

# Privacy Policy Online Shop

As of September 2023

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### **I. Identity and contact details of the data controller**

The data controller responsible in accordance with the purposes of the General Data Protection Regulation (GDPR) of the European Union and other national data protection laws of the Member States as well as other data protection regulations is:

i-ProDens GmbH  
Rodenbacher Chaussee 4  
63457 Hanau  
Deutschland  
0800-0118210  
[datenschutz@i-prodens.com](mailto:datenschutz@i-prodens.com)  
[www.i-prodens.com](http://www.i-prodens.com)

## **II. Contact details of the data protection officer**

The designated data protection officer is:

PROXI. GMBH | Karl-Heinz Martiné

Am Botanischen Garten 57

50735 Köln

Deutschland

+49 157 7383 8007

[datenschutzbeauftragter@proxi.de](mailto:datenschutzbeauftragter@proxi.de)

## **III. General information on data processing**

### 1. Scope of processing personal data

In general, we only process the personal data of our users to the extent necessary in order to provide a functioning website with our content and services. The processing of personal data regularly only takes place with the consent of the user. Exceptions include cases where prior consent technically cannot be obtained and where the processing of the data is permitted by law.

### 2. Legal basis for data processing

Art. 6 (1) (1) (a) GDPR serves as the legal basis to obtain the consent of the data subject for the processing of their data.

As for the processing of personal data required for the performance of a contract of which the data subject is party, Art. 6 (1) (1) (b) GDPR serves as the legal basis. This also applies to processing operations required to carry out pre-contractual activities.

When it is necessary to process personal data in order to fulfil a legal obligation to which our company is subject, Art. 6 (1) (1) (c) GDPR serves as the legal basis.

If vital interests of the data subject or another natural person require the processing of personal data, Art. 6 (1) (1) (d) GDPR serves as the legal basis.

If the processing of data is necessary to safeguard the legitimate interests of our company or that of a third party, and the fundamental rights and freedoms of the data subject do not outweigh the interest of the former, Art. 6 (1) (1) (f) GDPR will serve as the legal basis for the processing of data. If the processing of data is necessary to safeguard the legitimate interests of our company or

that of a third party, and the fundamental rights and freedoms of the data subject do not outweigh the interest of the former, Art. 6 (1) (1) (f) GDPR GDPR will serve as the legal basis for the processing of data.

### 3. Data erasure and storage duration

The personal data of the data subject will be erased or restricted as soon as the purpose of its storage has been accomplished. Additional storage may occur if it was provided for by the European or national legislator within the EU regulations, law, or other relevant regulations to which the data controller is subject. Restriction or erasure of the data also takes place when the storage period stipulated by the aforementioned standards expires, unless there is a need to prolong the storage of the data for the purpose of concluding or fulfilling the respective contract.

## **IV. Rights of the data subject**

When your personal data is processed, you are subsequently a data subject in the sense of the GDPR and have the following rights:

### 1. Right to information

You may request from the data controller to confirm whether your personal data is processed by them.

If such processing is the case, you can request the following information from the data controller:

- The purpose for which the personal data is processed;
- The categories of personal data being processed;
- The recipients or categories of recipients to whom the personal data relating to you have been disclosed or are still being disclosed;
- The planned duration of the storage of your personal data or, if specific information is not available, criteria for determining the duration of storage;
- The existence of a right to rectification or erasure of personal data concerning you, a right to restriction of processing by the data controller or a right to object to such processing;
- The existence of a right of appeal to a supervisory authority;
- All available information on the source of the data if the personal data is not collected from the data subject;

- The existence of automated decision-making including profiling under Article 22 (1) and (4) GDPR and, in certain cases, meaningful information about the data processing system involved, and the scope and intended result of such processing on the data subject.

You have the right to request information on whether your personal data will be transmitted to a third country or an international organisation. In this context, you can then request for the appropriate guarantees in accordance with Art. 46 GDPR in connection with the transfer.

## 2. Right to rectification

You have a right to rectification and/or modification of the data controller, if your processed personal data is incorrect or incomplete. The data controller must correct the data without delay.

## 3. Right to the restriction of processing

You may request the restriction of the processing of your personal data under the following conditions:

- If you challenge the correctness of your personal data for a period of time that enables the data controller to verify the accuracy of your personal data;
- The processing is unlawful, and you refuse the erasure of the personal data and instead demand the restriction of the use of the personal data;
- The representative no longer needs the personal data for the purpose of processing, but you need it to assert, exercise or defend legal claims; or
- If you have objected to the processing pursuant to Art. 21 (1) GDPR and it is not yet certain whether the legitimate reasons of the data controller outweigh your reasons.

If the processing of personal data concerning you has been restricted, this data may – with the exception of data storage – only be used with your consent or for the purpose of asserting, exercising or defending legal claims or protecting the rights of another natural or legal person or for reasons of important public interest, interest to the Union, or a Member State.

If the processing has been restricted according to the beforementioned conditions, you will be informed by the data controller before the restriction is lifted.

## 4. Right to erasure

### a) Obligation to erase

If you request from the data controller to delete your personal data with immediate effect, they are required to do so immediately given that one of the following applies:

- Personal data concerning you is no longer necessary for the purposes for which they were collected or processed.
- You withdraw your consent, to which the processing is allowed pursuant to Art. 6 (1) (1) (a) GDPR oder Art. 9 (2) (a) GDPR and there is no other legal basis for processing the data
- According to Art. 21 (1) GDPR you object to the processing of the data given that the processing of the data is justified by a legitimate interest, or you object pursuant to Art. 21 (2) GDPR.
- Your personal data has been processed unlawfully.
- The act of deleting your personal data will invoke a legal obligation under the Union law or the law of the Member States to which the data controller is subject.
- Your personal data was collected in relation to information society services offered pursuant to Art. 8 (1) GDPR.

#### b) Information to third parties

If the data controller has made your personal data public and has to delete the data pursuant to Art. 17 (1) GDPR, they shall take appropriate measures, including technical means, to inform data processors who process the personal data, that a request has been made to delete all links to such personal data or copies or replications of the personal data, taking into account available technology and implementation costs to execute the process.

#### c) Exceptions

The right to deletion does not exist if the processing is necessary

- to exercise the right to freedom of speech and information.
- to fulfil a legal obligation required by the law of the Union or of the Member States to which the representative is subject, or to perform a task of public interest or in the exercise of public authority delegated to the representative;
- for reasons of public interest in the field of public health pursuant to Art. 9 (2) (h) and (i) and Art. 9 (3) GDPR;
- for archival purposes of public interest, scientific or historical research purposes or for statistical purposes pursuant to Art. 89 (1) GDPR, to the extent that the law referred to in subparagraph (a) is likely to render impossible or seriously affect the achievement of the objectives of that processing, or
- to enforce, exercise or defend legal claims.

## 5. Right to information

If you have the right of rectification, erasure or restriction of processing over the data controller, they are obliged to notify all recipients to whom your personal data have been disclosed of the correction or erasure of the data or restriction of processing, unless this proves to be impossible or involves a disproportionate effort.

You reserve the right to be informed about the recipients of your data by the data controller.

## 6. Right to data portability

You have the right to receive your personal data given to the data controller in a structured, standard and machine-readable format. In addition, you have the right to transfer this data to another person without hindrance by the data controller who was initially given the data, given that

- the processing is based on a consent in accordance with Art. 6 (1) (1) (a) GDPR or Art. 9 (2) (a) GDPR or on a contract in accordance with Art. 6 (1) (1) (b) GDPR and
- the processing is done by automated means.

In exercising this right, you also have the right to maintain that your personal data relating to you are transmitted directly from one person to another, insofar as this is technically feasible. Freedoms and rights of other persons shall not be affected.

The right to data portability does not apply to the processing of personal data necessary for the performance of a task in the public interest or in the exercise of official authority delegated to the data controller.

## 7. Right to object

Subjective to your situation, you have, at any time, the right to object against the processing of your personal data pursuant to Art. 6 (1) (1) (e) or f GDPR; this also applies to profiling based on these provisions.

The data controller will no longer process the personal data concerning you unless he can demonstrate compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or the processing is for the purpose of enforcing, exercising or defending legal claims.

If the personal data relating to you are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data in regard to such advertising; this also applies to profiling insofar as it is associated with direct marketing.

If you object to processing for direct marketing purposes, your personal data will no longer be processed for these purposes.

Regardless of Directive 2002/58/EG, you have the option, in the context of the use of information society services, to exercise your right to object to automated decisions that use technical specifications.

#### 8. Right to withdraw the data protection consent declaration

You have the right to withdraw your consent at any time. The withdrawal of consent does not affect the legality of the processing carried out on the basis of the consent until the withdrawal.

#### 9. automated decisions on a case-by-case basis, including profiling

You have the right to not be subjected to a decision based solely on automated processing – including profiling – that will have a legal effect or affect you in a similar manner. This does not apply if the decision:

- is required for the conclusion or execution of a contract between you and the data controller,
- is permitted by the Union or Member State legislation to which the data controller is subject, and where such legislation contains appropriate measures to safeguard your rights and freedoms and legitimate interests, or
- is based on your explicit consent.

However, these decisions must not be based on special categories of personal data under Art. 9 (1) GDPR, unless Art. 9 (2) (a) or g GDPR applies, and reasonable measures have been taken to protect your rights and freedoms as well as your legitimate interests.

With regard to the cases referred to in (1) and (3), the data controller shall take appropriate measures to uphold your rights and freedoms as well as your legitimate interests, including the right to obtain assistance from the data controller or their representative, to express your opinion on the matter, and to contest the decision.

## 10. Right to complain to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you shall have the right to complain to a supervisory authority, in the Member State of your residence or your place of work or place of alleged infringement, if you believe that the processing of the personal data concerning you violates the GDPR.

The supervisory authority to which the complaint has been submitted shall inform the accused of the status and results of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

## **V. Provision of website and creation of log files**

### 1. Description and scope of data processing

Each time our website is accessed, our system automatically collects data and relevant information from the computer system of the calling device.

The following data is collected:

- Browser type and version used
- The user's operating system
- The user's internet service provider
- The IP address of the user
- Date and time of access
- Web pages from which the user's system accessed our website
- Web pages accessed by the user's system through our website

This data is stored in the log files of our system. This data is not stored together with other personal data of the user.

### 2. Purpose of data processing

The temporary storage of the IP address by the system is necessary for the delivery of the website to the computer of the user. For this purpose, the user's IP address must be kept for the duration of the session.



The storage in logfiles is done to ensure the functionality of the website. The data is also used to optimize the website and to ensure the security of our IT systems. An analysis of the data for marketing purposes does not take place.

For the aforementioned purposes, our legitimate interest lies in the processing of data in compliance with Art. 6 (1) (1) (f) GDPR GDPR.

### 3. Legal basis for data processing

The legal basis for the temporary storage of data and logfiles is Art. 6 (1) (1) (f) GDPR GDPR.

### 4. Duration of storage

The data will be deleted as soon as it is no longer necessary for the purpose of its collection. The session is complete when the collection of data for the provision of the website is accomplished.

If the data is stored in log files, this is the case after seven days at the latest. Storage beyond this is possible. In this case, the IP addresses of the users are deleted or pseudonymised so that an assignment of the calling client is not possible.

### 5. Objection and erasure

The collection of data for the provision of the website as well as the storage of data in log files are essential for the operation of the website. Therefore, the user may not object to the aforementioned processes.

## **VI. Use of cookies**

### 1. Description and scope of data processing

Our website uses cookies. Cookies are text files that are stored in the internet browser or the internet browser on the user's computer system. If a user calls up a website, a cookie can be stored on the user's operating system. These cookies contain a string of characters that allows the browser to be uniquely identified when the website is reopened.

We use cookies to make our website more user-friendly. Some elements of our website require the calling browser to be identified even after a page break.

The following data is stored and transmitted in the cookies:

- Language settings
- Items in shopping cart
- Log-in information
- Entered search queries
- Frequency of page views
- Use of website functionalities

## 2. Purpose of data processing

The purpose of using technical cookies is to simplify the use of websites for users. Some functions of our website cannot be offered without the use of cookies. These require that the browser is recognized even after a page change.

We need cookies for the following purposes:

- Shopping cart
- Applying language settings
- Storage of search terms

The user data collected by technical cookies are not used to create user profiles.

## 3. Legal basis for data processing

The legal basis for the processing of personal data using technical cookies is Art. 6 (1) (1) (f) GDPR GDPR.

## 4. Duration of storage and possibility of objection and erasure

Cookies are stored on the user's device and transmitted to our site by the user. Therefore, you as a user also have full control over the use of cookies. You can deactivate or restrict the transmission of cookies by changing the settings in your Internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it is possible that not all functions of the website can be used to their full extent.

If you use the Safari browser version 12.1 or higher, cookies will be automatically deleted after seven days. This also applies to opt-out cookies, which are used to prevent the use of tracking mechanisms.

## **VII. Registration**

### 1. Description and scope of data processing

We offer users the opportunity to register by providing personal data. The data is entered into an input mask and transmitted to us and stored. The data will not be passed on to third parties. The following data is collected as part of the registration process:

- Email address
- Last name
- First name
- Address
- Telephone / mobile phone number
- IP address of the user's device
- Date and time of registration
- VAT ID

As part of the registration process, the user's consent to the processing of this data is obtained.

### 2. Purpose of data processing

A registration of the user is necessary for the fulfilment of a contract with the user or for the execution of pre-contractual measures.

Die gespeicherten Daten dienen zur Erfüllung der Auftragsverarbeitung.

### 3. Legal basis for data processing

The legal basis for the processing of the data is Art. 6 (1) (1) (a) GDPR if the user has given his consent.

If the registration serves the fulfilment of a contract to which the user is a party or the execution of pre-contractual measures, the additional legal basis for the processing of the data is Art. 6 (1) (1) (b) GDPR.

### 4. Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected.

This is the case for the data collected during the registration process for the fulfilment of a contract or for the execution of pre-contractual measures if the data is no longer required for the implementation of the contract. Even after the conclusion of the contract, it may be necessary to store personal data of the contractual partner in order to comply with contractual or legal obligations.

## 5. Objection and erasure

As a user you have the possibility to cancel the registration at any time. You can request a change to the data stored about you at any time. The erasure of your personal data, except for those for which there is a retention obligation, can be initiated via the email address [datenschutz@i-prodens.com](mailto:datenschutz@i-prodens.com).

If the data is necessary for the fulfilment of a contract or for the implementation of pre-contractual measures, a premature deletion of the data is only possible insofar as contractual or legal obligations do not stand in the way of a deletion.

## VIII. Webshop

We offer a web shop on our website. For this we use the following web shop software:

### **Vue Storefront**

The website and the web shop are hosted on external servers by a service provider commissioned by us.

Our service provider is:

### **Microsoft Azure**

The servers automatically collect and store information in so-called server log files, which your browser automatically transmits when you visit the website. The stored information is:

- Browser type and version
- Used operating system
- Referrer URL
- Hostname of the accessing computer

- Time and date of the server request
- IP address

This data will not be merged with other data sources. The data is collected on the basis of Art. 6 (1) (1) (f) GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimization of his website - and server log files are therefore recorded.

We have concluded a data processing agreement with the relevant service provider in which we oblige the relevant service provider to protect user data and not to pass it on to third parties.

The server of the website is geographically located in the European Union (EU) or the European Economic Area (EEA).

## **IX. Shipping service providers**

### 1. Description and scope of data processing

If you order products or services on our website that are delivered by a shipping service provider, you will receive your order and shipping confirmation via your email address and, depending on the shipping service provider, notification that your shipment has arrived and/or notification of package arrival and possible delivery options.

The data will be transmitted to the following shipping service providers:

**DHL Paket GmbH**, Sträßchensweg 10, 53113 Bonn, Germany

**UPS Europe SA**, Ave Ariane 5, Brussels, B-1200, Belgium

The data transmitted are most regularly:

- Last name
- Address
- Email address

### 2. Purpose of data processing

The purpose of processing personal data is to give Shipping service providers the opportunity to inform recipients of the progress of a shipment by email and thus increase the probability of successful delivery.

### 3. Legal basis for data processing

The legal basis for the transmission of the email address to the respective shipping service provider and its use is Art. 6 (1) (1) (f) GDPR, based on our legitimate interest in being able to offer the notification service to our customers and thus to make shipping as customer-friendly as possible.

#### 4. Duration of storage

The transmitted data will be deleted by the respective shipping service provider if the package was delivered successfully.

#### 5. Objection and erasure

The notification service provided by the shipping service provider may be terminated by the user concerned at any time. For this purpose, there is a corresponding opt-out link in every email.

### **X. Contact via Email**

#### 1. Description and scope of data processing

You can contact us via the email address provided on our website. In this case the personal data of the user transmitted with the email will be stored.

The data will be used exclusively for the processing of the conversation.

#### 2. Purpose of data processing

If you contact us via email, this also constitutes the necessary legitimate interest in the processing of the data.

#### 3. Legal basis for data processing

The legal basis for the processing of data transmitted while sending an email is Art. 6 (1) (1) (f) GDPR. If the purpose of the email contact is to conclude a contract, the additional legal basis for the processing is Art. 6 (1) (1) (b) GDPR.

#### 4. Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. For personal data sent by email, this is the case when the respective conversation with the user has ended. The conversation ends when it can be concluded from the circumstances that the matter in question has been conclusively resolved.

The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

## 5. Objection and erasure

The user has the possibility to withdraw the consent to the processing of their personal data at any time. If the user contacts us by email to [datenschutz@i-prodens.com](mailto:datenschutz@i-prodens.com), he can object to the storage of his personal data at any time.

In this case, all personal data stored while establishing contact will be deleted.

## **XI. Geotargeting**

We use the IP address and other information provided by the user (e.g. the postal code used for registration or ordering) to approach regional target groups (so-called "geotargeting").

The regional target group approach is used, for example, to automatically display regional offers or advertisements that often are more relevant to users. The legal basis for the use of the IP address and any other information provided by the user (e.g. postal code) is Art. 6 (1) (1) (f) GDPR, based on our legitimate interest in ensuring a more precise target group approach and thus providing offers and advertising with greater relevance for our users.

Part of the IP address and the additional information provided by the user (e.g. postal code) are merely processed and not stored separately.

You can prevent geotargeting by, for example, using a VPN or proxy server that prevents accurate localisation. In addition, depending on the browser you are using, you can also deactivate a location localisation in the corresponding browser settings (as far as this is supported by the respective browser).

We use geotargeting on our website for the following purposes:

- Geoblocking
- Customer approach

- Advertising purposes

## **XII. Content delivery networks**

CloudFlare

### 1. Description and scope of data processing

On our website we use functions of the content delivery network CloudFlare of CloudFlare Germany GmbH, Rosental 7, 80331 Munich, Germany (Hereinafter referred to as CloudFlare). A Content Delivery Network (CDN) is a network of regionally distributed servers connected via the Internet to deliver content, especially large media files such as videos. CloudFlare offers web optimization and security services that we use to improve the load times of our website and to protect it from misuse. When you visit our website you will be connected to the servers of CloudFlare, e.g. to retrieve content. This allows personal data to be stored and evaluated in server log files, the user's activity (e.g. which pages have been visited) and device and browser information (e.g. IP address and operating system).

Further information on the collection and storage of data by CloudFlare can be found here:

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

### 2. Purpose of data processing

The use of CloudFlare's features serves to deliver and accelerate online applications and content.

### 3. Legal basis for data processing

The data is collected on the basis of Art. 6 (1) (1) (f) GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimization of his website - and server log files are therefore recorded.

### 4. Duration of storage

Your personal information will be retained for as long as necessary to fulfil the purposes described in this Privacy Policy or as required by law.

### 5. Objection and erasure

Information about objection and erasure options regarding CloudFlare can be found at:



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

### **XIII. Telemetry data**

#### 1. Description and scope of data processing

We collect telemetry data on our webshop. We implement this through the usage of the following tools:

- Sentry.io

#### 2. Purpose of the data processing

The data is processed for the following purposes:

- Infrastructure monitoring
- Application monitoring
- Troubleshooting

#### 3. Legal basis for data processing

The collection of this data is based on Art. 6 (1) (1) (f) GDPR. The webshop operator has a legitimate interest in the technically error-free presentation and optimisation of its webshop - for this purpose, the server log files must be collected.

#### 4. Duration of storage

Your personal information will be stored for as long as necessary to fulfil the purposes described in this privacy policy or as required by law.

#### 5. Objection and erasure options

You can object to the processing of your personal data at any time by sending an email to [datenschutz@i-prodens.com](mailto:datenschutz@i-prodens.com). You can make use of all further rights as a data subject, by referring to this email address.

This privacy policy has been created with the assistance of [DataGuard](#).