

## Data privacy

About your privacy and cookie settings

### **SCHIESSER Online Shop - Privacy Policy** (last updated: 14.06.2023)

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

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

## 1. Contact information

You can contact us at:

**SCHIESSER GmbH**  
Schützenstraße 18  
P.O. Box 15 20  
78305 Radolfzell  
Germany

Tel. 07732/90-0  
Fax 07732/90-65 55

URL: [www.schiesser.com](http://www.schiesser.com)  
E-Mail: [info@schiesser.com](mailto:info@schiesser.com)

## 2. DATA PROCESSING

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

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

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

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

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

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

The data will not be disclosed for commercial purposes.

Our employees and the service providers engaged by us are bound by us to secrecy and observance of the provisions of the current data protection laws. Access to personal data by our employees is limited to those employees who require the data for their work.

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

## 4. WHICH DATA WE COLLECT

### a. Contact form

In our "contact form", the information listed is requested from you, for example your enquiry, surname, first name, email address, telephone number, etc.?

You can find further information about this form under point 5.

**b. Newsletter registration**

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

**c. Cancellation form**

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

**d. Gift voucher**

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

**e. Application**

You can find information on your application under point 7.

**f. Orders and/or registration**

If you order goods in our online shop without creating a customer account, you will need to provide us with the following data: first name, surname, postal address, billing address, shipping address (if this differs from the billing address), date of birth and email address. You also have the option to create a customer account. To set up your personal customer account, we need the following information from you: surname, first name, address, email address and a password of your choice. When you click on "register", your data will be saved in our database. After registering, you will receive an automatic email confirmation that your customer account has been set up. The email address you enter and the password you choose will serve as access identification for the customer account. You can edit your information in your customer account at any time. The access identification and password must be kept secret and not be shared with third parties. You are obliged to protect your access identification and password against unauthorised access by third parties. The above-mentioned address information for orders is also saved in your customer account.?

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

**g. Competitions**

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

## 5. Contact form

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

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

## 6. Newsletter

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

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

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

To send newsletters, we use specialised service providers to whom we transfer the personal data required for this purpose. These service providers process your personal data exclusively by order of us. We ensure compliance with data protection regulations and the necessary security measures. The above-mentioned consent to receive a newsletter via email can be revoked at any time. Every newsletter contains a link which you can use to revoke your consent.

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

## 7. Applications

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

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

If you do not wish to proceed with your online application, you may withdraw it in writing at any time.

Upon completion of the order process or when you withdraw your application, the data transmitted in the context of the application will be deleted in accordance with the relevant regulations.

If we are currently unable to offer you a suitable vacancy but we believe that your application could be of interest to us at a later date, we will gladly offer to keep a record your application. We will request your consent for this in the application form or in a separate email or letter at a later date (according to

Art. 6 para. 1 lit. a GDPR). You can object to the storage of your data at any time; this will result in the immediate, irrevocable deletion of your data.

## 8. RECIPIENTS OF DATA

Internal recipients:

- RECIPIENTS OF DATA

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

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

## 9. USE OF ANALYTICS TOOLS

### Econda Analytics

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

### Econda ARP

For the purpose of designing and optimizing the website based on customer needs, anonymized data shall be collected and stored via solutions and technology provided by Econda GmbH, and these data will be used to create usage profiles by means of pseudonymization. Cookies that facilitate the recognition of the internet browser may be used for that purpose. However, usage profiles shall not be linked to personal data of the bearer of the pseudonym without explicit permission of the website visitor. IP addresses in particular will be made unrecognizable immediately upon receiving them, which means that usage profiles cannot be matched to these IP addresses. The analysis of the user behavior is carried out in accordance with Article 6 (1) lit. f of the GDPR. The website owner has a legitimate interest in the anonymized analysis of the user behavior in order to optimize the website as well as advertising. Website visitors may object to future data collection and storage at any time by visiting this page. The objection only applies to the device and web browser on which you set the cookie, so please make sure to repeat the process if you use multiple devices. If you delete the opt out cookie, inquiries will once again be sent to Econda.

Click [here](#) to opt out of allowing Econda ARP to collect personal data. 

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

### Google Analytics

This website utilizes Google Analytics and Google Double Click Cookies (Floodlights), web analysis services provided by Google Inc. (herein called "Google"). Both use so-called "cookies", text files which are stored on your computer, making it possible to analyze your use of the website. The information generated by these cookies about your use when on this website is usually transmitted to a Google server in the USA and stored there. However, if creating an anonymous IP address has been activated on this website, your IP address will be shortened by Google beforehand within member states of the European Union or other parties in agreement with the European Economic Area. It is only in exceptional cases that your full IP address will be sent to a US-based Google server to be truncated there. Acting on behalf of the owner of this website, Google will use this information to analyse the way you are using this website, to compile reports on the activities on this website and in order to provide other services linked to using this website and using the Internet. The last two concern the owner of this website. IP addresses submitted within the framework of Google Analytics are not linked to any other information Google might hold. You can prevent cookies from being saved to your computer by using the appropriate setting in your browser. Please be aware that this may prevent you from using this website and any services in their entirety. In addition, you may prevent the collection of information generated by cookies and relating to your use of the website (including your IP address) by Google as well as Google's processing of this information.

DoubleClick cookies contain no personal information. Occasionally, cookies contain an additional, anonymous identifier to identify a campaign that a user has previously come into contact with. This is not included in the conclusions drawn on the online behavior of a specific person. Google is certified under the EU-US privacy shield.

Click [here](#) to opt out of Google Analytics.

### Trbo

On our website (<http://www.trbo.com/>), trbo GmbH, Leopoldstr. 41, 80802 Munich, collects and stores data which is used to create pseudonymous user profiles in order to deliver personalised special offers. Cookies may be used for this purpose in order to allow the internet browser to be recognised. These user profiles are utilised to analyse visitor behaviour for the purpose of improving what we offer and aligning it to your requirements. Without the express consent of the person concerned the pseudonymous user profiles will not be combined with the personal data of the user of the pseudonym. You may object to this at any time by clicking on the following links:

[activate trbo](#)

[deactivate trbo](#)

#### **Kameleoon**

Kameleoon is a SaaS solution that allows A/B testing and web personalization. Kameleoon customers and partners can use this solution to gain a better understanding of how their website is being used and to provide their customers with an optimized user experience. Kameleoon does not store any personal data. However, you can object to the use of Kameleoon at any time by clicking on the following link:

<https://www.schiesser.com/en/#kameleoonOptout=true>

#### **ChannelPilot**

This website uses ChannelPilot, an online marketing tool from the Channel Pilot Solutions GmbH. It is being used entirely on the basis of Article 6 section 1, sentence 1 clause f GDPR. ChannelPilot uses so-called "cookies", text files that are stored on your computer, making it possible to analyze your use of the website. The information generated by cookies on how you use the website, such as

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

are usually sent to a server owned by ChannelPilot in Germany and stored there. The IP address that has been transmitted by your browser within the framework of ChannelPilot will not be linked to other data collected by ChannelPilot. Furthermore, ChannelPilot only stores the IP address temporarily (for a short time, usually no longer than 24 hours), then it is rendered unidentifiable. The only reason for the temporary storage is to detect potential click fraud (bot detection).

By order of the website operator, ChannelPilot will use this information to evaluate the performance of linked online sales channels such as idealo.de or Google Shopping. You can disable the storage of cookies by configuring your browser software accordingly; however, please be aware that doing so may restrict your use of some of the websites features due to limited functionality. In addition, you can prevent the collection of data generated by the cookie during your use of the website, the transmission to ChannelPilot and the processing of the generated data by ChannelPilot - simply click on the following link and opt-out of data collection: <http://www.channelpilot.de/optout>. An opt-out cookie will be set, which prevents future collection of your data during your visit. The opt-out cookie is only effective in the most recently used browser. If you delete the cookies in this browser, you need to set a new opt-out cookie.

More information about data protection relating to ChannelPilot can be found at [www.channelpilot.de/datenschutz](http://www.channelpilot.de/datenschutz).

#### **Feedback Service Usabilla**

This website uses the "Usabilla for Websites" service released by SurveyMonkey Europe UC (2 Shelbourne Buildings, Second Floor, Shelbourne Rd, Dublin 4, Ireland; hereinafter: "Usabilla"). Usabilla collects feedback from website visitors, thus allowing us to analyze and improve website use and address any errors that may occur. Information is only processed if the user clicks on the corresponding button in the feedback form or actively participates in a survey. Usabilla collects information such as the device, operating system, browser, screen resolution used and stores it in the form of a pseudonymized user profile. Additional information such as email address and feedback text are only collected if the user actively indicates this. Cookies are only used to record whether (or not) the user is visiting the website for the first time and whether the user has already viewed a survey. You can thus object to the collection of user information by deleting the cookie from your browser. For more information, please refer to Usabilla's how-to page: <https://support.usabilla.com/hc/en-us/articles/115003780472-Usabilla-cookies-and-localStorage>.

#### **Bing Ads**

On our website we utilize Bing Ad technologies (bingads.microsoft.com), which are provided and operated by the Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA ("Microsoft"). Microsoft will set a cookie on your terminal device as long as a Microsoft Bing ad redirected you to our website. That way, both we and Microsoft are able to tell that someone clicked on an advertisement, got redirected to our website and from there to a predetermined target page ("conversion site"). The only thing we can see is the total number of users who clicked on a Bing advertisement and got redirected to the conversion site. The cookie allows Microsoft to collect, process and utilize information that will be used to create usage profiles by using pseudonyms. These usage profiles serve to analyse the visitor behavior and are used to run advertisements. No personal information about the identity of the user will be processed.

If you don't want Microsoft to use information regarding your behavior as explained above, you are entitled to refuse the required setting of a cookie - for example, by configuring the relevant browser settings, which generally deactivates the automatic setting of cookies. And in order to prevent the collection of data generated by the cookie to analyse your use of the website, as well as the processing of these data by Microsoft, simply click on <http://choice.microsoft.com/de-DE/opt-out> and exercise your right of objection. Further information about data protection and the cookies set by Microsoft and Bing Ads can be found on the Microsoft website at: <https://privacy.microsoft.com/de-de/privacystatement>.

#### **Google AdWords and Google Remarketing.**

On the website, we also utilize the so-called Google Conversion Tracking, an analysis service of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). As long as you came to our website by clicking on a Google ad, Google AdWords will place a cookie on your terminal device ("conversion cookie"). These cookies expire after 30 days and are not used to access personal data and identify individual users. If you visit specific pages of our website and the cookie has not expired yet, we as well as Google will notice that someone has been redirected to our website by clicking on the ad. Every Google AdWords customer receives a different cookie. Thus, it is not possible to track cookies through the websites of various AdWords customers. The information collected with the help of the conversion cookie is used to compile conversion statistics for us. As an AdWords customer, we get to see the total number of users who clicked on our ad and got redirected to a web page with a conversion tracking tag. However, we do not receive information that allows us to identify individual users.

If you don't want information about your behavior while visiting the website to be processed via tracking, you can also refuse the required step of setting a cookie - by configuring the relevant browser settings, for example, which generally deactivates the automatic setting of cookies. You also have the option to deactivate cookies for conversion tracking by configuring your browser settings to block cookies coming from the domain "googleadservices.com".

Google also gives you the option to deactivate the use of cookies for advertising purposes by managing your ads preferences. Please click this link: <https://www.google.com/settings/ads>.

Alternatively, you can deactivate the use of cookies through third parties by visiting the opt-out page of the Network Advertising Initiative:  
<http://www.networkadvertising.org/choices>.

We use Google Remarketing Technology. With the help of remarketing, previous users of our website are addressed once again through targeted advertising on third party websites, including Google. Google determines which specific users are to be addressed by temporarily linking the above mentioned Google Analytics data and the individual IDs of registered Google users, which means users can be addressed across all devices. Advertising on third party websites, including Google, is also done by using cookies.

If you want to prevent Google from using cookies in the future, you can do so by configuring the settings on the website  
<http://www.google.com/settings/ads>.

More information about Google Analytics and Google Remarketing can be found at <http://www.google.com>. The Google privacy statement can be found at <http://www.google.com/intl/de/privacypolicy.html#information>.

## Hotjar

We use Hotjar to better understand the needs of our users and to optimise this service and their experience. Hotjar is a technology service that helps us better understand our users' experience (e.g. how much time they spend on which pages, which links they click, what users like and dislike, etc.) and this allows us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data about the behaviour of our users and their devices. This includes a device's IP address (processed during your session and stored in anonymised form), device screen size, device type (unique device identifiers), browser information, geographic location (country only) and preferred language to view our website. Hotjar stores this information in a pseudonymised user profile on our behalf. Hotjar is contractually obliged not to sell any of the data collected on our behalf. For more information, see the "About Hotjar" section on Hotjar's [support page](#).

## 10. Google Tag Manager

This website uses the Google Tag Manager. With this service, one can manage website tags via an interface. The Google Tag Manager only implements tags. This means: no cookies will be used and no personal data will be collected. The Google Tag Manager activates other tags which in turn collect data where applicable. However, the Google Tag Manager won't access this data. If a deactivation occurred within a domain or cookie level, it applies to all tracking tags as long as the tags are implemented by using the Google Tag Manager.

Click [here](#) to be excluded from data collection carried out by the Google Tag Manager.

More information about the Google Tag Manager can be found at:

<https://support.google.com/tagmanager?hl=en>  
<https://marketingplatform.google.com/intl/en/about/analytics/tag-manager/use-policy/>

## 11. Social plugins

Our web presence uses social plugins from various social networks. These plugins are helpful when you want to share content or recommend products. The plug ins featured on the Schiesser website have been disabled by default. This means that they do not send any data anywhere. Please refer to the data protection notices of the relevant networks or websites for more information on the following: purpose and extent of the data collected and its processing and use by social networks as well as any rights and settings that may help protect your privacy. Links are provided below. Even if you are not signed up to or logged in to any of these social networking sites, they may still be sent data from websites featuring active social plug ins. If you are on a website that uses one or more active plug ins, an identifier may be added to a cookie every time you visit the website in question. Since your browser sends this cookie without your explicit approval, every time you establish a connection with a network server, social networking sites may - at least in principle - create profiles based on which websites the person belonging to this identifier has visited. At a later date - such as when signing up for a social networking site - this identifier could potentially be matched with an actual person.

On our websites, we use the following plug ins:

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

### 11.1 Facebook

We use plug ins of the social networking site facebook.com. The site is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (hereinafter referred to as "Facebook").

When trying to access any of our webpages featuring a Facebook plug in, your browser will establish a direct connection to Facebook's servers.

Facebook sends the content of the plug in to your browser. This is also where your browser integrates this content into the website.

By integrating the plug in, Facebook is notified that you are accessing one of our webpages. If you are logged in to your Facebook account, Facebook will be able to match this information to your Facebook account. Should you choose to interact with the plug in, for example, by pressing the "Like" button or by posting a comment, this information will be sent to Facebook by your browser. This data will also be stored by Facebook.

To learn more about the purpose and extent of data collection and further processing and usage of the data via Facebook, as well as about your corresponding rights and configuration options to protect your privacy, please read Facebook's privacy policy. It can be found at <https://www.facebook.com/about/privacy>.

If you do not want Facebook to collect any data relating to you via our website, please log out of your Facebook account before browsing our website.

#### Use of Facebook Pixels

Our website uses the "Website Custom Audiences" Pixel of the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. The so-called Facebook Pixels are integrated into our web pages using this. The integration of the Facebook Pixels allows us to launch and optimize targeted campaigns, as well as measuring the reach of our marketing activities. This is considered a legitimate interest in accordance with Article 6 (1) lit. f of the GDPR. When you visit our website, the Facebook Pixel establishes a connection between your browser and the Facebook server and places a cookie. This way, Facebook will know that our website has been visited through their IP address. If you are registered on Facebook, Facebook can link this information - provided you didn't change the privacy settings of your Facebook profile - to your Facebook profile and use it for placing targeted Facebook ads.

We would like to point out that we, as the website provider, have no knowledge of the content of the transmitted data and to which extent it is being used by Facebook. We can merely choose which segmentation of Facebook users (based on age, interests, etc.) are meant to view our advertising. To do so, we utilize one of two procedures offered by Custom Audiences that do not send data sets - neither encrypted nor unencrypted - to Facebook. Additional information can be found in Facebook's privacy statement at <https://www.facebook.com/about/privacy>.



If you want to object to the use of Facebook Website Custom Audiences, you can do so by visiting [https://www.facebook.com/ads/website\\_custom\\_audiences](https://www.facebook.com/ads/website_custom_audiences).

### **Facebook Lead Ads**

SCHIESSER uses Facebook Lead Ads to collect contact information from those interested for the purposes of sending SCHIESSER newsletters or other information in the future. The following information is collected: full name and email address. We use your name to address you personally and your email address information to digitally send you the requested information. The data you provide us via Facebook Lead Ads will only be used for the purpose of contacting you via the email address provided. You can reject the storage and use of information collected via Facebook Lead Ads by sending your objection to the contact information of our data protection officer.

## **11.2 Twitter**

We utilize plugins created by the social network Twitter, operated by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA (herein called "Twitter").

The link to the page with Twitter's privacy statement can be found here: [Twitter's privacy policy](#).

If you are using these Twitter services as well as the re-tweet service, any websites you browse are linked to your Twitter account. This information may be visible to other Twitter users. As part of this procedure, various data, which may include personal information, will be sent to Twitter. If you have a Twitter account, Twitter will be notified of your visit to our website and also whether you used one of the plugins, for example. We would like to state explicitly that we, as the website provider, have no or very little knowledge of the data categories, the content of these data and the further processing and use of the data by Twitter. Additional information on this can be found in Twitter's privacy statement at <https://twitter.com/privacy>. You can adjust/change your personal privacy settings within your account settings at <https://twitter.com/account/settings>.

## **11.3 Pinterest**

We use plug ins of the social networking site Pinterest. This site is operated by Pinterest Inc., 635 High Street, Palo Alto, CA, USA (hereinafter referred to as "Pinterest").

The link to the page with Pinterest's privacy statement can be found here: [Pinterest's privacy policy](#).

The purpose and scope of the data collection as well as any further processing and use of the data by Pinterest; your relevant rights and configuration options to protect your privacy are mentioned in Pinterest's privacy statement, which can be found here: <https://policy.pinterest.com/de/privacy-policy>.

## **11.4 YouTube**

We use plugs in of the YouTube website. This website is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States (hereinafter referred to as "YouTube").

If you are logged into your YouTube account and link the website or its contents to your YouTube profile, various data that may included personal information will be sent to Google within the framework of this procedure while you are using the website. That way, Google will be able to tell that you have visited our website. We would like to emphasize that we as the website provider have no or very little knowledge about the data categories, the content and further processing and use of the data by Google. Additional information on this can be found in the YouTube's / Google's privacy statement at <https://www.google.com/intl/de/policies/privacy>.

## **11.5 Instagram**

We use plugins created by the social network Instagram, operated by Instagram, LLC Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA (herein called "Instagram").

If you are logged into your Instagram account and link the website or its contents to your Instagram profile, various data that may include personal information will be sent to Instagram within the framework of this procedure while you are using the website. Instagram will be notified about your visit to our website in that manner. We would like to state explicitly that we, as the website provider, have no or very little knowledge of the data categories, the content of these data and the further processing and use of the data by Instagram. Additional information on this can be found in Instagram's privacy statement, which can be found here: [https://help.instagram.com/519522125107875?helpref=page\\_content](https://help.instagram.com/519522125107875?helpref=page_content).

## **11.6 eKomi**

For the purpose of accessing your product reviews, we have integrated an evaluation software created by the provider eKomi Ltd. (herein called "eKomi"). eKomi gives you the option to submit a review concerning your satisfaction with our service and/or our products. After you placed your order, we will send you an email (possibly via eKomi), asking you to submit a review. For this purpose, personal data collected by eKomi will be made available (the legal basis in this case is Article 6 (1) lit. b or f of the GDPR). Further information about eKomi's privacy policy can be found here: [www.ekomi.de/de/datenschutz](http://www.ekomi.de/de/datenschutz). You may object to the use of your personal data at any time.

While submitting your review via eKomi, you can enter your email address, which allows us to contact you later. That way, we can also reply to your feedback, answer any questions you may have or provide other assistance. Please be aware that submitting your email address and other information is optional and subject to the privacy policy of our service provider eKomi. eKomi shall be solely responsible for the handling of personal data you submit directly to eKomi.

## **11.7 Criteo**

Our website uses cookies/advertising IDs for advertising purposes. That way, visitors who are interested in our products, will be able to view our advertising on partner websites, within apps or in emails. Retargeting technologies use cookies or advertising IDs and display advertising based on your previous browsing behavior. If you want to opt out of receiving interest-based advertising, please visit the following websites:

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

We may exchange information such as technical identifiers from your registration information on our website or our CRM system with reliable advertising partners. In this way, you can link your devices and/or environments and create a seamless experience when it comes to the devices and environments

you use. For more details on these linking capabilities, please consult the privacy policy that you'll find in the aforementioned platforms or the explanations below.

Criteo's Privacy Policy: <http://www.criteo.com/privacy>.

## 12. Affiliate marketing

nonstoppartner.net smartTracking is provided by Hearts & Science München GmbH, Blumenstraße 28, 80331 Munich, Germany. You can opt out of having this tool collect or evaluate your data by following the opt-out procedure available here and using the following link:

<https://www.nonstoppartner.net/#optout>

Schiesser processes your personal data for the purposes of carrying out an affiliate marketing campaign. In this way, we are able to track which third-party website, app or other technology provider referred potential customers to our websites and apps ("referrer") and to pay them a commission in return for these references. We are pursuing the legitimate interests of running an online advertising campaign that uses performance-based remuneration. We are working together with Awin to help us implement this affiliate marketing campaign. Awin's privacy policy can be found here. It contains information regarding your rights in relation to data processing carried out by Awin. In some cases, Awin may keep a restricted profile that applies to you. However, this will not reveal your identity, your online behavior or any other personal characteristics. This profile is used for the express purpose of finding out whether forwarding was started on one device and completed on another. In some cases, Awin and potential customer referrers can receive and process your personal data in order to implement, together with us, this affiliate marketing campaign. We also receive personal data from potential customers from Awin and other referring parties, which can be divided into the following categories: cookie data, website-related data, app or technology used by a potential customer at the time of referral and technical information about the device you are using.

## 13. Affiliprint

Schiesser GmbH uses the service from [Affiliprint](#). In order to be able to compensate for this measurable result, a match must be made between the publisher that has provided the visitor with a coupon code and the transaction that has been generated by the use of the coupon code.

To use this service, we pass limited transaction data to Affiliprint. We provide the following data in scope of the GDPR; 1) pseudonymized transaction IDs and/or unique coupon codes. This data is not shared with third parties and only used by us for validation purposes. 2) Your IP address will also be passed on to Affiliprint through the technical process. This IP address is only stored for quality assurance and fraud prevention in the Affiliprint system and is not shared with third parties.

No consumer profiles (behavioural user profiles) are created via the services provided by Affiliprint. A processor agreement with Affiliprint has been concluded for the storage and processing of this transaction data.

## 14. Rebate offers from Sovendus GmbH

For the purposes of selecting coupon offers that may be of current interest to you, we pseudonymize and encrypt your email address hash value and your IP address to Sovendus GmbH, Moltkestr. 11, 76133 Karlsruhe (Sovendus) (Art. 6 (1) f) of the GDPR). The pseudonymized email address hash value will be used to catalog any potential objection to advertising by Sovendus (Art. 21 (3), Art. 6 (1) c) of the GDPR). The IP address is exclusively used by Sovendus for data security purposes and as a rule becomes anonymous after seven days (Art. 6 (1) f of the GDPR). For billing purposes, we also send the pseudonymized order number, order value with currency, session ID, coupon code and time stamp to Sovendus (Art. 6 (1) f) of the GDPR). If you're interested in a rebate offer from Sovendus, you do not object to advertising with your email address and you click on the coupon banner displayed only in this instance, we will encrypt your address, name and email address to Sovendus for the purposes of preparing the voucher (Art. 6 (1) (b), f of the GDPR).

Further information on the processing of your data by Sovendus can be found in the online data protection guidelines at [www.sovendus.de/datenschutz](http://www.sovendus.de/datenschutz) or at [www.sovendus.at/datenschutz](http://www.sovendus.at/datenschutz).

## 15. Cookies

### a. General

In order to make the visit to our website an attractive one and to enable the use of certain functions, we use so-called cookies on various pages. These are small text files that are stored on your device. Some of the cookies we use are deleted once the browser session has ended, i.e. after closing your browser (so-called session cookies). Other cookies remain on your device and allow us or our partners to recognize your browser on your next visit (persistent cookies). We use cookies to personalize content and ads and to analyze site traffic. We also share information about your use of our website with our social media, advertising, and analytics partners.

### b. Consent

By clicking the consent button on the home page, you can agree to the use of cookies, depending on the type of cookies, and also individual cookies from the respective provider. Consent to the use of cookies, which are not necessary for the website to operate, can be revoked at any time and will take effect for the future. To do so, use the "reject cookies" revocation button. Not accepting cookies may limit website functionality.

### c. Control after consent

Furthermore, if you have consented to the use of cookies, you can control and/or delete cookies as desired. You can learn more, for example, on this site: [AllAboutCookies.org](http://AllAboutCookies.org). You can delete all cookies stored on your computer and set most browsers to prevent the storage of cookies. However, in this case, you may have to adjust your settings manually each time you visit a website and some features may also have impaired functionality. Please also note the following letter d).

### d. Legal basis

We use cookies in accordance with Art. 6 (1) a) of the GDPR as a legal basis. As described under points a-c, we have a legitimate interest in the use of cookies and using cookies is necessary to achieve these interests (for example, a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising). We've examined whether the overwhelming interests of visitors to our website conflict with the use of cookies, but following an overall assessment of these considerations, we have come to the conclusion that this is not the case.

e. Usercentrics

Recipient of your data within the meaning of Art. 13 Para. 1 lit. e) GDPR is the Usercentrics GmbH. In the context of data processing, SCHIESSER transfers personal data (consent data) to the Usercentrics GmbH, Sendlingerstr. 7, 80331 Munich as the data processor. Consent data includes the following data: date and time of the visit or consent / refusal, device information, anonymized IP address. The data is processed for the purpose of complying with legal obligations (obligation to provide proof in accordance with Art. 7 Para. 1 GDPR) and the associated documentation of consents and thus on the basis of Art. 6 Para. 1 s.1 lit. c) GDPR. Local Storage is used for the storage of the data. Consent data is stored for 3 years. The data will only be stored in the European Union. Further information on the data collected and contact details can be found at <https://usercentrics.com/privacy-policy/>.

Please also note the details stored for the respective cookies under cookie settings; these, in accordance with Article 13 of the GDPR, inform you in particular about their purpose, the collected data and storage period, etc.

[About your privacy and cookie settings](#)

## 16. Credit and address verification

We transmit any order-related personal information collected for the application, implementation and termination of this business relationship as well as, if applicable, information regarding non-contractual or fraudulent behavior to CRIF Bürgel GmbH, Leopoldstrasse 244, 80807 Munich.

The legal basis for this transfer can be found in Article 6 Paragraph 1 Clause 1 Letters b and f of the General Data Protection Regulation (GDPR). This exchange of data with CRIF Bürgel GmbH also serves to fulfill legal obligations with regards to carrying out credit checks (Sections 505a and 506 of the German Civil Code).

CRIF Bürgel GmbH processes the data received and also uses it for the purpose of profiling (scoring); this allows them to provide its contractual partners in the European Economic Area, Switzerland and possibly other third countries (if such a decision is made by the European Commission) with information that includes, among other things, assessing an individual's creditworthiness. More information on CRIF Bürgel GmbH's activities can be found in its information sheet or viewed online at <https://www.crifbuergel.de/de/datenschutz>.

## 17. Deletion

The deletion of stored personal data is carried out if you revoke your consent to its storage, as long as the data contained is no longer necessary for the fulfillment of the purpose for which it was stored or if storing it is inadmissible for any other legal reasons; on the other hand, if legal storage regulations forbid deletion, then the data is blocked instead deleted.

## 18. Your rights

In particular, you may provide information regarding processing purposes, the personal data category, the categories regarding recipients to whom your data has been disclosed, the planned retention period; you have the right to rectify, delete, limit processing, oppose or appeal the source of this data, if not collected from us, and the existence of automated decision-making, including profiling, and, if necessary, meaningful information about its details. If your data is not correct, you can of course also request for your data to be corrected or completed.

You may also request the deletion of your data, except when it is required for the purposes of exercising the right to freedom of expression and information, to fulfill a legal obligation, for reasons of public interest, or to assert, exercise or defend legal claims. We will comply with this request for deletion without delay, but must of course observe any applicable statutory storage regulations.

You may also request the limitation of the processing of your personal data, as long as the accuracy of the data is disputed by you, the processing is unlawful, you reject its deletion and we no longer need the data; however, you will need it for asserting, exercising or defending any legal claims or if you have lodged an objection against the processing pursuant to Art. 21 of the GDPR.

If you have given consent to the use of data, you can revoke it at any time and it will take effect for the future.

You also have a right to data portability. We will provide you with your data in a machine-readable format, upon your requesting it.

**Right to object: If your personal data are processed on the basis of legitimate interests according to Art. 6 para. 1 sentence 1 lit. f of the GDPR, you have the right to object to the processing of your personal data according to Art. 21 GDPR if there are reasons for doing so that arise from your particular situation or if the objection is related to direct marketing. In the latter case, you have a general right to object, which we will implement without the need to specify a particular situation. If you wish to object, especially to direct mail, please send your objection to the Data Protection Officer's address listed here.**

For all requests regarding information, disclosure, deletion, etc., or any objections to data processing, please use the contact details of our data protection officer provided below.

If you disagree with our data processing, you also have the right to appeal to a data protection supervising authority.

The data protection supervising authority working on our behalf is:

The State Commissioner for Data Protection and Freedom of Information Baden-Württemberg  
PO Box 10 29 32  
70025 Stuttgart

However, we would be glad if you would talk to us first, so that we can clarify any possible ambiguities or uncertainties together.

## 19. Links

Should you use external links as they appear on our webpages, our data protection declaration does not extend to these.

When providing links on our webpages, we strive to ensure that these links are in compliance with our data protection and security standards. However, we cannot control if or to what extent other service providers and companies comply with said data protection and security regulations. You are advised to check the provider's website for more information on their data protection declarations.

## 20. Disclosure of data to third parties or to a third country

We do not transmit your data to third parties without a legal basis to do so. In addition, we will not share your information with a third country unless you are in that third country or processing contracts require us to transmit your information to a third country. Possible exceptions may include analysis tools



mentioned in this privacy statement (see points 8 and 9).

## **21. Children and adolescents**

Persons aged 18 and under should not provide any personal data without the consent of their parents or a guardian. We would expressly like to point out that we neither request nor collect information relating to children and minors. Neither do we share this information with a third party.

## **22. Data security**

We maintain up-to-date technical measures to ensure data security, in particular to protect your personal data against dangers during data transfer as well as prior knowledge of third parties. These are adjusted according to current technical requirements.

## **23. Change of our privacy policy**

We reserve the right to amend our security and data protection measures if this becomes necessary due to technical developments or amendments to the law. Should this be the case, our data protection notices will be updated accordingly. Please always refer to the latest version of our data protection declaration.

## **24. Automated decision-making including profiling**

Automated decision-making including profiling does not take place.

## **25. Contact information for questions about data protection**

If you have any further questions on the collection, processing and use of your personal data, please contact our data protection officer:

**SCHIESSER GmbH**  
Data protection officer  
Schützenstraße 18  
78315 Radolfzell  
Germany

or by email: [datenschutz@schuesser.com](mailto:datenschutz@schuesser.com).