

DATA PROTECTION DECLARATION

§1

INFORMATION ON THE COLLECTION OF PERSONAL DATA AND CONTACT DETAILS OF THE CONTROLLER

1.1 We are pleased that you are visiting our website and thank you for your interest. On the following pages, we inform you about the handling of your personal data when using our website. Personal data is all data with which you can be personally identified.

1.2 The controller in charge of data processing on this website, within the meaning of the General Data Protection Regulation (GDPR), is Ailant Sp. z o.o., ul. ŁOBŻENICKA 14/1, 85420 Bydgoszcz, Poland, Phone.: +48886397740, e-mail: ailant.polska@gmail.com NIP: 9671361907, REGON: 341639896. The controller in charge of the processing of personal data is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data.

§2

DATA COLLECTION WHEN YOU VISIT OUR WEBSITE

2.1 When using our website for information only, i.e. if you do not register or otherwise provide us with information, we only collect data that your browser transmits to our server (so-called "server log files"). When you visit our website, we collect the following data that is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the moment of access
- Amount of data sent in bytes
- Source/reference from which you came to the page
- Browser used
- Operating system used
- IP address used (if applicable: in anonymized form)

Data processing is carried out in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data will not be passed on or used in any other way. However, we reserve the right to check the server log files subsequently, if there are any concrete indications of illegal use.

2.2 This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g. orders or inquiries to

the controller). You can recognize an encrypted connection by the character string https:// and the lock symbol in your browser line.

§3

HOSTING & CONTENT DELIVERY NETWORK

We use a provider Shoper S.A, ul. Pawia 9, 31-154 Kraków, Poland, to host our website and display its content. This provider, either directly or through selected subcontractors, operates exclusively on servers within the European Union.

All data collected on our website is processed on these servers.

§4

COOKIES

In order to make your visit to our website more attractive and to enable the use of certain functions, we use cookies, i.e. small text files that are stored on your end device. In some cases, these cookies are automatically deleted again after the browser is closed (so-called "session cookies"), in other cases, these cookies remain on your end device for longer and allow page settings to be saved (so-called "persistent cookies"). In the latter case, you can find the duration of the storage in the overview of the cookie settings of your web browser

If personal data is also processed by individual cookies set by us, the processing is carried out either in accordance with Art. 6 (1) point b GDPR for the performance of the contract, in accordance with Art. 6 (1) point a GDPR in the case of consent given or in accordance with Art. 6 (1) point f GDPR to safeguard our legitimate interests in the best possible functionality of the website as well as a customer-friendly and effective design of the page visit.

You can set your browser in such a way that you are informed about the setting of cookies and you can decide individually about their acceptance or exclude the acceptance of cookies for certain cases or in general.

Please note that the functionality of our website may be limited if cookies are not accepted.

§5

CONTACTING US

When you contact us (e.g. via contact form or e-mail), personal data is collected. Which data is collected in the case of a contact form can be seen from the respective contact form. This data is stored and used exclusively for the purpose of responding to your request or for establishing contact and for the associated technical administration.

The legal basis for processing data is our legitimate interest in responding to your request in accordance with Art. 6 (1) point f GDPR. If your contact is aimed at concluding a contract, the additional legal basis for the processing is Art. 6 (1) point b GDPR. Your data will be deleted after final processing of your enquiry; this is the case if it can be inferred from the circumstances that the facts in question have been finally clarified, provided there are no legal storage obligations to the contrary.

§6

DATA PROCESSING WHEN OPENING A CUSTOMER ACCOUNT AND FOR CONTRACT PROCESSING

Pursuant to Art. 6 (1) point b GDPR, personal data will continue to be collected and processed to the extent required in each case if you provide us with this data when opening a customer account. The data required for opening an account can be found in the input mask of the corresponding form on our website. Deletion of your customer account is possible at any time and can be done by sending a message to the above address of the person responsible. After deletion of your customer account, your data will be deleted, provided that all contracts concluded via it have been fully processed, no legal retention periods are opposed and no legitimate interest on our part in the continued storage exists.

§7

USE OF CLIENT DATA FOR DIRECT ADVERTISING

7.1 Subscribe to our e-mail newsletter

If you register for our e-mail newsletter, we will regularly send you information about our offers. The only mandatory data for sending the newsletter is your e-mail address. The provision of further data is voluntary and will be used to address you personally. We use the so-called double opt-in procedure for sending the newsletter. This means that we will only send you an e-mail newsletter once you have expressly confirmed that you consent to receiving newsletters. We will then send you a confirmation e-mail asking you to confirm that you wish to receive the newsletter in future by clicking on an appropriate link.

By activating the confirmation link, you give us your consent for the use of your personal data pursuant to Art. 6 (1) point a GPPR. When you register for the newsletter, we store your IP address entered by your Internet service provider (ISP) as well as the date and time of registration for the purpose of tracing any possible misuse of your e-mail address at a later date. The data collected by us when you register for the newsletter is used exclusively for the promotional purposes by way of the newsletter. You can unsubscribe from the newsletter at any time via the link provided for this purpose in the newsletter or by sending a corresponding message to the responsible person named at the beginning. After unsubscribing, your e-mail address will be deleted from our newsletter distribution list immediately, unless you have expressly consented to further use of your

data, or we reserve the right to a more extensive use your data which is permitted by law and about which we inform you in this declaration.

7.2 Notification by e-mail of stock availability

If our online shop provides the possibility of informing you by e-mail about the time of availability for selected, temporarily unavailable items, you can subscribe to our e-mail notification service for product availability. If you register for our e-mail notification service for product availability, we will send you a one-time message by e-mail about the availability of the article you have selected. The only mandatory information needed to send this notification is your e-mail address. The indication of further data is voluntary and is used if appropriate, in order to be able to address you personally. We use the so-called double opt-in procedure when sending this notification. This means that we will only send you a corresponding notification after you have expressly confirmed that you agree to receive such a message. We will then send you a confirmation e-mail asking you to click on a link to confirm that you wish to receive such notification.

By activating the confirmation link, you consent to the use of your personal data in accordance with Art. 6 (1) point a GDPR. When you register for our e-mail notification service for product availability, we store your IP address as registered by the internet service provider (ISP) as well as the date and time of registration in order to be able to track any possible misuse of your e-mail address at a later time. The data collected by us when you register for our e-mail notification service regarding the availability of goods is used exclusively for the purpose of informing you about the availability of a particular item in our online shop. You can cancel the e-mail notification service for the availability of goods at any time by sending a corresponding message to the controller in charge of data processing named at the beginning. After you have unsubscribed, your e-mail address will be deleted immediately from our distribution list, unless you have expressly consented to the further use of your data or unless we reserve the right to make further use of your data in accordance with the law about which we inform you in this declaration.

§8

PROCESSING OF DATA FOR THE PURPOSE OF ORDER HANDLING

8.1 Insofar as necessary for the processing of the contract for delivery and payment purposes, the personal data collected by us will be passed on to the commissioned transport company and the commissioned credit institution in accordance with Art. 6 Para. 1 lit. b GDPR.

If we owe you updates for goods with digital elements or for digital products on the basis of a corresponding contract, we will process the contact data (name, address, e-mail address) provided by you when placing the order in order to inform you personally by suitable means of communication (e.g. by post or e-mail) about upcoming updates within the legally stipulated period of time within the framework of our statutory duty to inform pursuant to Art. 6 Para. 1 lit. c GDPR. Your contact details will be used strictly

for the purpose of informing you about updates owed by us and will only be processed by us for this purpose to the extent that this is necessary for the respective information.

In order to process your order, we also work together with the following service provider(s), who support us in whole or in part in the execution of concluded contracts. Certain personal data is transferred to these service providers in accordance with the following information.

8.2 We work with external shipping partners to fulfil our contractual obligations to our customers. We pass on your name as well as your delivery address exclusively for the purpose of delivering goods to a shipping partner selected by us, pursuant to Art. 6 (1) point b GDPR.

8.3 Passing on Personal Data to Shipping Service Providers

- Austrian Post

We use the following provider as transport service provider: Austrian Post Aktiengesellschaft, Rochusplatz 1, 1030 Vienna, Austria

We pass on your e-mail address and/or telephone number to the provider in accordance with Art. 6 (1) point a GDPR prior to delivery of the goods for the purpose of coordinating a delivery date or for delivery notification, if you have given your express consent in the ordering process. Otherwise, we will only pass on the name of the recipient and the delivery address to the supplier for the purpose of delivery in accordance with Art. 6 (1) point b GDPR. The transmission only takes place to the extent necessary for the delivery of the goods. In this case, prior coordination of the delivery date with the supplier or the delivery announcement is not possible.

The consent can be revoked at any time with effect for the future vis-à-vis the responsible person named above or vis-à-vis the provider.

- DPD Polska

We use the following provider as transport service provider: DPD Polska Sp. z o.o., ul. Mineralna 5, 02-274 Warszawa, Poland

We pass on your e-mail address and/or telephone number to the provider in accordance with Art. 6 (1) point a GDPR prior to delivery of the goods for the purpose of coordinating a delivery date or for delivery notification, if you have given your express consent in the ordering process. Otherwise, we will only pass on the name of the recipient and the delivery address to the supplier for the purpose of delivery in accordance with Art. 6 (1) point b GDPR. The transmission only takes place to the extent necessary for the delivery of the goods. In this case, prior coordination of the delivery date with the supplier or the delivery announcement is not possible.

The consent can be revoked at any time with effect for the future vis-a-vis the responsible person named above or vis-a-vis the provider.

8.4 Use of Payment Service Providers

- Apple Pay

If you choose the payment method "Apple Pay" of Apple Distribution International (Apple), Hollyhill Industrial Estate, Hollyhill, Cork, Ireland, the payment processing is carried out via the "Apple Pay" function of your terminal device operated with iOS, watchOS or macOS by debiting a payment card deposited with "Apple Pay". Apple Pay uses security features built into the hardware and software of your device to protect your transactions. In order to release a payment, it is therefore necessary to enter a code previously defined by you and to verify it using the "Face ID" or "Touch ID" function of your terminal.

For the purpose of payment processing, your information provided during the ordering process, along with information about your order, will be transmitted to Apple in encrypted form. Apple then encrypts this data again with a developer-specific key before the data is transmitted to the payment service provider of the payment card stored in Apple Pay for payment processing. The encryption ensures that only the website from which the purchase was made can access the payment information. After the payment is made, Apple sends your device account number and a transaction-specific dynamic security code to the originating website to confirm the payment.

If personal data is processed in the described transmissions, the processing is carried out exclusively for the purpose of payment processing in accordance with Art. 6 Para. 1 lit. b GDPR.

Apple retains anonymised transaction data, including the approximate amount of the purchase, the approximate date and time and whether the transaction was completed successfully. Anonymisation completely excludes any personal reference. Apple uses the anonymised data to improve Apple Pay and other Apple products and services.

When you use Apple Pay on iPhone or the Apple Watch to complete a purchase made through Safari on Mac, the Mac and the authorization device communicate through an encrypted channel on Apple's servers. Apple does not process or store this information in any format that can identify you personally. You can disable the ability to use Apple Pay on your Mac in your iPhone preferences. Go to "Wallet & Apple Pay" and disable "Allow payments on Mac".

For more information about Apple Pay privacy, please visit the following web address: <https://support.apple.com/en-gb/HT203027>

- Google Pay

If you choose the payment method "Google Pay" of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), the payment processing is carried out via the "Google Pay" application of your mobile device running at least Android 4.4 ("KitKat") and having an NFC function by charging a payment card deposited at Google Pay or a payment system verified there (e.g. PayPal). For the release

of a payment via Google Pay in the amount of more than 25,- ,Ç” the prior unlocking of your mobile device by the respective verification measure (e.g. face recognition, password, fingerprint or pattern) is required.

For the purpose of payment processing, your information provided during the ordering process, together with the information about your order, will be forwarded to Google. Google then transmits your payment information stored in Google Pay in the form of a unique transaction number to the source website, which is used to verify a payment. This transaction number does not contain any information about the real payment data of your means of payment deposited with Google Pay, but is created and transmitted as a uniquely valid numeric token. For all transactions via Google Pay, Google acts merely as an intermediary to process the payment transaction. The transaction is carried out exclusively in the relationship between the user and the source website by debiting the means of payment deposited with Google Pay.

If personal data are processed in the described transmissions, the processing is carried out exclusively for the purpose of payment processing in accordance with Art. 6 para. 1 lit. b GDPR.

Google reserves the right to collect, store and evaluate certain transaction-specific information for each transaction made via Google Pay. This includes the date, time and amount of the transaction, the merchant's location and description, a description provided by the merchant of the goods or services purchased, photos that you have attached to the transaction, the name and email address of the seller and buyer or the sender and recipient, the payment method used, your description of the reason for the transaction and, if applicable, the offer associated with the transaction.

According to Google, this processing is carried out exclusively in accordance with Art. 6 para. 1 lit. f GDPR on the basis of the legitimate interest in proper accounting, verification of transaction data and optimisation and maintenance of the functionality of the Google Pay service.

Google also reserves the right to combine the processed transaction data with other information which is collected and stored by Google when using other Google services.

The terms of use of Google Pay can be found here:

https://payments.google.com/payments/apis-secure/u/0/get_legal_document?ldo=0&ldt=googlepaytos&ldl=en

Further information on data protection at Google Pay can be found at the following Internet address:

https://payments.google.com/payments/apis-secure/get_legal_document?ldo=0&ldt=privacynotice&ldl=en

- Przelewy24 (PayPro S.A.)

If you choose the payment method Przelewy24, the payment will be processed via the system provided by PayPro S.A., ul. Pastelowa 8, 60-198 Poznań, Poland, registered in the National Court Register under number KRS 0000347935.

For the purpose of payment processing, your information provided during the ordering process, together with information about your order, will be transmitted to the service provider (PayPro S.A.). PayPro S.A. acts exclusively as an intermediary to process the payment transaction and forwards the information necessary to complete the payment.

If personal data are processed in connection with the payment, such processing is carried out solely for the purpose of executing the payment and is based on Art. 6(1)(b) GDPR (processing necessary for the performance of a contract).

PayPro S.A. may also process transaction-specific data (such as date and amount of the transaction, merchant identifier, selected payment method, etc.) for the purpose of proper accounting, fraud prevention, and maintaining security, in accordance with Art. 6(1)(f) GDPR (legitimate interest).

Further information on PayPro S.A.'s privacy policy and data processing practices can be found here:

- Privacy Policy: <https://www.przelewy24.pl/polityka-prywatnosci>
- GDPR / RODO information: <https://www.przelewy24.pl/obowiazek-informacyjny-rodo-platnicy>

- Stripe (Stripe Payments Sp. z o.o. / Stripe Payments Europe Ltd.)

If you choose the payment method Stripe on our website, the payment processing may be carried out by Stripe Payments Sp. z o.o., ul. Ludwika Waryńskiego 3A, 00-645 Warsaw, Poland ("Stripe Polska"), a Polish company registered in the National Court Register (KRS: 0000937028, NIP: 7011062744).

In some cases payments may also be processed through Stripe Payments Europe Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland ("Stripe Europe") or other Stripe legal entities that provide payment services in your region.

For the purpose of payment processing, your information provided during the ordering process together with information about your order will be transmitted to Stripe. Stripe acts as a payment intermediary to handle and settle the transaction in accordance with your selected payment method.

Personal data processed in connection with the payment — such as your name, billing details, order information, credit or debit card data processed securely via Stripe, payment amount, and currency — will be used only for the purpose of executing and reconciling the payment and is processed on the legal basis of Art. 6(1)(b) GDPR (processing necessary for the performance of a contract).

Stripe may also process transaction-specific data (e.g., date and amount of the transaction, payment method selected, merchant identifier, and related metadata) for the purposes of proper accounting, fraud prevention, dispute handling, and maintenance of the payment service, which is based on Art. 6(1)(f) GDPR (legitimate interest).

When data are transferred outside the European Economic Area (EEA), Stripe uses Standard Contractual Clauses (SCCs) as safeguards to ensure an adequate level of data protection in accordance with GDPR.

Further information on Stripe's privacy and data protection practices can be found here: <https://stripe.com/privacy>

§9

ONLINE MARKETING

Google AdSense

This website uses Google AdSense, a web ad service of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 ESW5, Ireland ("Google"). Google AdSense uses so-called cookies. These are text files stored on your computer and enable an analysis of your use of the website. In addition, Google AdSense also uses "web beacons" (small invisible graphics) to collect information, which can be used to record, collect and evaluate simple actions such as visitor traffic on the website. The information generated by those cookies and/or web beacons (including your IP address) about your use of this website will normally be transmitted to a server of Google and will be stored there. When using Google AdSense, personal data may also be transmitted to the servers of Google LLC. in the USA.

Google will use the information obtained in this way to analyze your usage of this website with regard to AdSense ads. The IP address transmitted by your browser as part of Google AdSense is not merged with other Google data. The information collected by Google may be transferred to third parties, if this is prescribed by law and/or if third parties process this data by request of Google.

All processing described above, in particular the reading of information on the end device used, is only carried out if you have given us your express consent to do so in accordance with Art. 6 (1) point a GPDR. Without this consent, Google AdSense will not be used during your visit to the site.

You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the "Cookie Consent Tool" provided on the website.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

For more information about Google's privacy policy, please visit: https://privacy.google.com/intl/en-GB/take-control.html?categories_activeEl=sign-in and <https://business.safety.google/privacy/>

§10

WEB ANALYSIS SERVICES

10.1 Google Analytics 4

This website uses Google Analytics 4, a service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), which can be used to analyze the use of websites.

When using Google Analytics 4, so-called "cookies" are used as standard. Cookies are text files that are stored on your terminal device and enable an analysis of your use of a website. The information collected by cookies about your use of the website (including the IP address transmitted by your terminal device, shortened by the last digits, see below) is usually transmitted to a Google server and stored and processed there. This may also result in the transmission of information to the servers of Google LLC, a company based in the USA, where the information is further processed.

When using Google Analytics 4, the IP address transmitted by your terminal device when you use the website is always collected and processed by default and automatically only in an anonymized manner, so that a direct personal reference of the collected information is excluded. This automatic anonymization is carried out by shortening the IP address transmitted by your terminal device by Google within member states of the European Union (EU) or other contracting states of the Agreement on the European Economic Area (EEA) by the last digits.

On our behalf, Google uses this and other information to evaluate your use of the website, to compile reports (reports) on your website activities or your usage behavior and to provide us with other services related to your website usage and internet usage. In this context, the IP address transmitted and shortened by your terminal device within the scope of Google Analytics 4 will not be merged with other data from Google. The data collected in the context of the use of Google Analytics 4 will be retained for 2 months and then deleted.

Google Analytics 4 also enables the creation of statistics with statements about age, gender and interests of website users on the basis of an evaluation of interest-based advertising and with the involvement of third-party information via a special function, the so-called "demographic characteristics". This makes it possible to determine and distinguish between groups of website users for the purpose of targeting marketing measures. However, data collected via the "demographic characteristics" cannot be assigned to a specific person and thus not to you personally. This data collected via the "demographic characteristics" function is retained for two months and then deleted.

All processing described above, in particular the setting of Google Analytics cookies for the storage and reading of information on the terminal device used by you for the use of the website, will only take place if you have given us your express consent for this in accordance with Art. 6 para. 1 letter a GDPR. Without your consent, Google Analytics 4 will not be used during your use of the website.

You can revoke your consent once given at any time with effect for the future. To exercise your revocation, please deactivate this service via the "Cookie Consent Tool" provided on the website.

Google Signals

On this website, the "Google Signals" service can also be used as an extension of Google Analytics 4. With Google Signals, cross-device reports can be created by Google (so-called "cross-device tracking"). If you have activated "personalised ads" in your Google account settings and you have linked your internet-enabled devices to your Google account, Google can analyse user behaviour across devices and create database models based on this, provided you have given your consent to the use of Google Analytics in accordance with Art. 6 para. 1 letter a GDPR (see above). The logins and device types of all page visitors who were logged into a Google account and performed a conversion are taken into account. The data shows, among other things, on which device you first clicked on an ad and on which device the associated conversion took place. Insofar as Google Signals is used, we do not receive any personal data from Google, but only statistics compiled on the basis of Google Signals. You have the option of deactivating the "personalised ads" function in the settings of your Google account and thus turning off the cross-device analysis. To do this, follow the instructions on this page: <https://support.google.com/ads/answer/2662922?hl=de>

Further information can be found here: <https://support.google.com/analytics/answer/7532985?hl=de>

User IDs

As an extension of Google Analytics 4, the "UserIDs" function can also be used on this website. By assigning individual UserIDs, we can have Google create cross-device reports (so-called "cross-device tracking"). This means that your usage behaviour can also be analysed across devices if you have given your corresponding consent to the use of Google Analytics in accordance with Art. 6 para. 1 letter a GDPR, if you have set up a personal account by registering on this website and are logged into your personal account on different end devices with your relevant login data. The data collected in this way shows, among other things, on which end device you clicked on an ad for the first time and on which end device the relevant conversion took place.

Collection of data provided by users

In order to improve the analysis results for users whose contact details we have received as part of business or business-like relationships, we use the "Collection of data provided by users" function.

Subject to your express consent in accordance with Art. 6 para. 1 letter a GDPR, we transmit one or more files containing aggregated customer data (primarily email address and telephone number) to Google electronically as part of this function. Google does not receive access to clear data, but automatically encrypts the information in the customer files during the transmission process using a special algorithm. The encrypted information can then only be used by Google to assign it to existing Google accounts that the data subjects have set up.

The processing serves to refine measurement data, improves cross-device user traceability, and enables the integration of analysis results into advertising personalization and conversion tracking functions of Google Ads.

You can revoke your consent to us at any time with future effect. Further information on Google's privacy practices regarding the transmission of customer data can be found here: https://support.google.com/google-ads/answer/6334160?hl=de&ref_topic=10550182

We have concluded a so-called data processing agreement with Google for our use of Google Analytics 4, by which Google is obliged to protect the data of our website users and not to pass it on to third parties.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

Further legal information on Google Analytics 4 can be found here: <https://policies.google.com/privacy?hl=en> and <https://business.safety.google/privacy/>

Details on the processing triggered by Google Analytics 4 and Google's handling of data from websites can be found here: <https://policies.google.com/technologies/partner-sites>

10.2 This website uses the "Google Tag Manager", a service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: "Google").

The Google Tag Manager provides a technical basis for bundling various web applications, including tracking and analysis services, and for calibrating, controlling and attaching conditions to them via a uniform user interface.

Google Tag Manager itself does not store any information on user end devices or read them. The service also does not perform any independent data analyses.

However, the Google Tag Manager transmits your IP address to Google when you visit a page and may store it there. Also a transmission to servers of Google LLC in the USA is possible.

All processing described above, in particular the reading or saving of information on the end device used, is only carried out if you have given us your express consent in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with

effect for the future by deactivating this service in the "cookie consent tool" provided on the website.

We have concluded an order processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorised disclosure to third parties.

Further information on Google's privacy standards can be found here: <https://business.safety.google/privacy/>

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

§11

RETARGETING/REMARKETING/ REFERRAL ADVERTISING

11.1 Meta Pixel with extended data synchronisation

Within our online offering, we use the "Meta Pixel" service of the following provider in extended data synchronisation mode: Meta Platforms Ireland Limited, 4 Grand Canal Quare, Dublin 2, Ireland ("Meta")

If a user clicks on an advert placed by us on Facebook or Instagram, "Meta Pixel" is used to add a parameter to the URL of our linked page. This URL parameter is then entered in the user's browser after redirection by a cookie that our linked page sets itself. In addition, this cookie collects specific customer data, such as the email address, which we collect on our website linked to the Facebook or Instagram ad during processes such as purchase transactions, account logins or registrations (extended data synchronisation). The cookie is then read and enables the data, including specific customer data, to be transmitted to Meta.

We use "Meta Pixel" with extended data matching to make our adverts (so-called "Ads") on Facebook and/or Instagram more effective and to ensure that they correspond to the interests of users or have certain characteristics (e.g. interests in certain topics or products determined on the basis of the websites visited), which we transmit to Meta (so-called "Custom Audiences").

In addition, we analyse the effectiveness of our advertisements by tracking whether users were redirected to our website after clicking on an advertisement (conversion). Compared to the standard version of "Meta Pixel", the extended data synchronisation function helps us to better measure the effectiveness of our advertising campaigns by recording more associated conversions.

All transmitted data is stored and processed by Meta so that an assignment to the respective user profile is possible and Meta can use the data for its own advertising purposes in accordance with Meta's data usage guidelines

(<https://www.facebook.com/about/privacy/>). The data may enable Meta and its partners to place adverts on and off Facebook.

All processing described above, in particular the setting of cookies for reading information on the terminal device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the "cookie consent tool" provided on the website.

We have concluded an order processing contract with the provider, which ensures the protection of the data of our website visitors and prohibits unauthorised disclosure to third parties.

The information generated by Meta is usually transferred to a Meta server and stored there; in this context, it may also be transferred to servers of Meta Platforms Inc. in the USA.

For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

11.2 Google Ads Remarketing

This website uses the online advertising program "Google Ads" and, within the scope of Google Ads, the conversion tracking of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). We use Google Ads to draw attention to our attractive offers on external websites with the help of advertising media (so-called Google Adwords). We can determine how successful the individual advertising measures are in relation to the data of the advertising campaigns. In this way, we pursue the concern of showing you advertising that is of interest to you, making our website more interesting for you and achieving a fair calculation of the advertising costs incurred

The conversion tracking cookie is set when a user clicks on an ad placed by Google. Cookies are small text files that are stored on your terminal device. These cookies usually lose their validity after 30 days and are not used for personal identification. If the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognize if the user has clicked on the ad and has been directed to this page. Each Google Ads customer receives a different cookie. Cookies therefore cannot be tracked across Google Ads customers' websites. The information obtained using the conversion cookie is used to create conversion statistics for Google Ads customers who have chosen conversion tracking. Customers learn the total number of users who clicked on their ad and who were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that can be used to personally identify users. The use of Google Ads may also result in the transmission of personal data to the servers of Google LLC. in the USA.

Details on the processing operations initiated by Google Ads conversion tracking and on Google's handling of data collected from websites can be found here: <https://policies.google.com/technologies/partner-sites?hl=en>

All processing described above, in particular the setting of cookies for the reading of information on the end device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 (1) point a GDPR. Without this consent, Google Conversion Tracking will not be used during your visit to the website.

You can permanently disable the setting of cookies by Google Ads Conversion Tracking for advertising preferences. You may download and install the browser plug-in available at the following link: <https://support.google.com/ads/answer/7395996?>

Please note that certain functions of this website may not be available or may be restricted if you have deactivated the use of cookies.

Further information about Google's privacy policy can be found here: <https://www.google.com/policies/technologies/ads/> and <https://business.safety.google/privacy/>

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

11.3 Google Ads Conversion-Tracking

This website uses the online advertising program "Google Ads" and, within the scope of Google Ads, the conversion tracking of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). We use Google Ads to draw attention to our attractive offers on external websites with the help of advertising media (so-called Google Adwords). We can determine how successful the individual advertising measures are in relation to the data of the advertising campaigns. Our aim is to show you advertising that is of interest to you, to make our website more interesting for you and to achieve a fair calculation of the advertising costs incurred.

The conversion tracking cookie is set when a user clicks on an ad placed by Google. Cookies are small text files that are stored on your end device. These cookies usually lose their validity after 30 days and are not used for personal identification. If the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognize that the user clicked on the ad and was redirected to this page. Each Google Ads customer receives a different cookie. Cookies cannot therefore be tracked across Google Ads clients' websites. The information obtained using the conversion cookie is used to create conversion statistics for Google Ads customers who have opted in to conversion tracking. Clients learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that can be used to personally identify users.

The use of Google Ads may also result in the transmission of personal data to the servers of Google LLC. in the USA.

Details on the processing triggered by Google Ads Conversion Tracking and on Google's handling of data from websites can be found here: <https://policies.google.com/technologies/partner-sites>.

All of the processing described above, in particular the setting of cookies for reading out information on the end device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 (1) a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the "Cookie Consent Tool" provided on the website.

You can also permanently object to the setting of cookies by Google Ads conversion tracking by downloading and installing the Google browser plug-in available at the following link:

<https://www.google.com/settings/ads/plugin?hl=en>

In order to address users whose data we have received in the context of business or business-like relationships in a more interest-oriented advertising manner, we use a customer matching function in the context of Google Ads. For this purpose, we transmit one or more files with aggregated customer data (primarily email addresses and telephone numbers) electronically to Google. Google does not have access to clear data, but automatically encrypts the information in the customer files during the transmission process using a special algorithm. The encrypted information can then only be used by Google to assign it to existing Google accounts that the data subjects have set up. This enables personalized advertising to be played via all Google services linked to the respective Google account.

Customer data will only be transferred to Google if you have given us your express consent to do so in accordance with Art. 6 (1) a GDPR. You can revoke this consent at any time with effect for the future. Further information on Google's data protection measures in relation to the customer matching function can be found here: https://support.google.com/google-ads/answer/6334160?hl=en&ref_topic=10550182

Further information on Google's privacy standards can be found here: <https://policies.google.com/privacy> and <https://business.safety.google/privacy/>

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

§12

SITE FUNCTIONALITIES

12.1 Facebook Connect

On our website we provide a single sign-on function offered by the following provider: Meta Platforms Ireland Limited, 4 Grand Canal Quay, Square, Dublin 2, Ireland

In addition to the transfer of data to the above-mentioned provider location, data may also be transferred to: Meta Platforms Inc, USA

If you have an account with the provider, you can use this account data to create a user account or to register on our website.

When you visit this page, a direct connection between your browser and the provider's servers can be established via this login function, even if you do not have an account with the provider or are not logged in to one. The provider thereby receives the information that you have visited our site. The information collected in this respect (including your IP address, if applicable) is transmitted by your browser directly to a server of the provider and stored there. However, the information is not used to identify you personally and is not passed on to third parties.

These data processing operations are carried out in accordance with Art. 6 (1) point f GDPR based on our legitimate interest in a user-friendly and interactive design of our online presence.

If you click on the registration button to register with your account data by logging into the provider's website, the provider will transmit the general and publicly accessible information stored in your account (user ID, name, address, e-mail address, age, and gender) to us based on your express consent pursuant to Art. 6 (1) point a GDPR.

We store and use the data transmitted by the provider to set up a user account containing the necessary data (title, first name, surname, address data, country, email address, date of birth), if you have released that data to the provider. Conversely, data (e.g., information about your surfing or purchasing behavior) may be transferred from us to your account held with the provider based on your consent.

The consent given can be revoked at any time with effect for the future vis-à-vis us.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

12.2 Google Sign-In

On our website we provide a single sign-on function offered by the following provider: Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 ESW5, Ireland

In addition to the transfer of data to the above-mentioned provider location, data may also be transferred to: Google LLC, USA

If you have an account with the provider, you can use this account data to create a user account or to register on our website.

When you visit this page, a direct connection between your browser and the provider's servers can be established via this login function, even if you do not have an account with the provider or are not logged in to one. The provider thereby receives the information that you have visited our site. The information collected in this respect (including your IP address, if applicable) is transmitted by your browser directly to a server of the provider and stored there. However, the information is not used to identify you personally and is not passed on to third parties.

These data processing operations are carried out in accordance with Art. 6 (1) point f GDPR based on our legitimate interest in a user-friendly and interactive design of our online presence.

If you click on the registration button to register with your account data by logging into the provider's website, the provider will transmit the general and publicly accessible information stored in your account (user ID, name, address, e-mail address, age, and gender) to us based on your express consent pursuant to Art. 6 (1) point a GDPR.

We store and use the data transmitted by the provider to set up a user account containing the necessary data (title, first name, surname, address data, country, email address, date of birth), if you have released that data to the provider. Conversely, data (e.g., information about your surfing or purchasing behavior) may be transferred from us to your account held with the provider based on your consent.

The consent given can be revoked at any time with effect for the future vis-à-vis us.

Further information on Google's privacy standards can be found here: <https://business.safety.google/privacy/>

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

12.3 Apple Sign-In

On our website we provide a single sign-on function offered by the following provider: Apple Distribution International Ltd., Hollyhill Industrial Estate, Hollyhill, Cork, Ireland.

In addition to the transfer of data to the above-mentioned provider location, data may also be transferred to: Apple Inc., One Apple Park Way, Cupertino, CA 95014, USA.

If you have an account with the provider, you can use this account data to create a user account or to register on our website.

When you visit this page, a direct connection between your browser and the provider's servers can be established via this login function, even if you do not have an account with the provider or are not logged in to one. The provider thereby receives the information that you have visited our site. The information collected in this respect

(including your IP address, if applicable) is transmitted by your browser directly to a server of the provider and stored there. However, the information is not used to identify you personally and is not passed on to third parties.

These data processing operations are carried out in accordance with Art. 6 (1) point f GDPR based on our legitimate interest in a user-friendly and interactive design of our online presence.

If you click on the registration button to register with your account data by logging into the provider's website, the provider will transmit the general and publicly accessible information stored in your account (user ID, name, e-mail address and other data you have approved for sharing) to us based on your express consent pursuant to Art. 6 (1) point a GDPR.

Please note that Apple may provide users with the option to hide their e-mail address and use a private relay service. In such cases, a pseudonymous e-mail address generated by Apple may be transmitted to us instead of the user's real e-mail address.

We store and use the data transmitted by the provider to set up a user account containing the necessary data (title, first name, surname, address data, country, e-mail address, date of birth), if you have released that data to the provider. Conversely, data (e.g., information about your surfing or purchasing behavior) may be transferred from us to your account held with the provider only based on your consent.

The consent given can be revoked at any time with effect for the future vis-à-vis us.

Further information on Apple's privacy standards can be found here:

<https://www.apple.com/legal/privacy/>

For data transfers to the USA, the provider relies on appropriate safeguards in accordance with Art. 46 GDPR, such as Standard Contractual Clauses approved by the European Commission.

12.4 Google Web Fonts

This site uses so-called web fonts from the following provider to display fonts in a uniform manner: Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data is also transferred to: Google LLC, USA

When you call up a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly and establishes a direct connection to the provider's servers. In this process, certain browser information, including your IP address, is transmitted to the provider.

The processing of personal data while establishing the connection with the provider of the fonts is only carried out if you have given us your express consent to do so in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service via the "cookie consent tool" provided on the website. If your browser does not support web fonts, a standard font will be used by your computer.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

Further information on Google's privacy standards can be found here: <https://business.safety.google/privacy/>

12.5 Google reCAPTCHA

On this website, we use the CAPTCHA service of the following provider: Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data may also be transmitted to: Google LLC, USA. For the visual design of the CAPTCHA window, the provider uses "Google Fonts", i.e., fonts loaded from the Internet by Google. No further information is processed except that mentioned above, which is already transmitted to Google via the functionality of ReCaptcha.

The service checks whether an input is made by a natural person or abusively by machine and automated processing with the aim of blocking spam, DDoS attacks and similar automated malicious attacks. To ensure whether an action is performed by a human being and not by an automated bot, the provider collects the IP address of the end device used, the recognition data of the browser, the operating system type and the date and duration of the visit and transmits these data to the provider's servers to be evaluated. This may involve the use of cookies, i.e. small text files that are stored in the browser of the end device.

If the processing described above is carried out on the basis of cookies, these will only be set if you have given us your express consent to do so in accordance with Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the 'cookie consent tool' provided on the website.

If the processing described above is carried out without the use of cookies, the legal basis is our legitimate interest in determining individual responsibility on the Internet and avoiding misuse and spam in accordance with Art. 6 para. 1 lit. f GDPR.

We have concluded an order processing contract with the provider, ensuring the protection of our site visitors' data and prohibiting unauthorized disclosure to third parties.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

Further information on Google's privacy standards can be found here: <https://business.safety.google/privacy/>

§13

TOOLS AND MISCELLANEOUS

This website uses a so-called "cookie consent tool" to obtain effective user consent for cookies and cookie-based applications that require consent. The "cookie consent tool" is displayed to users in the form of an interactive user interface when they access the page, on which consent for certain cookies and/or cookie-based applications can be given by ticking the appropriate box.

Using the tool, all cookies/services requiring consent are only loaded if the respective user provides the corresponding consent by ticking the corresponding box. This ensures that such cookies are only set on the respective end device of the user if consent has been granted.

The tool sets technically necessary cookies to save your cookie preferences. Personal user data is generally not processed.

If, in individual cases, personal data (such as the IP address) is processed for the purpose of storing, assigning or logging cookie settings, this is done in accordance with Art. 6 (1) point GDPR based on our legitimate interest in legally compliant, user-specific and user-friendly consent management for cookies and thus in a legally compliant design of our website.

Further legal basis for the processing is Art. 6 (1) point c GDPR. As the responsible party, we are subject to the legal obligation to make the use of technically unnecessary cookies dependent on the respective user consent.

Further information on the operator and the setting options of the cookie consent tool can be found directly in the corresponding user interface on our website.

§14

RIGHTS OF THE DATA SUBJECT

14.1 The applicable data protection law grants you the following comprehensive rights of data subjects (rights of information and intervention) vis-à-vis the data controller with regard to the processing of your personal data:

Right of access by the data subject pursuant to Art. 15 GDPR;

Right to rectification pursuant to Art. 16 GDPR;

Right to erasure ("right to be forgotten") pursuant to Art. 17 GDPR;

Right to restriction of processing pursuant to Art. 18 GDPR;

Right to be informed pursuant to Art. 19 GDPR;

Right to data portability pursuant to Art. 20 GDPR;

Right to withdraw a given consent pursuant to Art. 7 (3) GDPR;

Right to lodge a complaint pursuant to Art. 77 GDPR.

14.2 RIGHT TO OBJECT

IF, WITHIN THE FRAMEWORK OF A CONSIDERATION OF INTERESTS, WE PROCESS YOUR PERSONAL DATA ON THE BASIS OF OUR PREDOMINANT LEGITIMATE INTEREST, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THIS PROCESSING WITH EFFECT FOR THE FUTURE ON THE GROUNDS THAT ARISE FROM YOUR PARTICULAR SITUATION.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED. HOWEVER, WE RESERVE THE RIGHT TO FURTHER PROCESSING IF WE CAN PROVE COMPELLING REASONS WORTHY OF PROTECTION FOR PROCESSING WHICH OUTWEIGH YOUR INTERESTS, FUNDAMENTAL RIGHTS AND FREEDOMS, OR IF THE PROCESSING SERVES TO ASSERT, EXERCISE OR DEFEND LEGAL CLAIMS.

IF WE PROCESS YOUR PERSONAL DATA FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR PERSONAL DATA WHICH ARE USED FOR DIRECT MARKETING PURPOSES. YOU MAY EXERCISE THE OBJECTION AS DESCRIBED ABOVE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED FOR DIRECT ADVERTISING PURPOSES.

§15

DURATION OF STORAGE OF PERSONAL DATA

The duration of the storage of personal data is based on the respective legal basis, the purpose of processing and - if relevant - on the respective legal retention period (e.g. commercial and tax retention periods).

If personal data is processed on the basis of express consent pursuant to Art. 6 (1) point a GDPR, this data is stored until the data subject revokes his consent.

If there are legal storage periods for data that is processed within the framework of legal or similar obligations on the basis of Art. 6 (1) point b GDPR, this data will be routinely deleted after expiry of the storage periods if it is no longer necessary for the fulfillment of the contract or the initiation of the contract and/or if we no longer have a justified interest in further storage.

When processing personal data on the basis of Art. 6 (1) point f GDPR, this data is stored until the data subject exercises his right of objection in accordance with Art. 21 (1) GDPR, unless we can provide compelling grounds for processing worthy of protection which outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

If personal data is processed for the purpose of direct marketing based on Art. 6 (1) point f GDPR, this data is stored until the data subject exercises his right of objection pursuant to Art. 21 (2) GDPR.

Unless otherwise stated in the information contained in this declaration on specific processing situations, stored personal data will be deleted if it is no longer necessary for the purposes for which it was collected or otherwise processed.