

Privacy Statement

Thank you for your interest in your online presence. Protecting and safeguarding your personal is our highest priority. We would like to take a moment to inform you about data protection in our company. Naturally, we comply with the legal provisions of the Federal Data Protection Act (BDSG) as well as the Telemedia Act (TMG) and any other data protection regulations.

You can trust us when it comes to your personal data! Our websites are protected against damages, destruction of unauthorized access through technical measures. We have taken extensive and operational security measures to protect your personal data from unauthorized access and misuse while it is stored with us. Our security procedures are reviewed regularly and adjusted to technological progress.

Subject matter of data protection

The subject matter of data protection is personal data. According to § 3 Section 1 BDSG, these are particulars about personal or objective relations of a specific or a determinable natural person. That also includes information such as name, postal address, e-mail address or telephone number, and possibly usage data, such as your IP address.

Scope of data collection and storage

It is generally not required to provide personal data to use our website. However, we may require your personal data to be able to provide our services to you. This applies to sending information, ordered goods and for a reply to individual requests.

If you authorize us to provide a service or send goods, we collect and store your personal data only as is required to provide the service or execute the contract. To do so, it may be required to pass your personal data on to companies with whom we cooperate to provide the service or execute the contract. They are transport companies, for example, or other services.

After complete execution of the contract, your personal data is blocked and deleted after expiration of the relevant tax and trade regulations, unless you have explicitly consented to usage of your data beyond that scope.

If you used your e-mail address to subscribe to our newsletter, we will also use your e-mail for the purposes of internal advertisements beyond execution of the contract until you unsubscribe from the newsletter.

Data collection through use of Google Analytics

Our website uses Google Analytics, a web analysis service by Google Inc. Google Analytics uses "cookies". Cookies are text files that are stored on your computer to analyze your use of the website. The collected data includes, for example, information about your operating system, browser, IP address, previously accessed website (referrer URL) and date and time of your visit to our website. The information generated by the text file about your use of this website is transferred to and stored on a Google server in the United States. Google will use this information to analyze your use of our website, compile reports on website activity for the website operators and provide additional services relating to website and Internet use. If legally required or if third parties process this data on behalf of Google, Google will pass on this information to such third parties. This usage is anonymized or pseudonymized. More information is available directly from Google <http://www.google.com/intl/de/privacypolicy.html#information>

Google uses the DoubleClick DART cookie

Users can deactivate the use of the DART cookie by accessing the [Data Protection Regulations of the Advertising Network and Content Advertising Network of Google](#).

No direct personal data of the user is stored, only the IP address. This information is used to automatically recognize you during your next visit

on our website and facilitate your navigation accordingly. For example, cookies make it possible to adapt a website to your interests or store your password, so that you do not have to enter it again every time.

You can of course also view our website without the use of cookies. If you do not want us to recognize your computer, you can prevent cookies from being stored on your hard drive by selecting "Do not accept cookies" in your browser settings. Please refer to the instructions of the browser provider for detailed information. However, not accepting cookies may result in functional restrictions of our offers.

You may refuse the installation of cookies by selecting the appropriate settings on your browser software. To do so, disable the use of cookies in your Internet browser. For more information, please refer to the usage notes of your Internet browser.

Collection and storage of usage data

For optimization purposes of our website, we collect and store data, such as data and time of site access, referral page and similar information, unless you object to your data being collected and stored. This process is anonymous without identifying the user of the site. User profiles may be generated with a pseudonym. In such cases, no connection is made between the natural persons behind the pseudonym and the collected usage data. We also use cookies to collect and store usage data. These are small text files stored on your computer and are used to store statistical information, such as the operating system, your Internet browser, IP address, the previously accessed website (referrer URL) and the time. We only collect this data for statistical purposes to further optimize our website and make our Internet offers more appealing. Data is only collected and stored in anonymized or pseudonymized form and does not allow for drawing conclusions about you as a natural person.

Earmarked data usage

We observe the principle of earmarked data usage and collect, process and store your personal data only for the purposes for which you provided this data to us. Your data is not passed on to third parties without your explicit consent, unless required for service provision or contract execution. Data will only be transmitted to public institutions and authorities entitled to receive information within the scope of legal disclosure duties or if we are obligated to disclose information due to a court order.

We also take internal data protection very seriously. Our employees and the service companies we employ have been obligated to non-disclosure and to adherence to the data protection provisions.

Right of information and withdrawal

We will provide you with information about your stored data any time free of charge. You can have your data collected by us blocked, corrected or deleted any time and object to the anonymized and pseudonymized data collection and storage for optimization purposes of our website. You can also withdraw your given consent to data collection and usage without specifying reasons any time. To do so, please contact us at the address listed in the imprint. We are available to answer any further questions about our information regarding data protection and the processing of your personal data any time.

Please note that data protection provisions and privacy regulations, at Google for example, may change regularly. We therefore recommend, to periodically check for changes of the legal provisions and the practical use of companies.