

Privacy Policy of Lucky Chef GmbH

This Privacy Policy is only binding in the German language version
(<https://www.luckychef.com/datenschutz/>); any translations thereof are for your convenience only

§ 1 Information about the collection of personal data

- (1) In the following we provide information about the collection of personal data when using our website, when creating and using a Customer Account, when extending a Customer Account to include paid services (LuckyChef+) and when initiating, processing and, if necessary, reversing purchases in our online shop. Personal data is all data that can be related to you personally, e.g. name, address, email addresses, user behavior.
- (2) The responsible party according to Art. 4 Para. 7 of the EU General Data Protection Regulation (GDPR) is www.LuckyChef.com/impressum/.
- (3) When you contact us by email using the address provided, the data you provide (your email address, if applicable your name and your telephone number) will be stored by us in order to answer your questions. The legal basis for this data processing is Art. 6 Para. 1 Clause 1 Letter b) or f) GDPR.
- (4) We will delete the data collected in this context once storage is no longer required or restrict processing if statutory retention periods apply.
- (5) If we use commissioned service providers for individual functions of our offer or would like to use your data for advertising purposes, we will inform you in detail about the respective processes below. We will also state the specified criteria for the storage period.
- (6) As data protection law continues to develop and as technological or organizational changes occur, our data protection notices are regularly reviewed for any need for adjustment or addition. You will be informed of any changes, in particular on our German website at www.LuckyChef.com.

§ 2 Your Rights

- (1) You have the right to information, rectification, erasure, restriction of processing, objection to processing and data portability of your personal data.
- (2) You also have the right to complain to a data protection supervisory authority about our processing of your personal data.

§ 3 Processing of personal data when visiting our website

- (1) If you use this website for information purposes only without registering or otherwise transmitting further information, we only collect the personal data that your browser transmits to our server. If you would like to view our website, we collect the following data, which is technically necessary for us to display our website to you and to ensure stability

and security. These are: IP address, date and time of the request, time zone difference to Greenwich Mean Time (GMT), content of the request (specific page), access status/HTTP status code, amount of data transferred in each case, source website, browser, operating system and its interface, language and version of the browser software. The legal basis for this data processing is Art. 6 Para. 1 Clause 1 Letter f) GDPR.

(2) In addition to the data mentioned above, cookies will be stored on your computer when you use our website.

We use cookies on our websites. Cookies are small text files that are stored on your hard disk and associated with the browser you use using a characteristic character string. These allow certain information to be sent to the location that placed the cookies. Cookies cannot run programs or transmit viruses to your computer and therefore cannot cause any damage. They are designed to make the Internet more user-friendly and effective, and therefore more pleasant for you.

Cookies can contain data that makes it possible to recognize the device used. However, cookies sometimes only contain information about certain settings that are not personally identifiable. Cookies cannot, however, directly identify a user.

A distinction is made between session cookies, which are deleted as soon as you close your browser, and permanent cookies, which are stored beyond the individual session. In terms of their function, cookies are again divided into:

- Technical cookies : These are essential to move around the website, use basic functions and ensure website security; they do not collect information about you for marketing purposes or store which websites you have visited;
- Performance cookies : These collect information about how you use our website, which pages you visit and, for example, whether errors occur during website usage; they do not collect any information that could identify you – all information collected is anonymous and is only used to improve our website and find out what interests our users;
- Advertising cookies , targeting cookies : These are used to offer the website user needs-based advertising on the website or offers from third parties and to measure the effectiveness of these offers; advertising and targeting cookies are stored for a maximum of 13 months;
- Sharing cookies : These are used to improve the interactivity of our website with other services (e.g. social networks); sharing cookies are stored for a maximum of 13 months.

The legal basis for cookies that are absolutely necessary to provide you with the service you have expressly requested is Section 25 Para. 2 No. 2 TTDSG. Any use of cookies that is not technically necessary for this purpose constitutes data processing that is only permitted with your express and active consent in accordance with Section 25 Para. 1 TTDSG in conjunction with Article 6 Para. 1 Sentence 1 Letter a) GDPR. This applies in particular to the use of performance, advertising, targeting or sharing cookies. In

addition, we will only pass on your personal data processed by cookies to third parties if you have given your express consent to do so in accordance with Article 6 Para. 1 Sentence 1 Letter a) GDPR.

For more information about which cookies we use and how you can manage your cookie settings and disable certain types of tracking, please see Section 6 of this Privacy Policy.

§ 4 Additional functions and offers of the website

- (1) In addition to the purely informational use of the website, we offer various services that you can use if you are interested. To do so, you must usually provide additional personal data that we use to provide the respective service and to which the aforementioned data processing principles apply.
- (2) We sometimes use external service providers to process your data. These have been carefully selected and commissioned by us, are bound by our instructions and are regularly monitored.
- (3) We may also pass on your personal data to third parties if we offer participation in promotions, competitions, contract conclusions or similar services together with partners. You will receive further information about this when you provide your personal data or in the description of the offer below.
- (4) If our service providers or partners are based in a country outside the European Economic Area (EEA), we will inform you about the consequences of this circumstance in the description of the offer.

§ 5 Objection or revocation against the processing of your data ; transfer of data

- (1) If you have given your consent to the processing of your data, you can revoke it at any time. Such a revocation affects the legality of the processing of your personal data after you have expressed it to us.
- (2) If we base the processing of your personal data on the balance of interests, you can object to the processing. This is the case if the processing is not necessary to fulfill a contract with you, which we will explain in the following description of the functions. If you exercise such an objection, we ask you to explain the reasons why we should not process your personal data as we do. If your objection is justified, we will examine the situation and either stop or adapt the data processing or show you our compelling legitimate reasons on the basis of which we continue the processing.
- (3) Of course, you can object to the processing of your personal data for advertising and data analysis purposes at any time. You can inform us of your objection to advertising using the following contact details: support@luckychef.com.

- (4) We may, under certain circumstances, be subject to a special statutory or legal obligation to make the lawfully processed personal data available to third parties, in particular public authorities. The legal basis for this is Art. 6 Para. 1 Sentence 1 Letter c) GDPR.

§ 6 Further functions of this website and corresponding processing of personal data

A Use of our webshop

- (1) If you would like to order from our web shop , it is necessary for the conclusion of the contract that you provide your personal data, which we require for the purpose of processing your order. Mandatory information required for the processing of the contracts is marked separately, further information is voluntary. To pay, you must provide your payment details to our payment service provider, whereby these third parties are each independently responsible for payment processing (see Section 6 C of this Privacy Policy). The legal basis for this is Art. 6 Paragraph 1 Sentence 1 Letter b) GDPR.
- (2) If you wish, you can create a customer account through which we can save your data for future purchases. When you create an account using the corresponding function on our website, the data you provide will be saved revocably.
- (3) Due to commercial and tax law requirements, we are obliged to store your address, payment and order data for a period of 10 years. However, we restrict processing after three years. This means that from this point onwards, your data will only be used to comply with the legal obligation.
- (4) To prevent unauthorized access by third parties to your personal data, in particular financial data, the connection is encrypted using SSL technology (CSR key).

B Processing of purchases in our webshop

To process purchases made in our web shop (storage, packaging and shipping), we work with an external service provider, PORTICA GmbH Marketing Support (Von-Galen-Str. 35, 47906 Kempen). For this purpose, we provide the aforementioned service provider with personal information about you, such as your name, address, customer number, order number and ordered items. We have concluded an agreement with the service provider for order processing within the meaning of Art. 28 GDPR. The use of this data is necessary to fulfill the contract. The legal basis for this data processing is Art. 6 Para. 1 Sentence 1 Letter b) GDPR.

C Payment service

When making a payment, payment processing is carried out via the payment service provider Mollie BV, Keizersgracht 126, 1015CW Amsterdam, Netherlands (hereinafter "Mollie"), to whom we pass on the data you provided during the ordering process exclusively for the purpose of payment processing in accordance with Art. 6 Para. 1 lit. b

GDPR. The data is only passed on if it is actually necessary for payment processing. Mollie transmits your data to Mollie BV, Keizersgracht 126, 1015CW Amsterdam, Netherlands, in order to carry out the payment - if necessary for this purpose - in accordance with Art. 6 Para. 1 Sentence 1 Letter b) GDPR.

The operator of the Mollie payment service is Mollie BV, Mollie HQ., Keizersgracht 126, 1015CW Amsterdam, Netherlands, email: info@mollie.com.

You can object to this processing of your data at any time by sending a message to the data controller or to Mollie. However, Mollie may still be entitled to process your personal data if this is necessary for the contractual payment processing.

More information about Mollie's privacy policy: <https://www.mollie.com/at/privacy>

We will store your data until the payment is processed. This includes the period required to process refunds, debt management and fraud prevention. Otherwise, the information in Section 6 A (3) of this notice applies.

D Our newsletter

- (1)** With your consent, you can subscribe to our newsletter, with which we inform you about our current interesting offers. The advertised goods and services are named in the declaration of consent.
- (2)** We use the so-called double opt-in procedure to register for our newsletter. This means that after you register, we will send you an email to the email address you provided, asking you to confirm that you wish to receive the newsletter. If you do not confirm your registration within 24 hours, your information will be blocked and automatically deleted after one month. In addition, we store the IP addresses you use and the times of registration and confirmation. The purpose of the procedure is to be able to prove your registration and, if necessary, to clarify any possible misuse of your personal data.
- (3)** The only mandatory information required to send the newsletter is your email address. Providing additional, separately marked data is voluntary and will be used to address you personally. After your confirmation, we will save your email address for the purpose of sending you the newsletter. The legal basis is Art. 6 Para. 1 Sentence 1 Letter b) GDPR.
- (4)** You can revoke your consent to receive the newsletter at any time and unsubscribe from the newsletter. You can declare your revocation by sending an email to support@LuckyChef.com.
- (5)** We would like to point out that we evaluate your user behavior when sending the newsletter. For this evaluation, the e-mails sent contain so-called web beacons or tracking pixels, which are single-pixel image files that are stored on our website. For the evaluations, we link the data mentioned in Section 3 and the web beacons with your e-mail address and an individual ID. Links received in the newsletter also contain this ID. We use the data obtained in this way to create a user profile in order to tailor the newsletter to your individual interests. We record when you read our newsletters, which links you click

on in them and use this to deduce your personal interests. We link this data to actions you perform on our website. You can object to this tracking at any time by unsubscribing from the newsletter in accordance with paragraph (4). The information is stored for as long as you have subscribed to the newsletter. After unsubscribing, we store the data purely statistically and anonymously.

E Use of Google tools

1. Google Analytics

This website uses functions of the web analysis service Google Analytics. Provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. Google Analytics enables the website operator to analyse the behaviour of website visitors. The website operator receives various usage data, such as page views, length of stay, operating systems used and origin of the user. This data is summarized in a user ID and assigned to the respective end device of the website visitor. Furthermore, with Google Analytics we can record, among other things, your mouse and scroll movements and clicks. Google Analytics also uses various modelling approaches to supplement the recorded data sets and uses machine learning technologies to analyse the data. Google Analytics uses technologies that enable the recognition of the user for the purpose of analysing user behaviour (e.g. cookies or device fingerprinting). The information collected by Google about the use of this website is usually transferred to a Google server in the USA and stored there. The use of this service is based on your consent in accordance with Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG. Consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/controllerterms/mccs/>. Google is certified according to the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards when processing data in the USA. Every company certified according to the DPF undertakes to comply with these data protection standards. You can obtain further information from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt0000000001L5AAI&status=Active>.

2. Google Maps

This site uses the map service Google Maps. Provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. In order to use the functions of Google Maps, it is necessary to save your IP address. This information is usually transferred to a Google server in the USA and saved there. The provider of this site has no influence on this data transfer. If Google Maps is activated, Google can use Google Fonts for the purpose of

uniform display of fonts. When you call up Google Maps, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly. Google Maps is used in the interest of an appealing presentation of our online offerings and to make the locations we specify on the website easy to find. This represents a legitimate interest within the meaning of Art. 6 Para. 1 Sentence 1 Letter f) GDPR. If corresponding consent has been requested, processing is carried out exclusively on the basis of Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g. device fingerprinting) within the meaning of the TTDSG. The consent can be revoked at any time. The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/gdprcontrollerterms/> and <https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>. More information on how user data is handled can be found in Google's privacy policy: <https://policies.google.com/privacy?hl=de>.

Google is certified according to the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards when processing data in the USA. Every company certified according to the DPF undertakes to comply with these data protection standards. You can obtain further information from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000001L5AAI&status=Active>.

3. Google Fonts

This site uses so-called Google Fonts, which are provided by Google, for the uniform display of fonts. The Google Fonts are installed locally. There is no connection to Google servers. Further information about Google Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://policies.google.com/privacy?hl=de>.

4. YouTube

This website embeds videos from the YouTube website. The operator of the pages is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. We use YouTube in extended data protection mode. According to YouTube, this mode means that YouTube does not save any information about visitors to this website before they watch the video. However, the extended data protection mode does not necessarily exclude the transfer of data to YouTube partners. For example, YouTube establishes a connection to the Google DoubleClick network - regardless of whether you watch a video. As soon as you start a YouTube video on this website, a connection is established to the YouTube servers. The YouTube server is informed which of our pages you have visited. If you are logged into your YouTube account, you allow YouTube to assign your surfing

behavior directly to your personal profile. You can prevent this by logging out of your YouTube account. Furthermore, after starting a video, YouTube can save various cookies on your device or use comparable recognition technologies (e.g. device fingerprinting). In this way, YouTube can receive information about visitors to this website. This information is used, among other things, to collect video statistics, improve user-friendliness and prevent fraud attempts. After starting a YouTube video, further data processing operations may be triggered over which we have no influence. YouTube is used in the interest of an appealing presentation of our online offerings. This represents a legitimate interest within the meaning of Art. 6 Para. 1 Sentence 1 Letter f) GDPR. If corresponding consent has been requested, processing will take place exclusively on the basis of Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information on the user's device (e.g. device fingerprinting) within the meaning of the TTDSG. Consent can be revoked at any time.

Further information about data protection at YouTube can be found in their privacy policy at: <https://policies.google.com/privacy?hl=de>. YouTube is certified according to the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards when processing data in the USA. Every company certified according to the DPF undertakes to comply with these data protection standards. You can obtain further information from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt0000000001L5AAI&status=Active>.

5. Tag Manager

This website uses the Google Tag Manager, operated by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. This service allows website tags to be managed via an interface. The Google Tag Manager itself does not set cookies, only tags, and does not collect any personal data. The service triggers other tags, which in turn may collect data. However, the Google Tag Manager does not access this data. If deactivation has been carried out at domain or cookie level, this remains in place for all tracking tags implemented with the Google Tag Manager.

The Google Tag Manager is used to display cookies, but only processes technical information and therefore does not require consent under the TTDSG. The legal basis for the use of the Google Tag Manager is therefore Art. 6 Para. 1 Sentence 1 Letter f) GDPR. Our legitimate interest lies in the uniform and proper integration of cookies across different end devices.

6. Adwords conversions

On this website we use the Google Adwords service from Google Ireland Limited, Gordon House Barrow Street Dublin 4, Ireland ("Google") to draw attention to our offers on external websites with the help of advertising materials (so-called Google Adwords). We

can determine how successful the individual advertising measures are in relation to the data from the advertising campaigns. In this way, we pursue the interest of showing you advertising that is of interest to you, making our website more interesting for you and achieving a fair calculation of advertising costs.

These advertisements are delivered by Google via so-called "ad servers". For this purpose, we use ad server cookies, which can be used to measure certain parameters for measuring success, such as the display of ads or clicks by users. If you access our website via a Google ad, Google Adwords will save a cookie on your computer. The analysis values stored for this cookie are usually the unique cookie ID, the number of ad impressions per placement (frequency), the last impression (relevant for post-view conversions) and opt-out information (marking that the user no longer wishes to be contacted).

These cookies allow Google to recognize your Internet browser. If a user visits certain pages of an Adwords customer's website and the cookie stored on their computer has not yet expired, Google and the customer can recognize that the user clicked on the ad and was redirected to this page. Each Adwords customer is assigned a different cookie. Cookies cannot therefore be tracked across the websites of Adwords customers.

The ad server cookies usually expire after 30 days and are not intended to identify you personally.

We do not collect or process any personal data in the advertising measures mentioned. We only receive statistical evaluations from Google. Based on these evaluations, we can see which of the advertising measures used are particularly effective. We do not receive any further data from the use of the advertising material, and in particular we cannot identify users based on this information.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Google server.

You can prevent participation in this tracking process in various ways: a) by setting your browser software accordingly - suppressing third-party cookies will mean that you will not receive adverts from third-party providers; b) by deactivating cookies for conversion tracking by setting your browser to block cookies from the domain [www.googleadservices.com](https://www.google.de/settings/ads) (<https://www.google.de/settings/ads>); this setting will be deleted if you delete your cookies; c) by deactivating interest-based advertisements from providers that are part of the "About Ads" self-regulation campaign using the link <http://www.aboutads.info/choices>; this setting will be deleted if you delete your cookies; d) by permanently deactivating them in your Firefox, Internet Explorer or Google Chrome browsers using the link <http://www.google.com/settings/ads/plugin>. We would like to point out that in this case you may not be able to use all the functions of this offer to their full extent.

7. Adwords remarketing

In addition to Google Adwords Conversion (see previous section 6) we use the application Google Adwords Remarketing . This application allows our advertisements to be shown to you when you visit our website after you have visited it . This is done using cookies stored in your browser, which Google uses to record and evaluate your usage behavior when you visit various websites. This allows Google to determine your previous visit to our website. According to Google, the data collected as part of Google Remarketing will not be combined with your personal data that may be stored by Google (e.g., because you have registered for a Google service such as G-Mail). According to Google, pseudonymization is used for remarketing .

F Use of Meta-tools

1. Facebook and Instagram

For the services we offer, we use the technical platform and services of Facebook Ireland Ltd., 4 Grand Canal Square Grand Canal Harbour, Dublin 2, Ireland . The services include “Facebook” and “Instagram” (hereinafter collectively referred to as “Social Media Page”), both of which are operated by Facebook Ireland Ltd.

We would like to point out that you use the Social Media Page and its functions at your own risk. This applies in particular to the interactive functions (e.g. commenting, sharing, rating). Facebook processes personal data about your account, your IP address and the devices you use; cookies are used to collect data. These are small files that are stored on your devices. Facebook describes in general terms what information Facebook receives and how it is used in its data usage guidelines. There you will also find information about how to contact Facebook, the options for objecting and the options for setting up advertisements.

The data usage guidelines are available at the following link:

Facebook: <http://de-de.facebook.com/about/privacy>

Instagram: <https://help.instagram.com/519522125107875>

provide us, as the operator of the Facebook pages, with statistical information such as gender and age distribution on the use of the social media page. In addition, Facebook may show you further information or advertisements based on your preferences. Facebook provides further information on this at the following link: <http://de-de.facebook.com/help/pages/insights>.

The data collected about you in this context will be processed by Facebook Ltd. and may be transferred to countries outside the European Union.

If you visit one of our social media pages (e.g. Instagram), such a visit will trigger the processing of your personal data. In this case, we and the operator of the respective social network are jointly responsible for the data processing operations within the meaning of Art. 26 GDPR, provided that we actually make a joint decision with the operator of the

social network regarding data processing and we also have an influence on the data processing. Where possible, we have concluded agreements with the operators of the social networks on joint responsibility in accordance with Art. 26 GDPR, in particular the Page Controller Addendum from Facebook Ireland Ltd. You can generally assert your rights under Section 2 both against us and against the operator of the respective social network (e.g. Facebook).

Please note that despite the joint responsibility under Art. 26 GDPR with the operators of social networks, we do not have full influence on the data processing of the individual social networks. The company policy of the respective provider has a significant influence on our options. In the event of the assertion of data subject rights, we can only forward these requests to the operator of the social network.

How Facebook uses the data from visits to social media pages for its own purposes, to what extent activities on the social media page are assigned to individual users, how long Facebook stores this data and whether data from a visit to the social media page is passed on to third parties is not conclusively and clearly stated by Facebook and is not known to us.

When you access a social media page, the IP address assigned to your device is transmitted to Facebook. According to Facebook, this IP address is anonymized (for "German" IP addresses) and deleted after 90 days. Facebook also stores information about its users' devices (for example as part of the "login notification" function); this may enable Facebook to assign IP addresses to individual users.

If you are currently logged in to Facebook as a user, there is a cookie with your Facebook ID on your device. This enables Facebook to track that you have visited this page and how you have used it. This also applies to all other Facebook pages. Facebook can use Facebook buttons integrated into websites to record your visits to these websites and assign them to your Facebook profile / Instagram profile. This data can be used to offer content or advertising tailored to you.

If you want to avoid this, you should log out of Facebook / Instagram or deactivate the "stay logged in" function, delete the cookies on your device and close and restart your browser. This will delete Facebook information that can be used to directly identify you. This allows you to use our social media page without your Facebook / Instagram ID being revealed. When you access interactive functions on the page (like, comment, share, message, etc.), a Facebook or Instagram login screen will appear. After logging in, Facebook will again recognize you as a specific user. Alternatively, you can use a different browser than usual to visit our social media page.

The legal basis for the use of the social media page is Art. 6 Para. 1 Sentence 1 Letter f) GDPR.

2. **Meta pixel (formerly Facebook pixel)**

This website uses the visitor action pixel from Facebook/ Meta to measure conversions . The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Facebook, the data collected is also transferred to the USA and other third countries. This allows the behavior of site visitors to be tracked after they have been redirected to the provider's website by clicking on a Facebook ad. This enables the effectiveness of Facebook ads to be evaluated for statistical and market research purposes and future advertising measures to be optimized. The data collected is anonymous to us as the operator of this website; we cannot draw any conclusions about the identity of the users. However, the data is stored and processed by Facebook so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes, in accordance with the Facebook data usage policy (<https://de-de.facebook.com/about/privacy/>). This enables Facebook to enable advertisements to be placed on Facebook pages and outside of Facebook. We as the site operator cannot influence this use of the data. The use of this service is based on your consent in accordance with Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG. Consent can be revoked at any time.

To the extent that personal data is collected on our website using the tool described here and forwarded to Facebook, we and the Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 GDPR). The joint responsibility is limited exclusively to the collection of the data and its forwarding to Facebook. The processing by Facebook that takes place after forwarding is not part of the joint responsibility. The obligations incumbent upon us jointly have been recorded in a joint processing agreement. The wording of the agreement can be found at:

https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for providing data protection information when using the Facebook tool and for implementing the tool on our website in a way that is secure under data protection law. Facebook is responsible for the data security of Facebook products. You can assert data subject rights (e.g. requests for information) with regard to the data processed by Facebook directly with Facebook. If you assert your data subject rights with us, we are obliged to forward them to Facebook. Data transfer to the USA is based on the EU Commission's standard contractual clauses. Details can be found here: https://www.facebook.com/legal/EU_data_transfer_addendum and <https://de-de.facebook.com/help/566994660333381>. You can find further information on protecting your privacy in Facebook's privacy policy: <https://de-de.facebook.com/about/privacy/>. You can also deactivate the "Custom Audiences " remarketing function in the Ad Settings area at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. You

must be logged in to Facebook to do this. If you do not have a Facebook account, you can deactivate usage-based advertising from Facebook on the website of the European Interactive Digital Advertising Alliance: <http://www.youronlinechoices.com/de/praeferenzmanagement/>. The company is certified according to the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards when processing data in the USA. Every company certified according to the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt0000000GnywAAC&status=Active> .

G Use of Microsoft tools

1. Bing Ads

The website uses the remarketing function “Bing Ads” from Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. Microsoft Bing Ads stores a cookie on your computer if you have accessed our website via a Microsoft Bing ad. In this way, Microsoft Bing and we can recognize that someone has clicked on an ad, been redirected to our website and reached a previously determined landing page (conversion page). We only learn the total number of users who clicked on a Bing ad and were then redirected to the conversion page. No personal information about the identity of the user is disclosed. If you do not want information about your behavior to be used by Microsoft as explained above, you can refuse the setting of a cookie required for this purpose - for example, by using a browser setting that generally deactivates the automatic setting of cookies. You can also prevent the collection of data generated by the cookie and related to your use of the website as well as the processing of this data by Microsoft by declaring your objection under the following link: <http://choice.microsoft.com/de-DE/opt-out>. You can find more information about data protection and the cookies used by Microsoft and Bing Ads on the Microsoft website at <https://privacy.microsoft.com/de-de/privacystatement>

The use of this service is based on your consent in accordance with Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG. The consent can be revoked at any time.

2. Universal Event Tracking (UET)

Our website uses Bing Ads technology to collect and store data from which usage profiles are created using pseudonyms. This is a service provided by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. This service enables us to track the activities of users on our website when they reach our website via Bing Ads ads. If you reach our website via such an ad, a cookie is placed on your computer. A Bing UET tag is integrated into our website. This is a code that, in conjunction with the cookie, stores some non-personal data about the use of the website. This includes, among other things, the

length of time spent on the website, which areas of the website were accessed and which ad users accessed the website via. Information about your identity is not collected.

The information collected is transferred to Microsoft servers in the USA and stored there for a maximum of 180 days. You can prevent the collection of data generated by the cookie and related to your use of the website as well as the processing of this data by deactivating the setting of cookies. This may limit the functionality of the website.

In addition, Microsoft may track your usage behavior across multiple electronic devices through so-called cross-device tracking and is therefore able to display personalized advertising on or in Microsoft websites and apps. You can deactivate this behavior at <http://choice.microsoft.com/de-de/opt-out>.

For more information about Bing's analytics services, please visit the Bing Ads website (<https://help.bingads.microsoft.com/#apex/3/de/53056/2>). For more information about data protection at Microsoft and Bing, please see Microsoft's privacy policy (<https://privacy.microsoft.com/de-de/privacystatement>).

Use of this service is based on your consent in accordance with Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG. Consent can be revoked at any time.

H Integration of AWS

We host the content of our website with the provider Amazon Web Services EMEA SARL, 38 Avenue John F. Kennedy, 1855 Luxembourg (hereinafter AWS). When you visit our website, your personal data is processed on AWS servers. Personal data may also be transmitted to AWS' parent company in the USA. Data transfer to the USA is based on the EU standard contractual clauses. You can find details here: <https://aws.amazon.com/de/blogs/security/aws-gdpr-data-processing-addendum/>. For more information, see the AWS privacy policy: https://aws.amazon.com/de/privacy/?nc1=f_pr.

The use of AWS is based on Art. 6 Para. 1 Sentence 1 Letter f) GDPR. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's end device (e.g. device fingerprinting) within the meaning of the TTDSG. The consent can be revoked at any time. The company is certified according to the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards when processing data in the USA. Every company certified according to the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt0000000TOWQAA4&status=Active>

We also use the content delivery network Amazon CloudFront CDN. The provider is AWS. Amazon CloudFront CDN is a globally distributed content delivery network. Technically, the information transfer between your browser and our website is routed via the content delivery network. This enables us to increase the worldwide accessibility and performance of our website. The use of Amazon CloudFront CDN is based on our legitimate interest in providing our website as error-free and secure as possible (Art. 6 Para. 1 Sentence 1 Letter f) GDPR). Data transfer to the USA is based on the standard contractual clauses of the EU Commission. You can find details here: <https://aws.amazon.com/de/blogs/security/aws-gdpr-data-processing-addendum/>. You can find more information about Amazon CloudFront CDN here: https://d1.awsstatic.com/legal/privacypolicy/AWS_Privacy_Notice__German_Translation.pdf.

AWS is certified according to the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards when processing data in the USA. Every company certified according to the DPF undertakes to comply with these data protection standards. You can obtain further information from the provider at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt0000000TOWQAA4&status=Active>.

I Integration of LinkedIn

This website uses the Insight Tag from LinkedIn. The provider of this service is LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland. With the help of the LinkedIn Insight Tag, we receive information about visitors to our website. If a website visitor is registered with LinkedIn, we can, among other things, analyze the key professional data (e.g. career level, company size, country, location, industry and job title) of our website visitors and thus better tailor our site to the respective target groups. Furthermore, we can use LinkedIn Insight Tags to measure whether visitors to our websites make a purchase or take another action (conversion measurement). Conversion measurement can also take place across devices (e.g. from PC to tablet). LinkedIn Insight Tag also offers a retargeting function with the help of which we can show visitors to our website targeted advertising outside of the website, although according to LinkedIn the advertising recipient is not identified. LinkedIn itself also records so-called log files (URL, referrer URL, IP address, device and browser properties and time of access). The IP addresses are shortened or (if they are used to reach LinkedIn members across devices) hashed (pseudonymized). The direct identifiers of LinkedIn members are deleted by LinkedIn after seven days. The remaining pseudonymized data is then deleted within 180 days. We as website operators cannot assign the data collected by LinkedIn to specific individuals. LinkedIn will store the personal data collected from website visitors on its

servers in the USA and use it for its own advertising measures. For details, see LinkedIn's privacy policy at <https://www.linkedin.com/legal/privacy-policy#choices-oblig>.

If consent has been obtained, the above-mentioned service will be used exclusively on the basis of Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG. Consent can be revoked at any time. If no consent has been obtained, this service will be used on the basis of Art. 6 Para. 1 Sentence 1 Letter f) GDPR. Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://www.linkedin.com/legal/l/dpa> and <https://www.linkedin.com/legal/l/eu-sccs>.

You can object to the analysis of usage behavior and targeted advertising by LinkedIn using the following link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>. Furthermore, LinkedIn members can control the use of their personal data for advertising purposes in their account settings. To avoid a link between data collected on our website by LinkedIn and your LinkedIn account, you must log out of your LinkedIn account before visiting our website.

J Integration of X (formerly Twitter)

Our website contains plugins from the Twitter Inc. (Twitter) short message network. You can recognize the Twitter plugins (tweet button) by the Twitter logo on our page. You can find an overview of tweet buttons here (<https://about.twitter.com/resources/buttons>). When you visit a page on our website that contains such a plugin, a direct connection is established between your browser and the Twitter server. Twitter therefore receives the information that you have visited our site using your IP address. If you click the Twitter "tweet button" while you are logged into your Twitter account, you can link the content of our pages to your Twitter profile. This enables Twitter to associate your visit to our pages with your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the data transmitted or how it is used by Twitter. If you do not want Twitter to be able to associate your visit to our pages, please log out of your Twitter user account. For more information, please see Twitter's privacy policy (<https://twitter.com/privacy>).

The legal basis for the use of Twitter is Art. 6 Para. 1 Sentence 1 Letter f) GDPR.

K TikTok tools

1. TikTok

The social media application TikTok is an international video portal. It is used for the so-called lip-syncing of music videos and other short video clips. TikTok is operated by the Chinese company ByteDance. TikTok's privacy policy forms the basis on which TikTok processes all data that TikTok collects from users or that is provided by users.

TikTok Technology Limited (“TikTok Ireland”) and TikTok Information Technologies UK Limited (“TikTok UK”) are responsible for processing personal data . The privacy policy usually refers to “TikTok”, “we” or “us” for short.

If you have given your consent to receive advertising, TikTok will use your data to show you personalized advertising.

The personalized advertising that TikTok shows you is based on your consent. Furthermore, TikTok processes user data on the basis of a contract (Art. 6 Para. 1 Sentence 1 Letter b) GDPR), as a result of a balancing of interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR) or to fulfill legal obligations (Art. 6 Para. 1 Sentence 1 Letter c) GDPR). Consent can be revoked by the user and processing based on a balancing of interests can be objected to in accordance with Art. 21 GDPR. For details, please see TikTok 's privacy policy and terms of use (link see below).

TikTok processes personal data for various purposes, including to provide its services, to notify users about changes to the services, to provide support to users, to enable users to share user content with other users, to develop new services, or to comply with legal obligations.

TikTok collects, among other things, the following data about its users: profile data, user content and usage data, location data, information about the respective contacts/friends. For more information about how your data is used and what data is processed, please refer to TikTok 's privacy policy and terms of use (link below).

TikTok retains users' data for as long as necessary to provide the service to users, to fulfill its contractual obligations and to exercise its rights with respect to the information in question. If users' information is not needed to provide the service, TikTok will retain users' data only for as long as TikTok has a legitimate business purpose for retaining that data.

If a user asks TikTok to delete their account, it will initially be deactivated for a few weeks. After that, the account will be deleted. In the process, the user's personal data relating to the in-app messaging function will also be deleted. Messages that you have sent to other users of the TikTok service will remain stored on their devices.

In its privacy policy (link below), TikTok also points out any longer deletion or retention periods.

TikTok offers its users the opportunity to control and manage their own user data (personal data) via the settings options. TikTok also offers its users automated information services that provide you with information about how your data is processed. Within the framework of the legal requirements, you also have the right to have the data deleted and corrected and can object to the use of your data or have its use restricted and revoke the consent you have given at any time.

Please note that TikTok's terms of use and privacy policy can change at any time. Please therefore check regularly to see if these texts are up to date. The DSV Group does not guarantee that the information provided, which refers to TikTok's terms of use and privacy

policy, is up to date, correct or complete . Our present data protection notice serves to provide the information required under Articles 12 et seq. GDPR to the extent that the companies of the DSV Group use TikTok services by embedding videos in one of our websites or TikTok is used by our employees for customers.

Terms of Use: <https://www.tiktok.com/legal/terms-of-use?lang=de>

Privacy Policy: <https://www.tiktok.com/legal/privacy-policy?lang=de#section-1>

For users who have questions about TikTok 's privacy policy or would like to contact TikTok's data protection officer, TikTok provides a contact form, which can be accessed via the privacy policy.

2. TikTok Pixel

This website uses the so-called "TikTok Pixel" of the social network "TikTok" (for the EU: TikTok Technology Limited, Ireland and TikTok Information Technologies UK Limited, United Kingdom). This allows users of our website to be contacted again when they visit the social network "TikTok".

Through the TikTok Pixel, your browser establishes a direct connection to the TikTok servers as soon as you have given your consent to the use of cookies that require consent. The pixel receives the information that you have accessed a specific page on our website or clicked on one of our ads.

TikTok then uses this data to show its users targeted and personalized advertising and to create interest-based user profiles. The data collected from users is anonymous to us and is only used to measure the effectiveness of the advertising displays.

TikTok also receives your IP address and other information about the user's device, such as the marketing identifier, the device you are using, the website you visited and the time. TikTok uses this data to identify users of our website and to link their actions to a " TikTok " user account. TikTok processes this data on its own responsibility from the time of transmission. We have no influence on further processing by TikTok .

information on how TikTok collects, uses and protects the information collected with the TikTok pixel, please see the privacy policy for TikTok users: <https://www.tiktok.com/legal/page/eea/privacy-policy/en>

We are jointly responsible with TikTok Technology Limited, Ireland and TikTok Information Technologies UK Limited, United Kingdom (TikTok) for the collection and transmission of data as part of this process. This applies for the following purposes:

- Measurements and Insight Reporting
- Collection and transmission of developer data and/or event data
- The following processing operations are therefore not covered by the joint processing:
- Determining and improving the relevance of ads to natural persons.
- Optimizing ad delivery through TikTok .
- Improving user safety, research, development, to maintain and improve the integrity of TikTok products and services.

We concluded a corresponding agreement with TikTok for joint responsibility , which can be accessed here: <https://ads.tiktok.com/i18n/official/policy/jurisdiction-specific-terms>. This sets out the respective responsibilities for fulfilling the obligation under the GDPR with regard to joint responsibility.

The contact details of the responsible company and TikTok 's data protection officer can be found here: <https://www.tiktok.com/legal/page/eea/privacy-policy/en>

We have agreed with TikTok that TikTok can be used as a contact point for the exercise of the rights of those affected. This does not affect the jurisdiction of the rights of those affected.

We transmit the data within the framework of joint responsibility on the basis of legitimate interest in accordance with Art. 6 (1) f GDPR.

Transfers to third countries are possible. So-called standard contractual clauses in accordance with Art. 46 GDPR have been concluded as suitable guarantees. For third countries/companies for which an adequacy decision has been made, the adequacy decision also applies. For further information (such as a copy of the guarantees), please contact the contact details provided under 1.2.

You can disable this tool via the cookie settings. The cookie settings can be found at the bottom of the home page.

The lifespan of cookies is up to 180 days after the last interaction (this only applies to cookies set via this website).

The use of this service is based on your consent in accordance with Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG. The consent can be revoked at any time.

L Use of Brevo

This website uses Brevo to send newsletters and push messages (collectively "newsletters"). The provider is Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin, Germany. Brevo is a service that can be used, among other things, to organize and analyze the sending of newsletters. The data you enter for the purpose of subscribing to the newsletter is stored on the servers of Sendinblue GmbH in Germany.

With the help of Brevo , we are able to analyse our newsletter campaigns. For example, we can see whether a newsletter message has been opened and which links have been clicked. This allows us to determine, among other things, which links have been clicked particularly often.

We can also see whether certain previously defined actions were carried out after opening/clicking (conversion rate). This allows us to see, for example, whether you made a purchase after clicking on the newsletter.

Brevo also enables us to cluster newsletter recipients based on different categories. Newsletter recipients can be divided by age, gender or place of residence, for example. This allows us to better tailor newsletters to the respective target groups.

If you do not want Brevo to analyze your data , you must unsubscribe from the newsletter. We provide a link for this in every newsletter message .

Brevo's features, please visit the following link: <https://www.brevo.com/newsletter-software/>.

The data processing is carried out on the basis of your consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG). You can revoke this consent at any time. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

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

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

Brevo 's privacy policy at: <https://www.brevo.com/de/datenschutz-uebersicht/> and <https://www.brevo.com/de/legal/privacypolicy/>.

M Use of Pinterest Pixel

This website uses the Pinterest pixel of the social network "Pinterest", operated by Pinterest Europe Limited, 2nd Floor, Ireland , for remarketing purposes in order to be able to contact you again within 180 days on the social network "Pinterest". This enables users of our websites to be shown interest-based advertisements ("Ads") when they visit the social network "Pinterest" or other websites that also use the process.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Pinterest server as soon as you have agreed to the use of cookies that require your consent. By integrating the Pinterest pixel, Pinterest receives the information that you have accessed the corresponding web page on our website or clicked on one of our advertisements. If you are registered with Pinterest, Pinterest can assign the visit to your account.

In addition to the IP address and the marketing identifier, Pinterest also receives information about the device you are using, the website you visited and the time and can assign this data to your Pinterest account. Pinterest processes this data under its own responsibility. We have no influence on the data collection and further processing by Pinterest.

Transfers to third countries are possible. So-called standard contractual clauses have been concluded as appropriate guarantees in accordance with Art. 46 GDPR. The adequacy decision also applies to third countries/companies for which an adequacy decision has been made.

You can disable this tool via the cookie settings. The cookie settings can be found at the bottom of the home page.

The lifespan of cookies is up to 180 days after the last interaction (this only applies to cookies set via this website).

The use of this service is based on your consent in accordance with Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG. The consent can be revoked at any time.

N Use of Maxcluster

We host the webshop belonging to this website along with the relevant data such as customer data, billing addresses / delivery addresses, payment information or order information with the provider Maxcluster GmbH, Lise-Meitner-Str. 1b, 33104 Paderborn (hereinafter "Maxcluster"). Details can be found in the maxcluster privacy policy: <https://maxcluster.de/datenschutz>.

The use of maxcluster is based on Art. 6 Para. 1 Sentence 1 Letter f) GDPR. We have a legitimate interest in presenting our website as reliably as possible. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information on the user's device (e.g. device fingerprinting) within the meaning of the TTDSG. The consent can be revoked at any time. We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract required by data protection law that ensures that the personal data of our website visitors is only processed in accordance with our instructions and in compliance with the GDPR.

O Use of CCM19

This website uses CCM19 to obtain your consent to the storage of certain cookies on your device or to the use of certain technologies and to document this in compliance with data protection regulations. The provider of this technology is Papoo Software & Media GmbH, Auguststr. 4, 53229 Bonn (hereinafter "CCM19").

When you enter our website, a connection is established to the CCM19 servers in order to obtain your consent and other declarations regarding the use of cookies. CCM19 then stores a cookie in your browser in order to be able to assign the consent granted or its revocation to you. The data collected in this way is stored until you ask us to delete it, delete the CCM19 cookie yourself or the purpose for storing the data no longer applies. Mandatory statutory retention periods remain unaffected.

CCM19 is used to obtain the legally required consent for the use of cookies. The legal basis for this is Art. 6 Para. 1 Sentence 1 Letter a) GDPR and Section 25 Para. 1 TTDSG.

P Use of Hotjar

We use the Hotjar service on our website to better understand the needs of our website visitors. The provider of the Hotjar service is Hotjar Limited (Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta). Hotjar is a technology service that helps us better understand user behavior (e.g. how much time they spend on which pages, which links they choose, what users like and dislike, etc.), allowing us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on the behavior of our users and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to view our website. Hotjar stores this information in a pseudonymized user profile on our behalf. Hotjar is contractually obliged not to sell any of the data collected on our behalf.

You can deactivate this tool via the cookie settings. The cookie settings are located at the bottom of the home page. The lifetime of cookies is up to 365 days after the last interaction (this only applies to cookies set via this website).

The use of this service is based on your consent in accordance with Art. 6 Para. 1 lit. a GDPR and Section 25 para. 1 TTDSG. Consent can be revoked at any time.

Q Use of WhatsApp

We use the WhatsApp instant messaging service on our website. The provider of the service is WhatsApp Inc. from the USA. WhatsApp Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) is responsible for the European region.

WhatsApp is an instant messaging service which, as a short message service, enables cross-platform communication in which messages can be exchanged in real time. We use this service to offer our customers another way to contact us and because WhatsApp is one of the most widely used messaging services. To use WhatsApp, users must have an account there. WhatsApp then processes master data (surname, first name), contact data (email address, telephone number) and the data that the user sends via the chat, so-called content data (text entries, photographs, videos). WhatsApp also processes usage data and metadata and communication data directly. You can obtain more information on data processing by WhatsApp directly from the provider: <https://www.whatsapp.com/privacy>

Your data will be deleted as soon as it is no longer required for the purpose of processing and there are no retention periods to prevent deletion. A requirement may exist in

particular if the data is still needed to fulfill contractual services, to check and grant or defend against warranty and guarantee claims.

WhatsApp Business is a service provided by a provider from the USA. Personal data is therefore also processed in a third country. We have concluded an order processing contract with the provider WhatsApp Business that meets the requirements of Art. 28 GDPR. An adequate level of data protection pursuant to Art. 44 et seq. GDPR is guaranteed on the one hand by the EU-U.S. Data Privacy Framework and on the other hand by the conclusion of the so-called EU standard data protection clauses.

The use of this service is based on our legitimate interest in the provision of simple contact options by the customer, Art. 6 para. 1 lit. f GDPR. We would also like to point out that we and WhatsApp will not process any of your data in accordance with this Section R as long as you do not actively contact us via WhatsApp.