Data Protection Statement

We thank you for your interest in our website.
Protecting your personal data is very important for us.
The following text informs you in detail about how we handle and protect your data.

Storage of Access Data on Server Log Files

You can visit our websites without being required to enter any personal data. We only save access data in so-called server log files, for example the name of a requested file, the date and time of retrieval, the data volume transferred and the requesting provider. These data are exclusively used to ensure a trouble-free operation of the website and they are evaluated to improve our services. They do not allow any conclusions to be made with regard to your person.

Data Collection and Data Use for Contract Processing

We collect personal data only when you provide your data voluntarily in the context of ordering products or contacting us (e.g. using the contact form or by e-mail). From the relevant input form(s) you can see which data are collected. We use the data provided by you to process the contracts and your inquiries. After complete processing of the contract your data are blocked for further use and deleted upon expiry of the retention periods defined by fiscal and commercial law unless you have given your express consent to a further data usage or if we reserve the right to legally admissible data usage going beyond this of which we inform you below.

Data Transfer for Contract Performance

To perform the contract, we forward your data to the shipping company which was instructed to deliver the goods where it is necessary to deliver the ordered goods. Depending on the payment service provider you have chosen during the order process, we forward the needed payment details to the bank in charge of the payment process and – if applicable – to the payment service provider commissioned by us or the payment service you have selected. Some of the selected payment service providers collect these data themselves if you set up an account with them. In this case you must log onto this company's site - during the order process - using your access data, then being subject to this company's data protection provisions.

Data Use when Registering for E-Mail Newsletters

If you register for our newsletter, we will use the data required for this process or the data you have given to us separately in order to regularly send you our e-mail newsletter according to your consent. You can unsubscribe from the newsletter at any time. To do so, you can either send us a message by e-mail, fax or

regular mail or follow the relevant link specified in the newsletter.

Data Processor

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Use of data for postal advertising and your right to object

In addition, we reserve the right to summarize your first and last name, mailing address and, as far as we have received this additional information from you as part of the contractual relationship, your title, academic degree, year of birth and occupation, branch or business name To save lists and to use for own advertising purposes, eg for sending interesting offers and information about our products by post. You can object to the storage and use of your data for these purposes at any time by sending a message to the contact option described below.

Use of Cookies

We use cookies on various pages in order to make our website more attractive to visitors and to enable the use of certain functions. Cookies are small text files that are saved on your computer. Some of the cookies we use are automatically deleted after a browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain stored on your computer and allow us to re-identify your browser when you log on again (persistent cookies). You can set the browser such that your computer informs you of relevant cookies and you can decide in each individual case if you accept cookies or accept them only in certain cases or refuse them in general. If you do not accept cookies, some features of the website may not function fully.

Use of Google (Universal) Analytics for Web Analysis

This website uses Google (Universal) Analytics, a web analytics service provided by Google, Inc. (www.google.de). Google (Universal) Analytics uses for example "cookies" which are text files placed on your computer to help the website analyze how users use the site. The information generated by the cookies about your use of the website will usually be transmitted to and stored by Google on servers in the United States of America. In case IP anonymization is activated on this website, Google uses your IP address in a truncated form within European Union member states or in other signatories of the Agreement on the European Economic Area. Only in exceptional cases the full IP address is transmitted to servers of Google in the US and truncated there. Google Analytics will not associate your anonymized IP address transmitted by your browser with any other data held by Google.

Furthermore you can prevent the collection of data generated by the cookie and related to your use of the website (incl. your IP address) by Google and the processing of these data by Google by downloading and installing a specific browser plugin available by using the following link:
http://tools.google.com/dlpage/gaoptout?hl=en

Google+

The +1 button lets you publish information worldwide. Via the Google +1 button, you and other users receive personalized content from Google and our partners. Google stores both the information that you entered for a piece of content +1 as well as information concerning the page you were visiting when you clicked on +1. Your +1's can be shown as tips together with your profile name and photo in Google services, such as search results or your Google profile, or in other places on websites and in ads on the Internet.

Google records information on your +1 activities to improve Google services for you and others. To be able to use the Google +1 button, you need a globally visible, public Google profile that must contain at least the name chosen for the profile. This name is used in all Google services. In some cases, this name can also replace another name that you have used when sharing content via your Google account. The identity of your Google profile can be displayed to users who know your e-mail address or have other identifying information about you. In addition to the above-described uses, the information you provide is used in accordance with the applicable Google data protection/privacy policies. Google may publish aggregate statistics regarding the +1 activities of users or disclose these to users and partners, such as publishers, advertisers or associated websites.

Use of Facebook Plugins

Our website also uses social plugins (“plugins”) provided by the social network Facebook, operated by Facebook, Inc., 1601 S. California Avenue, Palo Alto, CA 94304, USA (“Facebook”). The plugins are identifiable by a Facebook logo or the notice “Facebook Social Plugin.” For a full list of all Facebook plugins please see http://developers.facebook.com/plugins

When you visit a page of our website that contains such a plugin, your browser establishes a direct connection to Facebook servers. Facebook directly transfers the plugin content to your browser which embeds the latter into the website, enabling Facebook to receive information about your access to the respective page of our website, even if you do not have a Facebook account or if you are not logged into Facebook at this point in time. This information (incl. your IP address) is transmitted by your browser directly to a Facebook server of in the US and stored by it.

If you are logged into Facebook, your visit can be directly assigned to your Facebook account. If you interact with the plugins, for example by clicking the “Like” button or entering a comment, the corresponding information is transmitted from your browser directly to Facebook and stored by it. In addition, the information is published on your Facebook site and is made available to your Facebook friends.

For the information on the purpose and scope of data collection and further processing by Facebook, as well as your rights in this respect and settings options for protecting your privacy, please read Facebook's privacy policy: http://www.facebook.com/policy.php

If you do not want Facebook to connect the data concerning your visit to our website with your data already stored by Facebook, please log off Facebook before entering our website. Further you can fully block Facebook plugins by using add-ons for your browser, for example the "Facebook Blocker" (http://webgraph.com/resources/facebookblocker/) or the script blocker “NoScript” (http://noscript.net/).

Use of the Google Inc. remarketing

The provider uses the Google Inc. ("Google") remarketing or "Similar Audiences" function on the website. The provider can use this function to address visitors to the website with targeted advertising, by switching on display advertising related to the interests of users of the provider's website when they visit other websites in the Google Display Network. Google uses cookies to run an analysis of website usage, which forms the basis for generating interest-related display advertising. Google does so by storing a small file with a sequence of numbers in the browsers of visitors to the website. This number is used to capture visits to the website and anonymous data on use of the website. No personal data regarding visitors to the website is stored. If you subsequently visit another website in the Google Display Network, you are shown advertising displays that most probably concern product and information areas previously visited.

You can permanently disable the use of cookies by Google by following the link below and downloading and installing the plug-in provided: https://www.google.com/settings/ads/plugin?hl=de

Right to Information and Contact Options

You are entitled to free information about your personal data stored by us at any time. Where applicable, you have the right to correction, refusal of access or deletion of your data. If you have any questions about the collection, processing or usage of your personal data, in case of inquiries, correction, refusal of access or deletion of data as well as revocation of granted permissions or objection against a certain type of usage, please contact us directly:

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Invalidity of provisions

Should one or more clauses in these terms of use be ineffective or unfeasible, the validity of the remaining provisions is not effected.

As at April 2019