. The app only uses its own storage space for this purpose. Other data on external storage is not deleted, modified, or read. **Internet Connection (Retrieve Internet Data, Full Network Access, View Network**

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and Wi-Fi Connections): These functions allow the app to retrieve data from the internet and determine whether there is a connection to the internet via a Wi-Fi network or a mobile data connection. This is intended to prevent larger amounts of data from consuming possibly limited data volume. Disable Sleep Mode: This function allows the app to disable the sleep mode of the phone (e.g., to display videos without turning off the screen). To protect your privacy, all app permissions are optional, except for the technical permissions required for the app to run. You can decline them at any time (by clicking "no" or "do not accept"). You can also revoke permissions later by changing the corresponding settings on your device. The purpose of requesting these permissions is to provide the game app and keep you and the game up to date on game updates, game-related news, and notifications. The legal basis for required technical permissions is contract performance under Art. 6 para. 1 lit. b GDPR. The legal basis for optional permissions is your consent under Art. 6 para. 1 lit. a GDPR.

## Cookies

Our websites use so-called "cookies." Cookies are small data packets and do not harm your device. They are either temporarily stored for the duration of a session (session cookies) or permanently (persistent cookies) on your device. Session cookies are automatically deleted after your visit ends. Persistent cookies remain stored on your device until you delete them yourself or they are automatically deleted by your web browser.

Cookies may originate from us (first-party cookies) or from third-party companies (so-called third-party cookies). Third-party cookies enable the integration of certain services from third-party companies within websites (e.g., cookies for processing payment services).

Cookies serve various functions. Numerous cookies are technically necessary because certain website functions would not work without them (e.g., the shopping cart function or the display of videos). Other cookies may be used for analyzing user behavior or for advertising purposes.

Cookies that are necessary for carrying out the electronic communication process, for providing certain functions requested by you (e.g., for the shopping cart function), or for optimizing the website (e.g., cookies for measuring web audience) (necessary cookies) are stored based on Art. 6 Para. 1 lit. f GDPR, unless another legal basis is specified. The website operator has a legitimate interest in storing necessary cookies for the technically error-free and optimized provision of its services. If consent for the storage of cookies and similar recognition technologies has been requested, processing will be carried out exclusively on the basis of this consent (Art. 6 Para. 1 lit. a GDPR and § 25 Para. 1 TTDSG); the consent can be revoked at any time.

You can set your browser to inform you about the setting of cookies and allow cookies only in individual cases, exclude the acceptance of cookies for specific cases or in general, and activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of this website may be limited.

You can find out which cookies and services are used on this website in this privacy policy.

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## Contact Form

If you send us inquiries via the contact form, your details from the inquiry form, including the contact details you provided there, will be stored by us for the purpose of processing the inquiry and in the event of follow-up questions. We do not pass on this data without your consent.

The processing of this data is based on Art. 6 Para. 1 lit. b GDPR, insofar as your inquiry is related to the fulfillment of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective processing of the inquiries addressed to us (Art. 6 Para. 1 lit. f GDPR) or on your consent (Art. 6 Para. 1 lit. a GDPR) if this has been requested; the consent can be revoked at any time.

The data entered by you in the contact form will remain with us until you request us to delete it, revoke your consent to storage or the purpose for data storage no longer applies (e.g., after your inquiry has been processed). Mandatory statutory provisions - especially retention periods - remain unaffected.

## Inquiry by Email, Telephone or Fax

If you contact us by email, telephone, or fax, your inquiry including all resulting personal data (name, inquiry) will be stored and processed by us for the purpose of processing your request. We do not pass on this data without your consent.

The processing of this data is based on Art. 6 Para. 1 lit. b GDPR, provided that your inquiry is related to the fulfillment of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective processing of the inquiries addressed to us (Art. 6 Para. 1 lit. f GDPR) or on your consent (Art. 6 Para. 1 lit. a GDPR) if this has been requested; the consent can be revoked at any time.

The data sent to us by you via contact inquiries will remain with us until you request us to delete it, revoke your consent to storage, or the purpose for data storage no longer applies (e.g., after your request has been processed). Mandatory statutory provisions - especially legal retention periods - remain unaffected.

## Registration on Website

You can register on this website to use additional features on the site. We only use the data entered for the purpose of using the respective offer or service for which you have registered. The mandatory information requested during registration must be provided in full. Otherwise, we will reject the registration.

For important changes, such as the scope of the offer or technical changes, we use the email address provided during registration to inform you in this way.

The processing of the data entered during registration is based on Art. 6 Para. 1 lit. b GDPR for the purpose of fulfilling the registration-related usage agreement and, if applicable, for initiating further contracts.

The data collected during registration will be stored by us as long as you are registered on this website and will then be deleted. Legal retention periods remain unaffected.

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## 5. Analysis Tools and Advertising

### Google Analytics

This website uses features of the web analytics service Google Analytics. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Analytics enables the website operator to analyze the behavior of website visitors. The website operator receives various usage data, such as page views, time spent on the site, operating systems used, and the user's origin. This data is associated with the respective user's device. It is not associated with a user ID.

Furthermore, we can record your mouse and scroll movements and clicks with Google Analytics, among other things. Google Analytics also uses various modeling approaches to supplement the collected data and employs machine learning technologies in data analysis.

Google Analytics uses technologies that enable the recognition of the user for the purpose of analyzing user behavior (e.g., cookies or device fingerprinting). The information collected by Google about the use of this website is usually transferred to a Google server in the USA and stored there. The use of this service is based on your consent pursuant to Art. 6 Para. 1 lit. a GDPR and § 25 Para. 1 TTDSG. Consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the European Commission. Details can be found here: <https://privacy.google.com/businesses/controllerterms/mccs/>. The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards in data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt00000001L5AAI&status=Active>

### IP Anonymization

Google Analytics IP anonymization is enabled. This means that your IP address is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity, and to provide other services related to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google.

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## Browser Plugin

You can prevent Google from collecting and processing your data by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>. For more information on how Google Analytics handles user data, please refer to Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=en>.

## Google Ads

The website operator uses Google Ads. Google Ads is an online advertising program of Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Ads allows us to display advertisements in the Google search engine or on third-party websites when the user enters certain search terms into Google (keyword targeting). Furthermore, targeted advertisements can be displayed based on the user data available at Google (e.g., location data and interests) (audience targeting). As the website operator, we can quantitatively evaluate this data by analyzing, for example, which search terms led to the display of our advertisements and how many clicks resulted in corresponding ads.

The use of this service is based on your consent pursuant to Art. 6 Para. 1 lit. a GDPR and § 25 Para. 1 TTDSG. Consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the European Commission. Details can be found here: <https://policies.google.com/privacy/frameworks> and <https://privacy.google.com/businesses/controllerterms/mccs/>.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards in data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt00000001L5AAI&status=Active>

## Google AdSense (nicht personalisiert)

This website uses Google AdSense, a service for integrating advertisements. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

We use Google AdSense in "non-personalized" mode. Unlike personalized mode, the advertisements are not based on your previous user behavior, and no user profile is created. Instead, "contextual information" is used when selecting advertisements. The selected advertisements may, for example, be based on your location, the content of the website you are visiting, or your current search terms. For more information on the differences between personalized and non-personalized targeting with Google AdSense, please visit: <https://support.google.com/adsense/answer/9007336>.

Please note that even when using Google AdSense in non-personalized mode, cookies or similar recognition technologies (e.g., device fingerprinting) may be used. According to Google, these are used to combat fraud and abuse.

The use of this service is based on your consent pursuant to Art. 6 Para. 1 lit. a GDPR and § 25 Para. 1 TTDSG. Consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the European Commission. Details can be found here: <https://privacy.google.com/businesses/controllerterms/mccs/>.

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You can adjust your ad settings independently in your user account. To do this, click on the following link and log in: <https://adssettings.google.com/authenticated>.

For more information on Google's advertising technologies, please visit:

<https://policies.google.com/technologies/ads> and <https://www.google.com/intl/en/policies/privacy/>.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards in data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt00000001L5AAI&status=Active>

## Google Conversion Tracking

This website uses Google Conversion Tracking. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

With the help of Google Conversion Tracking, Google and we can determine whether the user has carried out certain actions. For example, we can evaluate which buttons on our website have been clicked most frequently and which products have been viewed or purchased most frequently. This information is used to create conversion statistics. We learn the total number of users who clicked on our ads and what actions they took. We do not receive any information that personally identifies the user. Google itself uses cookies or similar recognition technologies for identification.

The use of this service is based on your consent pursuant to Art. 6 Para. 1 lit. a GDPR and § 25 Para. 1 TTDSG. Consent can be revoked at any time.

For more information on Google Conversion Tracking, please see Google's privacy policy:

<https://policies.google.com/privacy?hl=en>.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards in data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt00000001L5AAI&status=Active>

## Meta Pixel (formerly Facebook Pixel)

This website uses the visitor action pixel of Facebook/Meta for conversion measurement. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Facebook, the data collected is also transferred to the USA and other third countries. Thus, the behavior of page visitors can be tracked after they have been redirected to the provider's website by clicking on a Facebook advertisement. This allows the effectiveness of Facebook advertisements to be evaluated for statistical and market research purposes and future advertising measures to be optimized.

The data collected is anonymous to us as the operator of this website; we cannot draw any conclusions about the identity of the users. However, the data is stored and processed by Facebook, so that a connection to the respective user profile is possible, and Facebook can use the data for its own advertising purposes in accordance with the Facebook Data Usage Policy

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(<https://www.facebook.com/about/privacy/>). This allows Facebook to place advertisements on Facebook pages as well as outside of Facebook. This use of the data cannot be influenced by us as the site operator.

The use of this service is based on your consent pursuant to Art. 6 Para. 1 lit. a GDPR and § 25 Para. 1 TTDSG. Consent can be revoked at any time.

As far as personal data is collected and transmitted to Facebook using the tool described here, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 GDPR). The joint responsibility is limited exclusively to the collection of data and its transmission to Facebook. The processing by Facebook after the transfer is not part of the joint responsibility. The obligations jointly incumbent on us have been recorded in an agreement on joint processing. The wording of the agreement can be found at: [https://www.facebook.com/legal/controller\\_addendum](https://www.facebook.com/legal/controller_addendum). According to this agreement, we are responsible for providing data protection information when using the Facebook tool and for the data protection-compliant implementation of the tool on our website. Facebook is responsible for the data security of the Facebook products. Rights of data subjects (e.g., requests for information) regarding data processed by Facebook can be asserted directly against Facebook. If you assert data subject rights against us, we are obliged to forward them to Facebook.

The data transfer to the USA is based on the standard contractual clauses of the European Commission. Details can be found here:

[https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum) and

<https://www.facebook.com/help/566994660333381>.

Further information on the protection of your privacy can be found in Facebook's privacy policy:

<https://www.facebook.com/about/privacy/>.

You can also deactivate the remarketing function "Custom Audiences" in the ad settings section at [https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen). You must be logged in to Facebook to do this.

If you do not have a Facebook account, you can deactivate usage-based advertising from Facebook on the website of the European Interactive Digital Advertising Alliance at

<http://www.youronlinechoices.com/de/praferenzmanagement/>.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards in data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000GnywAAC&status=Active>

## Facebook Conversion API

We have integrated Facebook Conversion API on this website. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. However, according to Facebook, the data collected is also transferred to the USA and other third countries.

Facebook Conversion API allows us to capture the interactions of website visitors with our website and to transmit them to Facebook in order to improve advertising performance on Facebook.

For this purpose, in particular, the time of access, the accessed web page, your IP address and your user agent, as well as any other specific data (e.g., purchased products, value of the shopping cart,

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and currency) are collected. A complete overview of the data that can be collected can be found here: <https://developers.facebook.com/docs/marketing-api/conversions-api/parameters>.

The use of this service is based on your consent pursuant to Art. 6 Para. 1 lit. a GDPR and § 25 Para. 1 TTDSG. Consent can be revoked at any time.

As far as personal data is collected and transmitted to Facebook using the tool described here, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 GDPR). The joint responsibility is limited exclusively to the collection of data and its transmission to Facebook. The processing by Facebook after the transfer is not part of the joint responsibility. The obligations jointly incumbent on us have been recorded in an agreement on joint processing. The wording of the agreement can be found at: [https://www.facebook.com/legal/controller\\_addendum](https://www.facebook.com/legal/controller_addendum). According to this agreement, we are responsible for providing data protection information when using the Facebook tool and for the data protection-compliant implementation of the tool on our website. Facebook is responsible for the data security of the Facebook products. Rights of data subjects (e.g., requests for information) regarding data processed by Facebook can be asserted directly against Facebook. If you assert data subject rights against us, we are obliged to forward them to Facebook.

The data transfer to the USA is based on the standard contractual clauses of the European Commission. Details can be found here:

[https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum) and

<https://www.facebook.com/help/566994660333381>.

Further information on the protection of your privacy can be found in Facebook's privacy policy:

<https://www.facebook.com/about/privacy/>.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards in data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000GnywAAC&status=Active>

## Facebook Custom Audiences

We use Facebook Custom Audiences. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.

When you visit or use our websites and apps, take advantage of our free or paid offerings, submit data to us, or interact with our company's Facebook content, we collect your personal data. If you consent to the use of Facebook Custom Audiences, we will transmit this data to Facebook, which can then display suitable advertising to you. Furthermore, target groups can be defined with your data (Lookalike Audiences).

Facebook processes this data as our data processor. Details can be found in Facebook's terms of use: <https://www.facebook.com/legal/terms/customaudience>.

The use of this service is based on your consent pursuant to Art. 6 Para. 1 lit. a GDPR and § 25 Para. 1 TTDSG. Consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission.

Details can be found here: <https://www.facebook.com/legal/terms/customaudience> and

<https://www.facebook.com/legal/terms/dataprocessing>.

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<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000GnywAAC&status=Active>

## 6. Newsletter Newsletter Data

If you would like to subscribe to the newsletter offered on the website, we require your email address and information that allows us to verify that you are the owner of the specified email address and agree to receive the newsletter. Further data will not be collected or will only be collected on a voluntary basis. For the processing of newsletters, we use newsletter service providers, which are described below.

### Mailchimp with deactivated success measurement

This website uses the services of Mailchimp for sending newsletters. The provider is Rocket Science Group LLC, 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA.

Mailchimp is a service that can be used, among other things, to organize the sending of newsletters. If you enter data for the purpose of subscribing to the newsletter (e.g., email address), this data will be stored on Mailchimp's servers in the USA. We have deactivated success measurement in Mailchimp, so Mailchimp will not evaluate your behavior when opening our newsletters.

If you do not want your data to be transferred to Mailchimp, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in every newsletter message. The data processing is based on your consent (Art. 6 Para. 1 lit. a GDPR). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the data processing already carried out remains unaffected by the revocation.

The data you provide us with for the purpose of subscribing to the newsletter will be stored by us or the newsletter service provider until you unsubscribe from the newsletter with us or the newsletter service provider and deleted from the newsletter distribution list after you unsubscribe from the newsletter. Data stored by us for other purposes remains unaffected by this.

The data transfer to the USA is based on the standard contractual clauses of the European Commission. Details can be found here: <https://mailchimp.com/eu-us-data-transfer-statement/> and [https://mailchimp.com/legal/data-processing-addendum/#Annex\\_C\\_-\\_Standard\\_Contractual\\_Clauses](https://mailchimp.com/legal/data-processing-addendum/#Annex_C_-_Standard_Contractual_Clauses).

After you have been removed from the newsletter distribution list, your email address may be stored by us or the newsletter service provider in a blacklist, if necessary, to prevent future mailings. The data from the blacklist will only be used for this purpose and will not be merged with other data. This serves both your interest and our interest in complying with legal requirements when sending newsletters (legitimate interest within the meaning of Art. 6 Para. 1 lit. f GDPR). Storage on the blacklist is not time-limited. You can object to the storage if your interests outweigh our legitimate interest.

For more information, please see Mailchimp's privacy policy at: <https://mailchimp.com/legal/terms/>.

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The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards in data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000TXVCAA4&status=Active>

## Data Processing

We have concluded a contract for order processing (AVV) for the use of the above-mentioned service. This is a data protectionally required contract which ensures that it processes the personal data of our website visitors only according to our instructions and in compliance with the GDPR.

## 7. Plugins and Tools YouTube

This website embeds videos from the YouTube website. The operator of the website is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

When you visit one of our websites on which YouTube is embedded, a connection to the YouTube servers is established. This informs the YouTube server which of our pages you have visited.

Furthermore, YouTube can store various cookies on your end device or use comparable technologies for recognition (e.g., device fingerprinting). In this way, YouTube can obtain information about visitors to this website. This information is used, among other things, to capture video statistics, improve user-friendliness, and prevent attempted fraud.

If you are logged into your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account.

The use of YouTube is in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. If a corresponding consent has been requested, processing is carried out exclusively on the basis of Art. 6 Para. 1 lit. a GDPR and § 25 Para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information on the user's terminal device (e.g., device fingerprinting) within the meaning of the TTDSG. The consent can be revoked at any time.

For more information on how user data is handled, please see YouTube's privacy policy at:

<https://policies.google.com/privacy?hl=en>.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards in data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt00000001L5AAI&status=Active>

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## Google Maps

This site uses the Google Maps mapping service. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

To use the features of Google Maps, it is necessary to store your IP address. This information is usually transferred to a Google server in the USA and stored there. The provider of this site has no influence on this data transmission. If Google Maps is activated, Google may use Google Fonts for the purpose of uniform font display. When Google Maps is accessed, your browser loads the required web fonts into its browser cache to display text and fonts correctly.

The use of Google Maps is in the interest of an attractive presentation of our online offers and easy findability of the locations specified by us on the website. This represents a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. If a corresponding consent has been requested, processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information on the user's terminal device (e.g., device fingerprinting) within the meaning of the TTDSG. The consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the European Commission. Details can be found here: <https://privacy.google.com/businesses/gdprcontrollerterms/> and <https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>.

For more information on how user data is handled, please see Google's privacy policy: <https://policies.google.com/privacy?hl=en>.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards in data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt00000001L5AAI&status=Active>

## 8. eCommerce and Payment Providers Processing of Customer and Contract Data

We collect, process, and use personal customer and contract data to establish, structure, and modify our contractual relationships. We only collect, process, and use personal data about the use of this website (usage data) to the extent necessary to enable the user to use the service or to bill for it. The legal basis for this is Art. 6 para. 1 lit. b GDPR.

The customer data collected will be deleted after the order has been completed or the business relationship has ended and after any statutory retention periods have expired. Legal retention periods remain unaffected.

## Data transfer when concluding contracts for services and digital content

We only transfer personal data to third parties if this is necessary within the scope of contract processing, for example to the credit institution entrusted with payment processing.

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Further data transfer does not take place or only takes place if you have expressly consented to the transfer. Your data will not be passed on to third parties without your express consent, for example for advertising purposes.

The legal basis for data processing is Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the performance of a contract or pre-contractual measures.

## Payment services

We integrate payment services from third-party companies on our website. When you make a purchase from us, your payment data (e.g., name, payment amount, account details, credit card number) will be processed by the payment service provider for the purpose of payment processing. For these transactions, the respective contractual and data protection provisions of the respective providers apply. The use of payment service providers is based on Art. 6 para. 1 lit. b GDPR (contract processing) and in the interest of a smooth, comfortable, and secure payment process (Art. 6 para. 1 lit. f GDPR). If your consent is requested for certain actions, Art. 6 para. 1 lit. a GDPR is the legal basis for data processing; consents can be revoked at any time.

We use the following payment services/payment service providers as part of this website:

### PayPal

The provider of this payment service is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg ("PayPal").

The data transfer to the USA is based on the standard contractual clauses of the European Commission. Details can be found here: <https://www.paypal.com/de/webapps/mpp/ua/pocpsa-full>.

For details, please refer to PayPal's privacy policy:

<https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

### Apple Pay

The provider of the payment service is Apple Inc., Infinite Loop, Cupertino, CA 95014, USA. Apple's privacy policy can be found at: <https://www.apple.com/legal/privacy/de-ww/>.

### Google Pay

The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. You can find Google's privacy policy here: <https://policies.google.com/privacy>.

### Amazon Pay

The provider of this payment service is Amazon Payments Europe S.C.A., 38 avenue J.F. Kennedy, L-1855 Luxembourg.

You can read details about

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