

Data protection

About your privacy and cookie settings

SCHIESSER Online Shop - Privacy Policy (as of 2023-06-14)

Thank you for your interest in our online shop, "SCHIESSER Online Shop", and our company, SCHIESSER GmbH. We want you to feel safe and comfortable when visiting our web pages. Therefore, protecting your personal data is very important to us. We have taken all possible technical and organisational measures to ensure that the data protection regulations as per the EU General Data Protection Regulation (GDPR), the Federal Data Protection Act (BDSG) and other legal regulations are complied with by us as well as by service providers.

The following privacy policy is intended to inform you about our handling of the collection, use, processing and disclosure of your personal data. In general, you can visit our websites without providing any personal data, e.g. if you only want to find out about our products and visit the relevant pages. Each visit to our homepage, as well as each retrieval of a file stored on the homepage, is logged. This data is saved for internal system-related and statistical purposes. The following data is logged: name of the retrieved file, date and time of the query, transferred quantity of data, report of successful query, web browser and inquiring domain. However, no personal data is transmitted by you and this information is stored separately from any personal data that may be transmitted. The IP addresses of the enquiring computers are also stored.

1. CONTACT INFORMATION

You can contact us at:

SCHIESSER GmbH
Schützenstraße 18
Postfach (PO Box) 15 20
78305 Radolfzell
Germany

Tel. +49 (0) 7732/90-0
Fax +49 (0) 7732/90-65 55

URL: www.schiesser.com
E-Mail: info@schiesser.com

2. DATA PROCESSING

Personal data is pieces of information pertaining to your identity. These include information such as your name, address, phone number, date of birth and email address. Below you will find detailed information about which of your data we process and for what purposes.

There is no legal or contractual obligation to provide the data specified below. However, providing data for the purposes specified below is necessary. If the data specified below is not provided, we will unfortunately be unable to process requests and orders, conduct advertising measures and competitions, etc.

3. PURPOSE, USE AND DISCLOSURE OF PERSONAL DATA AS WELL AS THE RESPECTIVE LEGAL BASES

If you provide us with personal data in our online shop, we will process and use it to process your order (the legal basis for this is Art. 6 para. 1 lit. b GDPR), to answer your enquiries (the legal basis for this is Art. 6 para. 1 lit. b GDPR), for competitions (the legal basis for this is Art. 6 para. 1 lit. b GDPR), for advertising measures (the legal basis for this is Art. 6 para. 1 lit. a and f GDPR), in particular the sending of newsletters, if you have separately agreed to this, in order to provide you with access to certain information or offers or for the use of information and communication systems as well as within the scope of legal requirements (the legal basis for this is Art. 6 para. 1 lit. a and f GDPR).

Your personal data will only be transferred or disclosed to third parties if this is necessary for the fulfilment of your order, e.g. for the shipping of your ordered goods or if you have given your prior consent to the transfer. These third parties are not permitted to use the data for other purposes. We also reserve the right to match or complete your personal data with data that we receive from third parties for the same purpose.

We will disclose personal data about you if we are legally obliged to do so (the legal basis for this is Art. 6 para. 1 lit. c GDPR), or if we are obliged to do so by a court decision, or if disclosure is necessary to enforce or protect our general terms and conditions or other agreements (the legal basis for this is Art. 6 para. 1 lit. f GDPR). This applies accordingly with respect to the processing of the data.

The data will not be disclosed for commercial purposes. Our employees and the service providers engaged by us are bound by us to secrecy and observance of the provisions of the current data protection laws. Access to personal data by our employees is limited to those employees who require the data for their work.

We endeavour to take all possible technical and organisational measures to store your personal data so that it is not accessible to third parties. When communicating via email we cannot guarantee full data integrity. We therefore recommend that you send us any confidential information by post.

4. WHICH DATA WE COLLECT

a. Contact form

In our "contact form", the information listed is requested from you, for example your enquiry, surname, first name, email address, telephone number, etc. You can find further information about this form under point 5.

b. Newsletter registration

When you sign up for the newsletter, your email address will be used for our own advertising purposes with your consent. You can find further information about the newsletter under point 6.

c. Cancellation form

You can use the cancellation form to cancel a contract. You will be asked to fill out the fields in this form, in particular the mandatory fields email address, title, first name, surname, address, postcode and city. Order number, item number(s) and the date you received the goods.

d. Gift voucher

You can use the gift voucher form to send a gift voucher to yourself or the gift recipient via email. Here you will be asked to enter who the voucher is from, to whom it is being sent and a personal message. You will also need to provide the email address that you want the voucher to be sent to. Later on in the voucher order process, you will also be asked to provide the data under point f.

e. Application

You can find information on your application under point 7.

f. f. Orders and/or registration

If you order goods in our online shop without creating a customer account, you will need to provide us with the following data: first name, surname, postal address, billing address, shipping address (if this differs from the billing address), date of birth and email address.

You also have the option to create a customer account. To set up your personal customer account, we need the following information from you: surname, first name, address, email address and a password of your choice. When you click on "register", your data will be saved in our database. After registering, you will receive an automatic email confirmation that your customer account has been set up. The email address you enter and the password you choose will serve as access identification for the customer account. You can edit your information in your customer account at any time. The access identification and password must be kept secret and not be shared with third parties. You are obliged to protect your access identification and password against unauthorised access by third parties. The above-mentioned address information for orders is also saved in your customer account.

Finally, we will ask you to select a payment method for the order.

g. g. Competitions

For competitions, we collect the information needed to contact you if you win. Such information may include your title, first name, surname and email address. If you wish, you may also provide us with your name. This helps us to better plan our competitions in future. In the context of your participation in competitions, you can also choose to register for our newsletter. Please note the above information for this.

5. CONTACT FORM

We only process and use the data that we collect within the context of the contact form to contact you in relation to the wishes expressed there, provide you with information material or process your enquiry. In doing so, we obtain the following consent:

"By clicking on "Send" or "Submit form", I consent to the collection, storage and use of my data for the purpose of contacting me or processing my enquiry. I hereby also observe and accept the information and explanations in the [privacy policy](#), in particular the information under the item "Contact form".

6. NEWSLETTER

We offer you the chance to receive a newsletter providing information on the latest fashion trends, our current deals and interesting special promotions in our online shop, as well as promotions in our SCHIESSER stores and factory outlets.

When you sign up for the newsletter, your email address will be used for our own advertising purposes with your consent. In doing so, we obtain the following consent:

"By clicking on "Subscribe" or "the blue arrow", for example, I agree to receive the newsletter or personalised advertising from SCHIESSER GmbH and hereby also observe and accept the information and explanations in the [privacy policy](#), in particular the notes under the item "Newsletter". I may revoke this authorisation at any time with future effect."

To send newsletters, we use specialised service providers to whom we transfer the personal data required for this purpose. These service providers process your personal data exclusively by order of us. We ensure compliance with data protection regulations and the necessary security measures.

The above-mentioned consent to receive a newsletter via email can be revoked at any time. Every newsletter contains a link which you can use to revoke your consent.

As a precautionary measure, we would like to advise you that receiving and/or cancelling the newsletter usually does not incur any transmission costs other than those in the basic tariff. However, there may be situations in which the flat rates common today no longer apply (e.g. in non-European countries).

7. APPLICATIONS

We will be glad if you choose to apply for a job with us. For the purpose of the application, you must provide us with the usual personal data required for an application, either by post or email. The legal basis here is § 26 para. 1 sentence 1 of the Federal Data Protection Act (BDSG).

You thus consent to the processing and transmission of your data to us exclusively for the application process. The personal data transmitted by you will be collected, processed and used for the exclusive purpose of processing your application. Your data will be treated confidentially. Your data will not be transmitted to third parties without your express consent.

If you do not wish to proceed with your online application, you may withdraw it in writing at any time. Upon completion of the order process or when you withdraw your application, the data transmitted in the context of the application will be deleted in accordance with the relevant regulations.

If we are currently unable to offer you a suitable vacancy but we believe that your application could be of interest to us at a later date, we will gladly offer to keep a record of your application. We will request your consent for this in the application form or in a separate email or letter at a later date (according to Art. 6 para. 1 lit. a GDPR). You can object to the storage of your data at any time; this will result in the immediate, irrevocable deletion of your data.

8. RECIPIENTS OF DATA

Internal recipients:

- Departments and persons who need to know this data in order to fulfil their tasks and the above-mentioned purposes

External recipients (in addition to the recipients already presented in this information, we may pass on data to the following external recipients - order processors and third parties - in particular, but only if there is a legal basis for doing so - in particular pursuant to Art. 6 para. 1 lit. a, b, c or f GDPR, see above - or if there are legally compelling reasons):

- service providers that are necessary for the provision of our services (in particular IT service providers, consulting companies)
- companies/institutions to assist us in enforcing our claims (e.g. debt collection companies)
- public bodies and institutions (health offices, courts)
- investigating authorities (police, public prosecutor)
- vicarious agents

9. USE OF ANALYTICS TOOLS

Econda Analytics

In our online shop, data is collected and stored for marketing and optimisation purposes using technologies from ECONDA GmbH (www.econda.de). This data can be used to create usage profiles under a pseudonym. Session cookies can be used for this purpose, but they only collect and store data in pseudonymous form. The data is not used to personally identify visitors of this website and is not merged with data about the bearer of the pseudonym. You can object to the collection and storage of your data at any time effective for the future.

Econda ARP

In order to design and optimise this website in line with requirements, anonymised data is collected and stored by solutions and technologies of econda GmbH and usage profiles are created from this data using pseudonyms. For this purpose, cookies may be used to enable recognition of an Internet browser. Usage profiles are not merged with data concerning the bearer of the pseudonym without the express consent of the visitor. In particular, IP addresses are made unrecognisable immediately after receipt, which means that it is not possible to assign usage profiles to IP addresses. User behaviour analysis is based on Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in the anonymised analysis of user behaviour to optimise its website as well as its advertising. Visitors to this website can object to this data collection and storage with future effect at any time here. The objection only applies to the device and the web browser on which it was given. Please repeat the process on all devices if necessary. If you delete the opt-out cookie, requests will be sent to econda again.

Click [here](#) to opt out of data collection via Econda ARP.

```
function delete_cookie(name,_domain) { document.cookie = name + '='; Domain=' + _domain + ';Path=/; Expires=Thu, 01 Jan 1970 00:00:01 GMT;'; } function setEmosOptOutCookie(cname, cvalue, exdays) { var delcookies = ["emos_jcsid", "emos_jcvid", "emos_jckamp", "emos_pv", "emos_postview"]; var domain = ".schiesser.com"; var d = new Date(); d.setTime(d.getTime() + (exdays*24*60*60*1000)); var expires = "expires="+ d.toUTCString(); document.cookie = cname + '=' + cvalue + ';Domain=' + domain + ';Path=/' + expires + ';'; for (var i in delcookies){ delete_cookie(delcookies[i],domain); }}
```

Google Analytics

If you have declared your consent, Google Analytics 4, a web analytics service of Google LLC, will be used on this website. The data controller for users in the EU/EEA and Switzerland is Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google").

Extent of processing Google Analytics uses cookies, which enable analysis of your use of our websites. The information about your use of the website collected by means of the cookies is typically transmitted to a Google server in the USA and stored there.

With Google Analytics 4, anonymisation of IP addresses is activated as standard. IP anonymisation causes your IP address to be truncated prior to being transmitted to the USA by Google within member states of the European Union or other states party to the Agreement on the European Economic Area. The complete IP address is only transmitted to a Google sever in the USA and truncated there in exceptional cases. According to Google, the IP address transmitted by your browser in line with Google Analytics is not merged with other Google data. During your website visit, your user behaviour will be recorded in the form of "events". Events may be:

- page views
- first visit to the website
- start of session
- your "click path" and interaction with the website
- scrolls (whenever a user scrolls to the end of the page - 90%)
- clicks on external links
- internal search queries
- interaction with videos
- file downloads
- adverts viewed / clicked on
- language setting

The following data is also recorded:

- your approximate location (region)
- your IP address (in truncated form)
- technical information on your browser and the devices you use (e.g. language setting, screen resolution)
- your Internet provider
- the referrer URL (which website/advertisement led you to this website)

Processing purposes

Google uses this information on behalf of the operator of this website to analyse your pseudonymous use of the website and generate reports about

website activity. The reports provided by Google Analytics aid in the analysis of our website's performance and the success of our marketing campaigns.

Recipients

Recipients of the data are/may be:

- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (as data processor according to Art. 28 GDPR)
- Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA
- Alphabet Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA

There is no guarantee that US authorities will not access the data stored by Google.

Transfer to third countries

For cases in which data is processed outside the EU/EEA and no data protection level equivalent to the European standard is present, we have agreed EU standard contract clauses with the service provider to create an adequate level of data protection. The parent company of Google Ireland, Google LLC, is headquartered in California, USA. Transmission of data to the USA and access by US authorities to the data stored by Google cannot be excluded. From the perspective of data protection legislation, the USA is currently considered a third country. You do not have the same rights there as you have within the EU/EEA. You may not have access to any legal remedies against access by authorities.

Storage period

The data sent by us and linked to cookies will be deleted automatically after 2 [OR: 14] months. Data is automatically erased once a month at the end of the retention period.

Legal basis

The legal basis for this data processing is your consent according to Art. 6 para. 1 sentence 1 lit.a GDPR.

Revocation

You may revoke your consent at any time with effect for the future in the cookie settings [{"oxscript add="var UC_UI_SUPPRESS_CMP_DISPLAY=true;" priority=1}] cookie settings. This does not affect the legality of processing conducted based on consent until the revocation.

You can also prevent the storage of cookies in advance by adjusting the settings of your browser software accordingly. However, if you make the setting in your browser to reject all cookies, this may limit some functionalities on this website and others. Furthermore, you can prevent Google collecting the data created by the cookie and relating to your use of the website (incl. your IP address) as well as the processing of this data by Google by

- a. not issuing your consent to the placing of cookies or
- b. downloading and installing the Google Analytics Opt-out Browser Add-on [HERE](#).

You can find more detailed information on the Google Analytics Terms of Service and Google data protection at <https://marketingplatform.google.com/about/analytics/terms/us/> or at <https://policies.google.com/?hl=en>.

Trbo

On our website, data is collected and stored by trbo GmbH, Leopoldstr. 41, 80802 Munich, Germany (<http://www.trbo.com/>), which is used to create usage profiles using pseudonyms in order to present you with personalised customer benefits. For this purpose, cookies may be used to enable recognition of an Internet browser. These usage profiles aid in the analysis of visitor behaviour and are evaluated to allow us to improve our offerings and adapt them to demand. The pseudonymised usage profiles are not consolidated with personal data of the pseudonym holder without the express consent of the data subject, which must be given separately. You can object to this at any time via the following links:

[Activate trbo](#)

[Deactivate trbo](#)

Kameleoon

Kameleoon is a SaaS solution which enables A/B testing and web personalisation. Kameleoon's customers and partners use the solution to gain a better understanding of how their websites are used and to allow them to offer their customers an optimised user experience. Kameleoon does not save any personal data in this process. However, you may object to the use of Kameleoon at any time via the following link: <https://www.schiesser.com/en/#kameleoonOptout=true>

ChannelPilot

This website uses ChannelPilot, an online marketing tool of Channel Pilot Solutions GmbH. The use thereof is based on Art. 6 para. 1 sentence. 1 lit. f GDPR. ChannelPilot uses cookies, text files which are stored on your computer and enable the analysis of your use of the website. The information generated by the cookies about your use of the website, such as

- browser type/version,
- referrer URL (the previously visited page),
- host name of the accessing computer (IP address),
- time of the utilization/server request,

is typically transmitted to a ChannelPilot server in Germany and stored there. The IP address transmitted by your browser in line with ChannelPilot is not merged with other ChannelPilot data. In addition, ChannelPilot will only store your IP address for a short period (usually no more than 24 hours) and then make it indecipherable. The temporary storage is carried out exclusively for the detection of potential click fraud (bot detection).

ChannelPilot uses this information on behalf of the operator of this website to assess the performance of connected online marketing channels such as idealo.de and Google Shopping. You can configure your browser software to block the storage of the cookies; however, please note that you may not be able to make full use of all functions of this website in this case. You can further prevent ChannelPilot from collecting the data generated by the cookie and relating to your use of the website (including your IP address) as well as the processing of this data by ChannelPilot by selecting the opt-out options available under the following link: <http://www.channelpilot.de/optout>. An opt-out cookie is placed, which prevents the future collection of your data when visiting this website. The opt-out cookie only applies in the most recently used browser. If you erase your cookies in this browser, you will have to set the opt-out cookie again.

For more information about data protection related to ChannelPilot, see <https://channelpilot.com/en/privacy-policy/>.

Usabilla feedback service

Usabilla feedback service The website uses the service "Usabilla for Websites" of SurveyMonkey Europe UC (2 Shelbourne Buildings, Second Floor, Shelbourne Rd, Dublin 4, Ireland, hereinafter: "Usabilla"). Usabilla collects feedback from website visitors to allow it to analyse and improve the use of our website and any errors that occur on it. Information is only processed if the user clicks on the corresponding button in the feedback form or actively participates in a survey. In this process, Usabilla collects information such as the device, operating system, browser and screen resolution, and stores it in a pseudonymised usage profile. Additional data such as email address and feedback text are only collected if the user actively provides them. Here, cookies are only placed to determine whether the user is visiting the website for the first time and whether the user has already seen a survey. Afterwards, you can object to the collection by deleting the cookies from your browser. For more information, please visit the Usabilla how-to page: <https://support.usabilla.com/hc/en-us/articles/115003780472-Usabilla-cookies-and-localStorage>.

Bing Ads

We use technologies of Bing Ads on the website (bingads.microsoft.com) which are provided and operated by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA ("Microsoft"). Microsoft saves a cookie to your device for this purpose if you were redirected to our website via a Microsoft Bing advertisement. This allows us and Microsoft to determine that somebody clicked on an advertisement, was redirected to our website and reached a predefined target page (conversion page). This only provides us with the total number of users who clicked on a Bing advertisement and were then redirected to the conversion page. Via the cookie, Microsoft collects, processes and uses information which allows it to create usage profiles using pseudonyms. These usage profiles aid in the analysis of visitor behaviour and are used to present advertisements. No personal information about the identity of the user is processed.

If you do not want Microsoft to use the information about your behaviour as explained above, you can reject the cookie required for this purpose - for example using the browser setting which blocks all cookies. You can further prevent the collection of the data related to your use of the website generated by the cookie and prevent Google processing this data by installing the browser plugin available under the following link: <http://choice.microsoft.com/de-DE/opt-out> For more information about privacy and the cookies used by Microsoft and Bing Ads, please visit the Microsoft website: <https://privacy.microsoft.com/de-de/privacystatement>.

Google AdWords and Google Remarketing.

We also use Google Conversion Tracking, an analysis service of Google Inc, on the website. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). This means that Google AdWords places a cookie on your device ("conversion cookie") if you reach our website via a Google ad. These cookies expire after 30 days and do not enable personal identification of users. If you visit certain pages on our website and the cookie is still valid, we and Google can recognise that someone clicked on the ad and was redirected to our website by it. Each Google AdWords customer receives a different cookie. Cookies can therefore not be tracked through the websites of different AdWords customers. The information obtained via the conversion cookies allow conversion statistics to be compiled for us. As AdWords customers, we learn the total number of users who clicked on our advertisement and were redirected to a page with a conversion tracking tag. However, we do not receive any information that reveals the personal identity of users.

If you do not want information about your behaviour on the website to be processed in the tracking procedure, you can also reject the cookie required for this purpose - for example using the browser setting which blocks all cookies. You can also deactivate cookies for conversion tracking by adjusting your browser settings to ensure that cookies from the domain "googleadservices.com" are blocked.

Google also offers you the chance to deactivate Google's use of cookies for advertising purposes in the ads preferences. You can find this at <https://www.google.com/settings/ads>.

Alternatively, you can deactivate the use of cookies by third parties by accessing the deactivation page of the Network Advertising Initiative: <http://www.networkadvertising.org/choices>.

We use Google Remarketing technology. Remarketing allows previous users of our website to be reached again through targeted advertising on websites of third parties, including Google. Google determines which users are specifically addressed by temporarily linking the Google Analytics data described above and the individual IDs of the users registered with Google, thus allowing them to be addressed across multiple devices. Advertising on the websites of third-party providers, including Google, is also carried out through use of cookies.

You can prevent the use of cookies by Google with future effect by adjusting the settings on the website accordingly <http://www.google.com/settings/ads>. Additional information on Google Analytics and Google Remarketing can be found at <http://www.google.com>. You can find the Google privacy policy at <https://policies.google.com/privacy?hl=en#information>.

10. GOOGLE TAG MANAGER

This website uses Google Tag Manager. This service allows website tags to be managed via an interface. Google Tag Manager only implements tags. This means that no cookies are used and no personal data is collected. Google Tag Manager triggers other tags which may collect data, but Google Tag Manager does not access this data.

Click here to be excluded from collection via Google Tag Manager.

You can find more information on Google Tag Manager at: <https://support.google.com/tagmanager>
<https://marketingplatform.google.com/about/analytics/tag-manager/use-policy/>

11. SOCIAL PLUGINS

Our web pages use social plugins ("plugins") from various social networks. These plugins allow you to share content and recommend products, among other things. The plugins are deactivated as standard on the Schiesser website and therefore do not send any data.

Please refer to the privacy notices of the relevant social networks or websites regarding the purpose and scope of data collection and the further processing and use of the data by social networks as well as your rights and setting options in this regard to protect your privacy. The links for this can be found further below.

Even if you are not registered with the social networks, data can be sent to the networks by websites with active social plugins. An active plugin sets a cookie with an identifier each time the website is called up. Since your browser sends this cookie without being asked every time you connect to a network server, the network could in principle use it to create a profile of which web pages have been accessed by the user corresponding to the identifier. It would also be possible to assign this identifier to a person later, for example upon subsequent login to the social network.

We use the following plugins on our web pages:

Facebook, Google+, Twitter, Pinterest, YouTube, Instagram, Ekomi and Criteo.

11.1 FACEBOOK

We use plugins of the social network facebook.com, a service provided by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

When visiting one of our websites with a Facebook plugin, your browser connects directly to the Facebook servers. The content of the plugin is directly transmitted to your browser by Facebook and is incorporated into the website by the browser.

By integrating the plugins, Facebook receives the information that a user has accessed the corresponding page on our website. If you are logged into Facebook, Facebook can match your visit with your Facebook account. When interacting with the plugins, for example by pressing the 'Like' button or adding a comment, your browser will transmit this information directly to Facebook, where it is then stored.

For the purpose and scope of data collection and further processing and use of the data by Facebook and your rights and configuration options in this respect to protect your privacy, please refer to the Facebook privacy policy. You can find this at <https://www.facebook.com/about/privacy>.

If you do not want Facebook to collect data about you through our website, please log out of Facebook before visiting our website.

Use of Facebook Pixels

On our website, we use the "Website Customer Audiences" pixel of social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. This means that the Facebook pixels are integrated into our web pages. The integration of Facebook pixels thus enables us to place and optimise targeted advertising campaigns and measure the reach of our marketing measures. This constitutes a legitimate interest according to Art. 6 para. 1 lit. f GDPR. When you visit our site, the Facebook pixel establishes a connection between your browser and the Facebook server and places a cookie.

Through this, Facebook receives the information that our website was visited from your IP address. If you are a Facebook user, Facebook can link this information with your Facebook profile and use it for targeted presentation of Facebook ads unless you have objected to this in the data protection settings in your Facebook profile.

We would like to point out that we, as the provider of this website, are not provided with any information regarding the content of the transmitted data or their use by Facebook. We can only choose which segments of Facebook users (such as age, interests) are shown our adverts. Here we use one of two Custom Audience methods with which no datasets and especially none of our users' email addresses - either in encrypted or unencrypted form - are transmitted to Facebook. More information is available in the Facebook privacy policy at <https://www.facebook.com/about/privacy>.

If you wish to object to the use of Facebook Website Custom Audiences, you can do this at https://www.facebook.com/ads/website_custom_audiences.

Facebook Lead Ads

SCHIESSER uses Facebook Lead Ads to collect the contact information of interested persons in order to send them SCHIESSER newsletters or other information in future. The following information is collected here: Full name and email address. We use your name to address you personally and we use your email address to send you the desired information by digital means. The data provided to us by you via Facebook Lead Ads is used exclusively for the purpose of contacting you via the provided email address. You can object to the storage and use of the information provided via Facebook Lead Ads by sending your objection to our data protection officer.

11.2 TWITTER

We use plugins of the social network Twitter, which is operated by Twitter Inc. 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter").

You can find the link to the Twitter privacy policy here: [Twitter privacy policy](#).

If you use these Twitter services and the "Retweet" function, the website you have visited will be linked with your Twitter account and possibly also shown to other users. In the course of this process, various data, some of it personal, will be transmitted to Twitter under certain circumstances. If you are signed up to Twitter, Twitter will also be sent the information that you have visited our website and used one of the plug-ins, if applicable. We would hereby like to explicitly inform you that, as the provider of this website, we have little to no knowledge of the categories and contents of this data or of its further processing and usage by Twitter. More information is available in the Twitter Privacy Policy at <https://twitter.com/privacy>.

You can adjust the personal data privacy settings for your Twitter account in the account settings at <https://twitter.com/account/settings>.

11.3 PINTEREST

We use plugins of the social network Pinterest, which is operated by Pinterest Inc., 635 High Street, Palo Alto, CA, USA ("Pinterest").

You can find the link to the Pinterest privacy policy here: [Pinterest privacy policy](#).

For the purpose and scope of data collection and further processing and use of the data by Pinterest and your rights and configuration options in this respect to protect your privacy, please refer to the Pinterest privacy policy: <https://policy.pinterest.com/en/privacy-policy>.

11.4 YOUTUBE

We use plugins of the website YouTube, which is operated by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, United States ("YouTube").

If you are signed in to your YouTube account and link this website or its contents with your YouTube profile, various data, some of it personal, will be transmitted to Google under certain circumstances in the course of this process. This means that Google is also informed about your visit to our website. We would hereby like to explicitly inform you that, as the provider of this website, we have little to no knowledge of the categories of this data, the contents of this data or its further processing and usage by Google. More information is available in the YouTube/Google privacy policy at <https://policies.google.com/privacy?hl=en>.

11.5 INSTAGRAM

We use plugins of the social network Instagram, which is operated by Instagram LLC, 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). If you are signed in to your Instagram account and link this website or its contents with your Instagram profile, various data, some of it personal, will be transmitted to Instagram under certain circumstances in the course of this process. This means that Instagram is also informed about your visit to our website. We would hereby like to explicitly inform you that, as the provider of this website, we have little to no knowledge of the categories of this data, the contents of this data or their further processing and usage by Instagram. More information is available in the Instagram privacy policy at https://help.instagram.com/519522125107875?helpref=page_content.

11.6 EKOMI

To allow you to make product reviews, we have integrated review software from eKomi Ltd ("eKomi") into our online shop. eKomi allows you to leave a review describing your satisfaction with our service and/or products. After you place your order, we will send you an email (possibly also via eKomi) asking you to leave a review. For this purpose, eKomi will be provided with personal data (legal basis here is Art. 6 para. 1 lit. b or f GDPR). For more detailed information on eKomi data protection, visit <https://www.ekomi.com/privacy/>. You can object to this use of your data at any time.

When leaving your review via eKomi, you can provide us with your email address so that we can contact you at a later date. This allows us to respond to your feedback, answer your questions and provide other forms of assistance, for example. We would like to inform you that providing your email address and any other data is voluntary and subject to the privacy policy of eKomi. eKomi bears exclusive responsibility for the handling of the personal data which you provide them directly with.

11.7 CRITEO

Our website uses cookies/advertising IDs for advertising purposes. This allows us to show our advertisements to visitors, who are interested in our products, on partner websites, in apps and emails. Retargeting technologies use cookies or advertising IDs and show advertisements according to your previous browsing behaviour. Please visit the following websites to object to these interest-based advertisements:

- <http://www.networkadvertising.org/choices/>
- <http://www.youronlinechoices.com/>

We can exchange information such as technical identifiers from your registration data on our website or our CRM system with reliable advertising partners. Therefore, your devices and/or environments can be connected and you can be offered seamless user experience with the devices and environments you use. Please refer to the privacy policy, which you can find on the aforementioned platforms for more details on these connectivity options or the following comments.

Criteo privacy policy: <https://www.criteo.com/privacy/>.

12. AFFILIATE MARKETING

nonstoppartner.net smartTracking is provided by Hearts & Science München GmbH, Blumenstraße 28, 80331 Munich, Germany. You can object to the collection and analysis of your data by means of this tool by using the opt-out process available [here](#).

Schiesser processes your personal data to conduct affiliate marketing campaigns. This allows us to keep track of which third-party providers of websites, apps or other technologies have referred potential customers to our website and apps ("referrers") and pay them commission in return for these referrals. In this context, we are pursuing a legitimate interest in conducting an online advertising campaign which is subject to performance-based remuneration. We work with Awin, who help us carry out these affiliate marketing campaigns. You can find the Awin privacy policy [here](#). It contains information about your rights in relation to data processing by Awin. In some cases, Awin may receive a restricted profile relating to you. However, this will not reveal your identity, your online behaviour or any other personal traits. The sole purpose of this profile is to determine whether the referral was initiated on one device and completed on another. In some cases, Awin and the referrer of the potential customer may receive and process your personal data in order to conduct the affiliate marketing campaign with us. Equally, we receive the personal data of potential customers from Awin and the referrers, which can be broken down into the following categories: cookie data, data regarding the website, app or technology from which a potential customer was referred to us and technical information about the device you use.

13. VOUCHER OFFERS FROM SOVENDUS GMBH

To allow us to select a voucher offer which is currently of interest to you, we transmit the hash value of your email address and IP address in pseudonymised and encrypted form to Sovendus GmbH, Moltkestr. 11, 76133 Karlsruhe, Germany ("Sovendus") in accordance with Art. 6 para. 1 lit. f GDPR. The pseudonymised hash value of your email address is used to consider a possible objection to Sovendus advertising (Art. 21 para. 3 GDPR, Art. 6 para. 1 lit. c GDPR). Sovendus uses the IP address exclusively for data security purposes and, as a rule, anonymises it after seven days (Art. 6 para. 1 lit. f GDPR). We also transmit the order number, order value, currency, session ID, coupon code and timestamp in pseudonymised form to Sovendus for the purpose of invoicing (Art. 6 para. 1 lit. f GDPR). If you are interested in a voucher offer from Sovendus, there is no advertising objection assigned to your email address and you click on the voucher banner only displayed in this instance, we will transmit your title, name and email address in encrypted form to Sovendus for the preparation of the voucher (Art. 6 para. 1 lit. b and f GDPR).

For more information on the processing of your data by Sovendus, please see the online privacy notice at <https://online.sovendus.com/en/online-privacy-notice/>.

14. COOKIES

a. General information

We use cookies on various pages to make visiting our website more appealing and to allow the use of certain functions. Cookies are small text files which are added to your device. Some of the cookies used by us are deleted at the end of the browser session, so after you close your browser ("session cookies"). Other cookies remain on your device and allow us or our partner companies to recognise your browser the next time you visit our website (persistent cookies). We use cookies to personalise content and ads and to analyse traffic on our website. We also pass information on your usage of our website to our social media, advertising and analytics partners.

b. Consent

By clicking on the consent button on the homepage, you can consent to the use of certain types of cookie as well as individual cookies of certain providers. You may revoke your consent to the use of cookies which are not necessary for the operation of the website at any time with future effect. To do this, click on the rejection button "Reject cookies". However, rejecting cookies may limit the functionality of our website.

c. Managing cookies after giving consent

You can also manage and/or delete cookies at your discretion if you have consented to their use. You can find out how to do this here, for example: AllAboutCookies.org. You can delete any cookies stored on your computer, and most browsers can be set to prevent cookies being saved. However, this may mean that you have to make some settings manually every time you visit a page and accept the restriction of some functions. Please also observe the following letter d.

d. Legal basis

We use cookies according to Art. 6 para. 1 lit. a GDPR as the legal basis. As described under points a-c, we have legitimate interests in the use of cookies and the use of cookies is essential for these interests (e.g. legitimate interest in the analysis of user behaviour to optimise our website as well as our advertising). We have checked whether any overriding interests of our website's users conflict with the use of cookies, but after assessing the overall picture, we came to the conclusion that this is not the case.

e. Usercentrics

The recipient of your data within the meaning of Art. 13. para. 1. lit. e GDPR is Usercentrics GmbH. In the course of data processing, SCHIESSER transmits personal data (consent data) to the data processor, Usercentrics GmbH, Sendlingerstr. 7, 80331 Munich, Germany. Consent data include the following: Date and time of the visit or the consent/objection, device information, anonymised IP address. The data is processed for the purpose of compliance with legal obligations (burden of proof according to Art. 7 para. 1 GDPR) and the associated documentation of consent, and thus on the basis of Art. 6 para. 1 lit. c GDPR. The data is stored in local storage. The consent data is stored for 3 years. The data is stored in the European Union. You can find more information about the collected data and contact options at <https://usercentrics.com/privacy-policy/>. Please also note the details stored for the respective cookies in the cookie settings, which inform you in particular about the purpose, collected

data, storage period, etc. according to Art. 13 GDPR.
[Your data protection and cookie settings](#)

15. CREDIT AND ADDRESS CHECKS

During the order process, we transmit collected personal data about the solicitation, execution and termination of this business relationship as well as data about non-contractual or fraudulent behaviour, if applicable, to CRIF Bu?rgel GmbH, Leopoldstraße 244, 80807 Munich, Germany.

The legal basis of this transmission is Art. 6 para. 1 sentence 1 lit. b and f. GDPR. The data communication with CRIF Bürgel GmbH also ensures compliance with legal obligations to perform credit checks (§§ 505a and 506 German Civil Code - BGB).

CRIF Bürgel GmbH processes the received data and also uses it for profiling (scoring) in order to provide its contractual partners in the European Economic Area and Switzerland, plus any applicable third countries (if these countries have been recognised by the European Commission by means of an adequacy decision), with information about the creditworthiness of natural persons, among other things. More detailed information about the activities of CRIF Bu?rgel GmbH can be found in their information leaflet or online at <https://www.crif.com/privacy/>.

16. DELETION

Stored personal data will be deleted if you revoke your consent for us to store it, if the knowledge of that information is no longer necessary for the purpose for which it had been stored or if the storage of that information is not permitted for other legal reasons, unless legal retention obligations forbid erasure, in which case the data will be blocked rather than deleted.

17. YOUR RIGHTS

You are entitled in particular to request information on the purpose of processing, the category of the personal data, the category of recipient to whom your data has been or will be disclosed, the planned storage period, the right to correction, deletion, restriction of processing or objection, the right of complaint, the source of your data if it was not collected by us, as well as information on automated decision-making including profiling and, if applicable, material information relating to their details.

If any of your data stored by us is inaccurate, you may of course demand correction or completion of your data. You may also request the deletion of your data unless processing is required to exercise the right to free speech and information, to comply with legal obligations, for reasons of public interest or to assert, enforce or defend against legal claims. We will grant this request for deletion without delay, but we will of course need to observe any applicable legal retention obligations.

You can also request the restriction of the processing of your personal data, insofar as the accuracy of the data is disputed by you, the processing is unlawful, but you object to its deletion and we no longer require the data, but you need it for the assertion, exercise or defence of legal claims or you have objected to the processing pursuant to Art. 21 GDPR.

If you have given us your consent to use your data, you can revoke it at any time with effect for the future. You also have a right to data portability.

Subject to a request from you, we will provide you with your data in a machine-readable format.

Right to object: If your personal data is processed for legitimate interest based on Art. 6 para. 1 p. 1 lit. f GDPR, you have the right according to Art. 21 GDPR to object to the processing of your personal data on grounds relating to your particular situation or if you object to direct advertising. In the latter case, you have a general right of objection, which will be implemented by us without specifying a special situation. If you wish to object, in particular to direct advertising, please send your objection to the data protection officer via the contact details specified here.

Please send any information requests, information enquires, requests for deletion, etc. or objections to data processing to our data protection officer via the contact details given below.

You have the right to complain to a data protection supervisory authority if you do not consent to our data processing.

The data protection supervisory authority responsible for us is:

Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Baden-Württemberg
Postfach 10 29 32
70025 Stuttgart, Germany

However, if anything is unclear or you are unsure about anything, we would appreciate it if you would first consult us so we can clarify it together.

18. LINKS

If you use external links which are advertised on our web pages, our privacy policy shall not extend to these links.

If we provide links to other websites, we will strive to ensure that these also meet our standards of data protection and security. However, we have no influence on the compliance of other site owners with data protection and security regulations. Therefore, please also familiarise yourself with the information regarding privacy policies provided on the web pages of other respective site owners.

19. TRANSMISSION OF DATA TO THIRD PARTIES OR THIRD COUNTRIES

We will not transmit your data to third parties without legal basis. Furthermore, we will not transfer your data to third countries, unless you are located in a third country or contract processing requires the transfer of your data to a third country. The only exceptions here are the analytical tools mentioned in this privacy policy (see points 8 and 9).

20. CHILDREN AND YOUNG PEOPLE

In principle, persons under 18 years of age should not transmit any personal data to us without the consent of their parent or guardian. We would also like to expressly inform you that we do not explicitly request personal data from children and young people, nor do we collect it or transmit it to third parties.

21. DATA SECURITY

We maintain up-to-date technical measures to ensure data security, in particular to protect your personal data from risks during data transmission and to prevent third parties gaining knowledge. These are adapted to the current state of the art at all times.

22. CHANGES TO OUR PRIVACY POLICY

We shall reserve the right to amend our security and data protection measures, if technical developments or changes to the legal situation require us to do so. In these cases, we shall adapt our data protection information accordingly. Therefore, please ensure that you always have the latest version of our privacy policy.

23. AUTOMATED DECISION-MAKING, INCLUDING PROFILING

Automated decision-making, including profiling, is not used.

24. CONTACT PERSON FOR DATA PROTECTION QUERIES

If you have further questions related to how your personal data is collected, processed and used, please contact our data protection officer:

SCHIESSER GmbH
Data Protection Officer
Schützenstraße 18
78315 Radolfzell
Germany

or via email: datenschutz@schuesser.com.