#### DATA PROTECTION NOTICE

It is important to us that all visitors to our website feel comfortable and secure. For that reason, we take the protection of your data extremely seriously. This document provides extensive information about how your data is processed when using our website and online shop.

When we refer to "your data" we mean personal data. Personal data refers to information that we can use to establish your identity, be that directly or in combination with other data. This includes for instance: your name, your address, your e-mail address, your telephone number, notes of conversations, your customer or order number, your user conduct, your IP address.

Statistical data that we collect e.g. during a visit to our website cannot be linked to your identity and is therefore not covered by the definition of personal data.

You may print out or save this privacy policy via the standard functions of your browser. You can also download and save this privacy policy as a PDF file by clicking <a href="https://example.com/here/">here</a>.

#### DATA CONTROLLER AND CONTACT DETAILS

The data controller as defined by the UK General Data Protection Regulation ("UK GDPR") is

#### PETER HAHN Limited Woodview

Road Paignton

Devon TQ4 7SR

Tel. 0800 054 2120

E-mail service@peterhahn.co.uk

(hereinafter referred to as "PETER HAHN", "we" or "us")

Please contact our data protection team by post with any questions or requests regarding the protection of your data: PETER HAHN Limited, Woodview Road, Paignton, Devon, TQ4 7SR or send an e-mail to privacy@peterhahn.co.uk.

#### **CONTACT DETAILS OF THE DATA PROTECTION OFFICER**

For all questions on the subject of data protection, you can also contact our data protection officer at any time. He or she can be reached at the above postal address and at the e-mail address given above (keyword: "attn. data protection officer"). We would like to point out that if you use this e-

mail address, the contents may be read by someone other than our data protection officer. If you wish to exchange confidential information, please ask us first for direct contact via this email address.

#### DATA PROCESSING FOR CONTRACTUAL PERFORMANCE AND CONTACT PURPOSES

#### Ordering or purchasing data and shipment tracking

If you place an order via our online shop, by phone or using an order card, we collect your order or purchasing data.

Examples of order or purchasing data include:

- Your information relating to purchased items, such as description, size, colour, purchase price etc.,
- Your information relating to the payment type,
- In the event of purchase on account, your encrypted payment data for automatic payment allocation,
- Your delivery and invoice address,
- Your cancellation notices, complaints and other communications (e.g. notes of telephone conversations) relating to your orders or purchases,
- Your order number,
- · Your order status, e.g. "Sent" or "Returned",
- Your payment status
- If you enter a temporary or one-time voucher number we will need your email address and your billing address to verify the validity of your voucher number and
- Information of service providers involved in contractual performance, for mailorder companies for example your shipping number or the address of the packing depot.

Additionally, for each customer we set up a customer account in which the above data is stored. You can view your key order data at any time under "My Account" after you have registered.

We process your data to enable us to deal with your order, send you your order and to enable you to track the status of your shipment, process any returns, complaints and warranty claims and, if necessary, to verify the validity of the voucher number.

We also process your data in order to comply with statutory retention obligations.

Should you provide your mobile phone number and/or e-mail address, we will inform you about the delivery of your order.

For this purpose, we pass on your data (your mobile phone number and/or e-mail address) to the participating parcel delivery service. Participation is optional.

The legal basis for the aforementioned data processing is article 6 (1) b) UK GDPR for the fulfilment of the contract or for the implementation of pre-contractual measures or Art. 6 (1) f) UK GDPR due to our legitimate interest in being able to process your orders in the best possible way and to initiate the delivery as well as to facilitate any necessary returns and to enable you to track the status of your shipment.

#### My Account

If you have placed an order with us, you can register on our website or set up an online customer account. Registration is only possible after the first order on issue of the customer number.

You require the following data in order to register:

- The customer number we assigned to you,
   Your e-mail address and
- · Your chosen password.

You can register at "My Account" at a later point using your e-mail address and your password.

We process your data so that you

- · Have an overview of previous orders,
- · Have a more comfortable and straightforward purchasing experience,
- Can view your personal data and
- Can track the progress of your orders.

The legal basis of the foregoing data processing is processing for the performance of the contract or pre-contractual steps pursuant to Art. 6 (1) b) UK GDPR.

You may also order as a guest without registering. In this case we will also save your order history, which means you will have access to an overview of your previous orders, if you decide to register an account later.

#### Your contact data and notifications

You have the opportunity to contact us. In that context we process your telephone number, your mobile number and/or your e-mail address exclusively for the purpose of communicating with you, e.g. in order for us to contact you if we have any questions relating to your order. Providing this information is voluntary, but it makes communication related to orders much easier. If you do not provide this information, we cannot contact you if we have any questions.

The legal basis for the aforementioned data processing is Art. 6 (1) b) UK GDPR, insofar as it concerns processing for the fulfilment of the contract or for the implementation of precontractual measures,

and otherwise Art. 6 (1) f) UK GDPR due to our legitimate interests that you can contact us and that we can answer your enquiry.

#### **Payment Data**

We offer the payment methods of credit card or debit card. Depending on the payment type you select in the order process, we pass on payment data collected at this point to the financial institution in charge of the payment and any payment service provider instructed by us or to the selected payment service for the handling of payments. Without this payment data and these payment service providers, payments and contracts cannot be dealt with.

The legal basis of the foregoing data processing is processing for the performance of the contract or pre-contractual steps pursuant to Art. 6 (1) b) UK GDPR.

#### Your date of birth

You can let us know your date of birth. This information is provided on a voluntary basis and you will suffer no detriment by not providing it. If you do provide your date of birth, we process your date of birth in order to wish you a happy birthday.

The legal basis for the aforementioned data processing is Art. 6 (1) f) UK GDPR due to our legitimate interests in maintaining the customer relationship with you and sending you birthday greetings.

#### **NEWSLETTERS, REVIEWS, SURVEYS AND ADVERTISING**

#### **Newsletters**

If you register for one of our newsletters, we use the data you provide with your express consent to send the respective newsletter. The newsletter contains current offers and information from PETER HAHN. The personalised newsletter contains interesting offers, trends, promotions, tips and voluntary opinion polls. Your customer data as well as your purchasing and clicking behaviour is analysed.

We use what is known as the single opt-in procedure for sending the personalised newsletter. This means you will subscribe to our newsletter immediately after your registration. You will receive a confirmation email from us after registering. When you subscribe to our newsletter, we store your IP address and the date of subscription. This storage is solely done as evidence in the event a third party misuses your email address to subscribe you to receive a third party newsletter without your knowledge or authorisation. The PETER HAHN newsletter with interesting products, birthday greetings, shopping basket reminders, product assessments etc. will be personalised for you. This means we will analyse the data you send to us, such as your date of birth and other personal data, including your purchasing and click behaviour. The data required for this will have been provided to us exclusively by you personally and not by third parties.

In our newsletter we use standard market technologies that can be used to measure the interactions with the newsletter (e.g. opening the e-mail, links clicked). We also use this data in a pseudonymised form for general statistical analyses and to optimise and further develop our content and customer communication. This is done by using small graphics that are embedded in the newsletters (known as pixels). If the corresponding consent is given (see above), the personal data is collected, i.e. the IDs

are linked to your other personal data and a direct personal reference is created. If you do not want to receive the newsletter any more you can revoke your consent free of charge at any time, with effect in the future. You will not incur any costs from PETER HAHN. You will also find an unsubscribe link in every newsletter. Furthermore, you can revoke your consent at any time by sending an email to privacy@peterhahn.co.uk without incurring any costs above any charges from your internet supplier.

The legal basis for the foregoing data processing is your consent pursuant to Art. 6 (1) a) UK GDPR.

#### **Product recommendations (existing customers)**

As an existing customer of PETER HAHN, you regularly receive emails with details of products of interest to you at least once a week within the context of legal requirements. These e-mails are independent of registration for our newsletter, provided you have not opted out of e-mails from us in the past. We would like to send you information about products from our range, which could interest you based on your previous purchases (customer data, purchasing and clicking behaviour).

If you would no longer like to receive such emails with product recommendations based on past purchasing behaviour from us, you can cancel receiving these at any time without incurring any charge from PETER HAHN.

Alternatively, you will of course also find an unsubscribe link in every email.

The legal basis for the aforementioned data processing is our legitimate interest pursuant to Art. 6 (1) f) UK GDPR to send you product recommendations in the form of direct advertising for similar products

#### Email for the evaluation of purchased products (existing customers)

As a customer of PETER HAHN, after ordering something in our online shop, you will receive an email from us requesting your evaluation of the products you ordered. You will receive this unless you have opted-out in the past. All this is within current data protection legal requirements. You do not have to have registrated for our newsletter to have the opportunity to evaluate purchased products. We use the email address you provided during the purchase for this purpose. The product rating is usually displayed with your nickname. The submission of a rating is voluntary. If you no longer wish to receive emails from us asking you to submit a review of purchased products, you can opt-out of

future requests without incurring any charge from PETER HAHN. To do so, please use the contact details above. Alternatively, you will of course also find an unsubscribe link in every email.

Alternatively, you will of course also find an unsubscribe link in every email.

The legal basis for the aforementioned data processing is our legitimate interest pursuant to Art. 6 (1) f) UK GDPR to give buyers the opportunity to rate products in order to advertise our products and promote the sale of similar products.

#### **Trustpilot rating community (Trustpilot)**

You have the option to post a customer review at the rating site Trustpilot A/S, Pilestræde 58, 1112 Copenhagen K, Denmark.

We reserve the right to ask you to rate PETER HAHN via our newsletter (provided you have given your consent) or via the order confirmation page. In this context, we process your first and last name, your email address and your order number. This data is transmitted in an encrypted format to Trustpilot when clicking on the link. By clicking on the link, you will automatically be forwarded to the evaluation form on uk.trustpilot.com. Immediately before submitting the evaluation, your personal data will be inserted in the form in your own web browser. The email address is encrypted and unreadable (256-bit AES method), other personal data is not stored at this time.

The legal basis of the aforementioned data processing is the consent for processing pursuant to Art. 6 (1) a) UK GDPR.

By accepting the terms and conditions and privacy policy of Trustpilot A/S and sending the rating, your personal data will be processed and stored on the Trustpilot server. **New-customer** 

#### aquisition and marketing to existing customers

We enrich our customer data with information that we receive from selected companies for newcustomer acquisition and marketing to existing customers. The information that we receive includes for example characteristics on consumer behaviour, mail-order information, information on the respective living situation and micro-geographical data. The information derives for example from household surveys on consumption and lifestyle topics as well as from property valuations. This information helps us to distinguish active customers from inactive ones, to activate dormant customers, to establish the likelihood that existing customers may be interested in certain products and to consolidate customer relationships.

To an extent we also receive addresses from these companies to approach new customers who match our customer profile. In this case you will find the concrete source on the address label of the catalogue directly next to your address.

The legal basis for the aforementioned data processing is our legitimate interest pursuant to Art. 6 (1) f) UK GDPR to expand your customer profile and to send you more targeted advertising.

#### **Competitions and surveys**

If you participate in one of our surveys, we use your data for market research and opinion polling. We use the data solely for internal purposes on an anonymised basis. If in exceptional cases surveys are not performed on an anonymous basis, the personal data will only be collected with your consent. Data protection laws do not apply to anonymous surveys.

In such exceptional cases where personal data is collected, the legal basis of the above data processing is your consent under Art. 6 (1) sentence 1 a) UK GDPR.

In the context of competitions, we use your data for the purpose of conducting the competition and notifying winners. For detailed information, refer to the conditions of participation for the respective competition.

The legal basis for the aforementioned data processing to fulfil the competition contract with you is Art. 6 (1) b) UK GDPR.

#### Data on interest

If you place an order with us, buy something from us or interact with our website, we learn about the products, product types, brands, styles and topics that you are interested in. For example, you may place products on your wishlist, search for products or repeatedly visit a given area of the online shop. This helps us to permanently improve your shopping experience and to make it customerfriendly, bespoke and personal. The information that you provide along with the information that is automatically generated is used to create promotional material that is tailored to you and your interests. We also use your data in connection with data analyses and market research.

The legal basis for the aforementioned data processing is our legitimate interest pursuant to Art. 6 (1) f) GDPR in being able to offer you personalised advertising.

#### **Recommendation service**

PETER HAHN has set itself the goal of always offering the right products to our customers individually and appropriately, as we are convinced that this is the only way to achieve the best possible customer satisfaction. In order to be able to show you the relevant offers tailored for you, we are guided by your fashion interests and preferences. Of course, you can object to this service at any time. Please contact PETER HAHN Limited, Woodview Road, Paignton, Devon, TQ4 7SR, either in

writing or by e-mail to privacy@peterhahn.co.uk. You can find more information about your rights here.

The legal basis for the above-mentioned data processing is art. 6 para. 1 f) GDPR for our own marketing purposes based on a legitimate interest.

#### Postal advertising for external and own marketing purposes

We process the following data for our own or third-party marketing purposes on the basis of a justified interest in postal direct advertising: surname, first name, address, date of birth, if applicable, as well as purchase data, purchase and payment methods, interest in our product range.

If the data is processed for third-party marketing purposes, we transmit it in the socalled lettershop procedure to dealers, mail order companies with interesting products and charity organisations. The lettershop procedure ensures that the data is not transmitted directly, but to a lettershop in trust for data security. Of course, you can object to the use, processing and disclosure of your data for advertising purposes at any time by notifying the above contact details.

You will find more details under the heading "Your rights". The legal basis for the aforementioned data processing is our legitimate interest pursuant to Art. 6 (1) f) UK GDPR to send you advertising for our products.

#### ADVERTISING PARTNERS

We receive information from selected operators of online advertising networks such as Google or Facebook and data providers that undertake promotional activities on our behalf or in cooperation with us (referred to hereafter as "Advertising Partners").

The information that we receive from Advertising Partners comprises information and statistics about demographics (such as age, gender, region), device and access data as well as our users' interests. This information can help us to better understand our users, for instance in the context of customer-structure analyses and user segmentation. We only receive aggregated, encrypted data or data that is anonymous to us. We cannot allocate the data to a specific person, and especially not a specific user.

The legal basis for the aforementioned data processing is our legitimate interest pursuant to Art. 6 (1) f) UK GDPR to better understand our customer structure.

#### **VISITING THIS WEBSITE**

If you only use the website for information purposes, i.e. if you do not register or otherwise transfer any information to us, we only collect the personal data that your browser transmits to our server. If

you want to view our website, we collect the following data that we require for technical purposes in order to display our website and guarantee stability and security.

The legal basis for the foregoing data processing is a legitimate interest pursuant to Art. 6 (1) sentence 1 f) UK GDPR.

- 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
- Respective data volume transferred
- Website sending the request
- Browser
- Operating system and its interface
- · Language and version of the browser software

The data processing is necessary to enable the visit to the website and to guarantee the ongoing functionality and security of our systems. The specified data is also temporarily stored in internal log files for the above purposes to produce statistical information on the use of our website, to further develop our website in line with our users' usage habits (e.g. if the proportion of mobile devices used to access the pages increases) and in order to manage our website generally in administrative terms.

The information stored in the log files is stored for 30 days and then archived.

#### **USE OF COOKIES**

We use cookies on various pages in order to make visiting our website an attractive experience and to enable the use of certain functions. Cookies are small text files that are stored on your device and store certain settings and data that are exchanged with our system via your browser.

#### Which cookies are used on this website?

The individual cookies that we use are described in further detail below.

#### 1. Essential cookies

These cookies are essential so you can use the functions of the site, e.g. to keep the data from a form that you have filled in (e.g. in the context of the contact form) or to control the display of information (e.g. the cookie banner).

The legal basis for data processing in connection with the technically essential cookies is Art. 6 (1) b) UK GDPR. The option to disable these technically essential cookies is not offered.

#### 2. Functional cookies

Other cookies are used to make the website and PETER HAHN offers more convenient for you. These cookies enable us to show you content and product recommendations, as well as to evaluate your purchases. We only use these cookies if you consent to their use.

The legal basis for the data processing in connection with the functional cookies is by your consent (Art. 6 (1) a) GDPR). You can revoke your consent by changing the relevant selection in the <u>cookie</u> <u>settings</u>.

#### 3. Analytical cookies

With these settings you allow PETER HAHN to collect and evaluate data on the usage behaviour of our visitors in order to improve the quality of our website and its content. In addition, these cookies provide information for conversion tracking (e.g. affiliate marketing).

The legal basis for the data processing in connection with the analytical cookies is by your consent (Art. 6 (1) a) GDPR). You can revoke your consent by changing the relevant selection in the <u>cookie settings</u>.

#### 4. Marketing cookies

We also use cookies for advertising and marketing purposes, to enable personalised advertisements and to show you advertising content for our products and offers on our website as well as on external websites (e.g. Google or Facebook), in which you have shown interest on our website or which match content we think you will find interesting. General information about possible interests of users of our website and other interested parties, which was collected by third parties on other websites, is also used as part of the personalised advertising of our content (so-called re-targeting). The information is stored in the form of cookie identifiers. You will not be identified as a person, but will be recognised solely on the basis of the end devices you use. If the cookies are deleted, the personalisation of the advertising content also no longer applies. We only use these cookies if you consent to their use.

The legal basis for the data processing in connection with the marketing cookies is by your consent (Art. 6 (1) a) GDPR). You can revoke your consent by changing the relevant selection in the <u>cookie settings</u>.

Some of the cookies used by us are deleted again at the end of the browser session, i.e. after closing your browser (known as session cookies). Other cookies remain on your end device and enable us to recognise your browser on the next visit (persistent cookies).

We would like to point out that some pages on our website may also contain cookies that are not directly related to PETER HAHN. If you visit a page with content that has been embedded by thirdparty providers, these third-party providers may have set their own cookies. PETER HAHN has no influence on the use of these cookies and, due to the way cookies work, cannot access them, as cookies can only be accessed by those who have originally set them. For more information, please refer to the website of the third party concerned.

The following section will explain these technologies and the providers used in that context in further detail.

#### **ESSENTIAL AND FUNCTIONAL COOKIES**

#### Cloudflare

Our pages use Cloudflare features. Provider is Cloudflare, Inc. 665 3rd St. #200, San Francisco, CA 94107, USA. Cloudflare offers a worldwide distributed content delivery network with DNS. Technically, the information transfer between your browser and our website is routed through Cloudflare's network. Cloudflare is thus able to analyse the data traffic between users and our websites, for example to accelerate the loading time of our pages or to detect and ward off attacks on our services. In addition, Cloudflare may store cookies on your computer for optimisation and analysis purposes. This serves to protect our legitimate interests in the security, performance and reliability of our advertising in accordance with Art. 6 (1) sentence 1 f) GDPR.

We concluded an appropriate order processing agreement with Cloudflare based on the GDPR. The processing of the data is generally carried out in states of the European Union. Insofar as processing in third countries is carried out in specific cases, the data is only processed if the adequacy of the level of data protection in the third country has been established by the EU Commission in accordance with Article 45 GDPR, on the basis of the EU standard contractual clauses or if an adequate level of data protection is ensured in the data recipient by other means.

Cloudflare collects statistical data on the use of this website. The access data includes:

- IP address
- Date and time of the request
- Content of the request (specific page)
- Access status/HTTP status code
- · Respective data volume transferred
- Website sending the request
- Browser
- · Operating system and its interface
- Language and version of the browser software

Cloudflare uses the log data only for statistical evaluations to operate, secure and optimise the offering.

Here you can find information on the <u>data collected</u> there and on <u>security & data</u> protection at Cloudflare.

#### **Google Tag Manager**

Our website uses Google Tag Manager, a tool provided by Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Tag Manager is a tool we use to manage the tools mentioned in this Privacy Policy. For details regarding these tools, please refer to the information regarding the specific tool.

The Tag Manager tool itself (which implements the tags) is a cookie-free domain. The tool triggers other tags, which in turn may collect data. Google Tag Manager does not access this data. If disabled at the domain or cookie level, it will remain disabled for all tracking tags implemented with Google Tag Manager.

For more information about Google Tag Manager, please refer to the product's usage guidelines: <a href="https://www.google.com/intl/de/tagmanager/use-policy.html">https://www.google.com/intl/de/tagmanager/use-policy.html</a>

#### **Netigate**

We use an online survey and enterprise feedback management system from Netigate Deutschland GmbH. This software is used for customer surveys. The visitor can freely decide if he/she wants to take part in a survey. If he/she decides to participate in the survey, he/she will be redirected to the survey platform via a link. Netigate Deutschland GmbH uses a cookie for recognition purposes in order to prevent people taking part in a generic survey several times.

#### **Integration of the Trusted Shops Trustbadge**

We have integrated the Trusted Shops Trustbadge on this website in order to display our Trusted Shops Trustmark and offer the Trusted Shops products to customers after placing an order.

With every use of the Trustbadge, the web server automatically saves a so-called server log file which contains e.g. your IP address, the date and time of the request, the volume of data transferred and the requesting provider (access data), and documents the request. This access data are not analysed and are automatically overwritten no later than seven days after the end of your website visit. Processing serves to protect our legitimate interests in the optimal marketing of our products according to Art. 6 (1) f) GDPR and are overriding in the process of balancing of interests. The Trustbadge and the advertised trust badge services are offered by Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne, Germany.

Whether you are already registered to use the service at Trusted Shops is automatically checked against a neutral parameter. For this purpose, the email address is scrambled (MD 5 method) via encrypted transmission. The email address will be converted to these hash values that cannot be decrypted by Trusted Shops prior to transmission. If there is no match, the parameter is discarded immediately. Other personal data are transferred to Trusted Shops, provided you have consented, only if you decide to use or have already registered to use Trusted Shops products after placing an order. In such a case, the contract concluded between you and Trusted Shops applies.

The legal basis for the foregoing data processing is your voluntary consent pursuant to Art. 6 (1) a) GDPR.

#### Personalised product list display

We use the operational intelligence platform of odoscope GmbH, Aachener Straße 524528, 50933 Cologne, Germany ("odoscope") on our website.

This is a technical tool that allows you to be the first to see, in real time and according to the situation, those products that are most relevant to you and your current purchasing situation. For this purpose, we transmit data that we have collected about your surfing behaviour to the odoscope platform. This platform analyses the data.

The categories of data concerned are as follows:

analysis information collected by the analysis tool of econda GmbH.

odoscope also uses cookies. The information stored in cookies is exclusively odoscope's internal and technical information that odoscope assigns to the visitor via a cookie. This includes the following information:

- · which system settings odoscope last used for the visitor and
- into which test group odoscope randomly placed the visitor.

Note: odoscope cookies do not store any user data.

odoscope does not store any personal data or session information, such as the browser or terminal device used by the visitor, in these cookies. If you do not want cookies to be set, you can configure the appropriate settings in your browser. If you do not accept the use of cookies, this may, in some cases, lead to the restricted functionality of the website.

#### **Visual Website Optimizer**

Our website uses the Visual Website Optimizer, a service from Wingify (14th Floor, KLJ Tower North,

Netaji Subhash Place, Pitam Pura, Delhi 110034, India; referred to below as: Visual Website Optimizer). This is used for A/B and multivariate tests. Visual Website Optimizer places cookies to enable a page visitor to be recognised and the use of the website to be analysed.

The data protection level is guaranteed via standard data-protection clauses issued by the Commission pursuant to the test procedure under Art. 93 (2) GDPR, Art. 46 (2) c) GDPR.

The information generated by the cookie about your use of the website is usually transferred to one of Visual Website Optimizer's servers in the USA and stored there. You can prevent the installation of cookies by making a corresponding setting in your browser software; however, note that if you do, you will not be able to use the full functionality of this website.

You can deactivate the Visual Website Optimizer tracking at any time by following the instructions on <a href="https://wwo.com/opt-out/">https://wwo.com/opt-out/</a>.

For further information see the Visual Website Optimizer privacy policy.

#### ANALYTICAL COOKIES Econda

For purposes of needs-based layout and optimisation of this website, our website uses solutions and technologies from econda GmbH (<a href="www.econda.de/en">www.econda.de/en</a>); anonymised and, if an order is placed, pseudonymised data are collected and this data is used to create pseudonymised user profiles. Cookies may be placed for this purpose that enable an Internet browser to be recognised. The usage profiles will not be merged with data about the bearer of the pseudonym without explicit consent. In particular, IP addresses will be rendered unrecognisable immediately on receipt.

#### **Channel Pilot Pro**

This website uses Channel Pilot Pro, an online marketing tool from Channel Pilot Pro Solutions GmbH. Channel Pilot Pro uses so-called "cookies", text files that are stored on your computer and that allow an analysis of your use of the website. The information generated by the cookie about your use of the website such as

- Browser type / version,
- Referrer URL (the previously visited page),
- Host name of the accessing computer (IP address),
- Date and time of the server, Device Information are usually transmitted to a

Channel Pilot Pro server in Germany and stored there.

Channel Pilot Pro's IP address submitted by your browser will not be merged with other Channel Pilot Pro data. In addition, the IP address of Channel Pilot Pro is cached only for a short period of time (usually a maximum of 24 hours) and then deleted. The caching takes place without exception to detect possible click fraud (bot detection).

On behalf of the operator of this website, Channel Pilot Pro will use this information to evaluate the performance of relevant online marketing channels such as stylight.co.uk or Google Shopping. You can prevent the storage of cookies by a adjusting the setting of your browser software; however, we would point out that in this case you may not be able to use all the functions of this website to the full extent. You may also prevent the collection of the cookie-generated data and data related to your use of the website (including your IP address) to Channel Pilot Pro and the processing of this data by Channel Pilot Pro by using the opt-out option available at the following link: www.channelpilot.co.uk/optout.

An opt-out cookie will be set which prevents the future collection of your data when visiting this website. The opt-out cookie is valid only in the last-used browser. If you delete the cookies in this browser, you must set the opt-out cookie again.

Further information on data protection in connection with Channel Pilot Pro can be found at www.channelpilot.co.uk/privacy-policy.

#### guenstiger.de

We use guenstiger.de GmbH to optimise our advertising activities. When you click on an advertisement realised for us by guenstiger.de GmbH, we store the click ID on our website in order to determine its performance, to bill if necessary and to enable us to optimise our advertising activities. This, and the processing described below, only takes place if the consent required for processing has been given. For this purpose, for technical reasons, the public IP address of the end device used is also processed. However, this is anonymised as soon as possible, usually immediately. If a purchase is made via our offer using the end device, the total order value and the time of the order are saved for the click ID. The legal basis for the corresponding processing of personal data is your consent in accordance with Article 6 (1)(a) of the GDPR.

Category: Marketing

Provider: guenstiger.de GmbH, Deichstraße 34, 20459 Hamburg

Legal basis: GDPR, article 6(1)(a)

Processed data:

• IP address

- Date of order
- Total order value
- GCLID

Cookies and storage period: 30 days

Place of processing: European Union, USA

Transfer to third countries and guarantees: please note that this service provider may transfer data to a third country, i.e. outside the European Union. For more information, see the "Data transfer to third countries" section.

Further information can be found at: Data protection - guenstiger.de

#### **DEPLOYMENT AND USE OF NETWORKS**

To enable collaboration with partners, we have integrated network components that offer affiliate marketing into our online shop. Affiliate marketing is an Internet-based form of sales that enables us to display advertising, which is usually remunerated via click or sale commission, on third-party websites, i.e. with sales partners, who are also referred to as affiliates or publishers. To that end we provide an advertising medium via the affiliate network – a banner or similar medium of Internet advertising that is subsequently integrated into an affiliate's own website or promoted using other channels.

#### **Networks**

AWIN Ltd, 5th Floor, 2 Thomas More Square, London, E1W 1YN, United Kingdom Tradedoubler GmbH, Herzog-Wilhelm-Straße 26, 80331 München, Germany

The respective network places a cookie on your IT system. Frequently asked questions about cookies can be found <a href="https://example.com/here">here.</a>. All that is stored is the affiliate's ID, i.e. the ID of the partner connecting with the potential customers, the order number and the net goods value. If you have used a voucher or discount with us during your purchase, this will also be stored. The purpose of storing this data is to handle commission payments between us and the affiliate that are handled via the affiliate network.

As set out above you can prevent our website from the placing cookies at any time by making a corresponding setting in the Internet browser used and by doing so permanently opt out of the placement of cookie. Such a setting in the Internet browser used would also prevent a network from placing a cookie on your IT system. Additionally, cookies already placed by the network can be deleted at any time via an Internet browser or other software programs.

The applicable privacy policies of the respective networks can be accessed via the following links: <a href="https://www.awin.com/gb/gdpr">https://www.awin.com/gb/gdpr</a>,

http://wiki.awin.com/index.php/Self Regulation and the EU Cookie Law

http://www.tradedoubler.com/en/privacy-policy/

#### **Bing Ads**

Our online offerings additionally use conversion tracking from Microsoft Corporation, (One Microsoft Way, Redmond, WA 98052-6399, USA). This involves a cookie being placed on your device by Microsoft Bing Ads if you accessed our website through a Microsoft Bing advert. In this way Microsoft Bing and we can identify that someone clicked an advert, was forwarded to our website and reached a pre-set target page

(conversion page). We are only informed about the total number of users who clicked a Bing advert and were then forwarded to the conversion page.

No personal information about the identity of the user is communicated. If you do not want to participate in the tracking procedure, you can prevent the corresponding cookie from being placed for this purpose – for example via a browser setting that deactivates the automatic placement of cookies in general. Further information on data protection and the cookies used with Microsoft Bing can be found here on the Microsoft website.

#### **Google Conversion Linker**

The Google Conversion Linker, a tool provided by Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, is used on our website. The conversion linker tag automatically detects the ad click information in your conversion page URLs, and stores this information in first-party cookies on your domain for web pages. The following data is collected:

- IP address
- · Usage data
- · Clickstream
- · Date and time of visit
- Pages viewed
- · Referrer URL
- Cookie information
- · Ads clicked
- · Click path

Processing of the data generally takes place in Germany or countries of the European Union. If processing takes place in third countries in certain cases, processing will only take place if the EU Commission has determined the adequacy of the level of data protection in the third country in

accordance with Article 45 GDPR, on the basis of the EU standard contractual clauses or if an appropriate level of data protection is ensured at the data recipient in another way. The legal basis for the aforementioned processing is your consent in accordance with Art. 6 Para. 1 a) GDPR.

You can prevent the setting of cookies by our website, as shown above, at any time by adjusting the setting in the Internet browser used and thus permanently object to the setting of cookies.

You can find more information on this in Google's data protection declaration: https://policies.google.com/privacy?hl=en

#### **Use of Google Ads**

We implement Google Ads, which enables us to use advertising media (known as Google Ads) on external websites to draw attention to our attractive product range. On the basis of the data of the advertising campaigns, we can determine the success of the individual advertising measures. By doing so we are pursuing 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 advertising media are supplied by Google via what are termed "Ad Servers". To that end we use Ad Server cookies that enable certain parameters for success measurement, such as displaying the ads or users' clicks, to be measured. If you land on our page through a Google ad, Google Ads stores a cookie on your PC. These cookies usually lose their validity after 30 days and are not intended to identify you personally. Analysis values stored for this cookie usually include unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for postview conversions) as well as opt-out information (marker that the user no longer wants to be targeted).

These cookies enable Google to recognise your Internet browser. If a user visits certain pages on the website of an Ads customer and the cookie on his or her computer has not yet expired, Google and the customer recognise that the user has clicked the ad and was forwarded to this page. Each Ads customer is allocated a different cookie. Cookies therefore cannot be traced via the websites of Ads customers. We do not collect and process any personal data ourselves during these advertising measures. Google merely provides us with statistical analyses. These analyses enable us to identify which of the deployed advertising measures are particularly effective. We do not receive any data from the deployment of the advertising methods, in particular we cannot use this information to identify the users.

Based on the marketing tools used, your browser automatically creates a direct connection to Google's server. We have no influence over the scope and further use of the data collected by Google via these tools and therefore inform you in accordance with our level of knowledge: by integrating Ads Conversion, Google is given the information that you have accessed the corresponding part of our website or clicked one of our ads. If you are registered with a Google service, Google can allocate

the visit to your account. Even if you are not registered with Google or are not logged in, there is a chance that the provider is aware of your IP address and stores it.

You can prevent your participation in this tracking process in a number of ways: a) by a corresponding setting in your browser software; in particular, the suppression of third-party cookies means that you will receive no adverts from third parties;

b) by deactivating cookies for conversion tracking by setting your browser up for cookies to be blocked by the domain "www.googleadservices.com",

<u>https://www.google.com/settings/ads</u> (albeit these settings are deleted when you delete your cookies);

- by deactivating the interest-driven ads of the providers who participate in the selfregulation campaign "About Ads", via the link <a href="https://www.aboutads.info/choices">https://www.aboutads.info/choices</a>, whereby this setting is deleted when you delete your cookies;
- d) through permanent deactivation in the browsers Firefox, Internet Explorer or Google Chrome under <a href="https://support.google.com/ads/answer/7395996">https://support.google.com/ads/answer/7395996</a>. We refer you to the fact that in this case you may not be able to use the full functionality of this offering.

Further information on data protection at Google can be found here: <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a> and <a href="https://services.google.com/sitestats/en.html">https://services.google.com/sitestats/en.html</a>.

The processing of the data is generally carried out in states of the European Union. Insofar as processing in third countries is carried out in specific cases, the data is only processed if the adequacy of the level of data protection in the third country has been established by the EU Commission in accordance with Article 45 GDPR, on the basis of the EU standard contractual clauses or if an adequate level of data protection is ensured in the data recipient by other means.

#### **MARKETING COOKIES**

Pseudonymous user profile for personalised and individual advice and product recommendations in the online shop

In order to offer you the best shopping experience at PETER HAHN, we create a pseudonymous user profile that enables us to get to know you and thus advise you online as well and as individually as possible. This allows us to ensure that fashion is displayed according to your interests, and that our offers are adapted to your personal needs. Furthermore, we can tailor our offers and our advertising on partner sites to your personal interests.

For the creation of the pseudonymous user profile, we analyse, for example, your product interest based on the products you viewed in the online shop, as well as your shopping behaviour based on the fashion you put into the shopping cart and subsequently purchased. This is done on the basis of the data collected in our web <u>analysis tools</u> for the evaluation of user behaviour.

Furthermore, your profile may be merged with existing data that allows conclusions to be drawn about your interests in products (including whether an item was exchanged or returned) and promotions (including participation in discount campaigns). In addition, the data you provide to PETER HAHN in the course of a purchase or registration, such as salutation, first and last name, email address and date of birth.

When you visit the PETER HAHN online shop, your browser will be assigned a pseudonymous ID. As long as you do not delete your cookies on the device, all actions that you perform on the browser assigned to you, such as browsing, clicking, and shopping, will be added to your user profile.

If you register with PETER HAHN as an existing customer in the online shop or place an order, we associate the device with the browser you used for purposes such as authentication, security and customisation of your user profile.

#### **Marketing Session Cookies**

By using the marketing session cookies, non-personal data such as session duration, browser, device type and pages per session are stored in a cookie for the duration of a session and pulled out via the Google Tag Manager or collected in target groups and serve the following purposes: customer acquisition, marketing in the area of new customer acquisition, target group tracking, target group optimization, ensuring correct measurement of success data (KPIs). The data will only be used with successful consent.

A marketing cookie is used for this purpose. The data is stored in a cookie for the duration of the session. The data collected will only be collected with your consent.

Category: Marketing

Legal basis: Consent Art. 6 Para. 1 a) GDPR

Processed data:
• Session duration

- Number of pages viewed
- Device type
- Browsers

Recipients of the data: Your data will only be passed on to appropriate external marketing partners after you have given your consent. If external processors are used, they are contractually obliged under Art. 28 GDPR.

Cookies and storage period: maximum 30 days Place of processing: European Union, USA

The legal basis for the data processing in connection with the marketing cookies is your consent (Art. 6 Para. 1 a GDPR). You can revoke your consent by calling up the cookie settings and changing the relevant selection there. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (session cookies). Other cookies remain on your end device and will enable us to recognize your browser the next time you visit (persistent cookies).

Transfer to third countries and guarantees: please note that this service provider may transfer data to a third country, i.e. outside the European Union. You can find more information on this in the "Data transfer to third countries" section.

Further information can be found at: https://www.peterhahn.co.uk/dataprotection

#### Criteo

Our website uses cookies/advertising IDs for the purpose of advertising. This enables us to show our advertisements to visitors who are interested in our products on partner websites, apps and emails. Re-targeting technologies use your cookies or advertising IDs and display advertisements based on your past browsing behaviour. You can opt-out of interest based advertising by visiting the following websites:

https://www.networkadvertising.org/choices/ https://www.youronlinechoices.com/

We may share data, such as technical identifiers derived from your registration information on our website or our CRM system with our trusted advertising partners. This allows them to link your devices and/or environments and provide you a seamless experience across the different devices and environments that you use. To read more about their linking capabilities, please refer to their privacy policy listed in the abovementioned platforms or listed below.

#### **Facebook Custom Audience pixel**

Our website uses what are known as remarketing tags (also known as "Facebook pixels") from the social network Facebook, a service of Facebook Inc., 1601 Willow Road, Menlo Park, California 94025, USA ("Facebook") for marketing purposes. When you visit our website, these tags create a link between your browser and a Facebook server. This informs Facebook that our page has been accessed with your IP address. The processing of the data is generally carried out in states of the European Union. Insofar as processing in third countries is carried out in specific cases, the data is only processed if the adequacy of the level of data protection in the third country has been established by the EU Commission in accordance with Article 45 GDPR, on the basis of the EU standard contractual clauses or if an adequate level of data protection is ensured in the data recipient by other means.

Facebook uses this information to provide statistical and anonymous data about the general use of our website and the effectiveness of our Facebook advertising ("Facebook ads") as well as Instagram advertising ("Instagram ads").

If you are a member of Facebook or instagram and your account's privacy settings so permit, Facebook or instagram can also link the information recorded by us about your visit with your membership account and use it for the targeted placement of Facebook or instagram ads. You can view and amend the <u>privacy settings</u> of your Facebook profile at any time.

If you deactivate data processing by Facebook, Facebook will only show general Facebook ads that are not selected using information collected about you.

For further information see the Facebook <u>privacy policy</u> and the <u>privacy policy</u> of instagram.

#### **Google Remarketing**

Our website uses Remarketing, a service from Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). This service uses cookies and comparable technologies to show you tailored advertising messages on websites that work with Google. Cookies and comparable technologies are also used to perform an analysis of website use that forms the basis for creating the interest-related advertisements. The processing of the data is generally carried out in states of the European Union. Insofar as processing in third countries is carried out in specific cases, the data is only processed if the adequacy of the level of data protection in the third country has been established by the EU Commission in accordance with Article 45 GDPR, on the basis of the EU standard contractual clauses or if an adequate level of data protection is ensured in the data recipient by other means.

If you use a Google account and depending on the settings made in your Google account, Google can link your Google web and app browser history with your Google account and use information from your Google account to personalise adverts. If you don't want such an allocation to be made to your Google account, you need to log out of Google before accessing our contact page.

As set out above, you can configure your browser to reject cookies, or you can prevent the collection of the data generated by the cookies relating to your use of this website as well as the processing of this data by Google by accessing <u>Ads Settings</u> and turning off the "Ads Personalization". Alternatively, you can opt-out of the processing by accessing the abovementioned <u>TRUSTe website</u> and clicking the deactivation switch for the provider "Google".

For further information see the Google privacy policy.

#### **RTB House**

Our website uses technology from RTB House (RTB House SA, Złota 61/101, 00-819, Warsaw, Poland) to collect information about the browsing behaviour of visitors to our website for marketing purposes in a pseudonymous format. Cookies and web pixels are set for this purpose. This information allows RTB House to analyse browsing behaviour and to display targeted product recommendations as a relevant advertising banner when other websites are visited (so-called retargeting campaigns). In no event can the pseudonymised data be used to personally identify a visitor to the website. The data collected by RTB House is only used to improve the advertising offered. There is a small "=" (for information) in the lower left corner of every displayed banner, which opens up when the mouse hovers over it and leads to a website on clicking on it, where the system is explained and an opt-out is offered. By clicking opt-out, an "opt-out" cookie is placed which prevents future display of these banners.

No other use or transfer to third parties is made. More information about RTB House can be found at <a href="https://www.rtbhouse.com/en/privacy/">https://www.rtbhouse.com/en/privacy/</a>.

#### **Taboola**

We use a cookie from Taboola Inc. ("Taboola", Oneustonsq, 40 Melton Street, 13th Floor, London, NW1 2FD) on our website.

By using Taboola we can recommend suitable content tailored to your personal interests and thus create an individual offer for you. Taboola uses pseudonymised cookies to determine which websites you visit frequently and how you navigate our website. This will provide user information such as information about your device and operating system, your IP addresses, the pages viewed on our website, the link that you used to access our website, date and time the website was accessed, event information (e.g. system crashes) and general location information (e.g. city and country). For more information about Taboola, visit <a href="https://www.taboola.com/privacy-policy">www.taboola.com/privacy-policy</a>.

#### **Google Ads Enhanced Conversions**

As part of Google Ads, we use Google Ads Enhanced Conversions to improve the accuracy of conversion tracking and optimise our marketing efforts.

With Google Ads Enhanced Conversions, existing conversion tags can be supplemented with the hashed data we collect on our website.

If you arrive at our website via advertisements on other websites and purchase a product, data such as the email address, name, address will be collected as part of the order and securely passed to Google for Enhanced Conversion in hashed form. Hashing the data before it is sent to Google Ads ensures that personal data is converted into a hashed string and transmitted securely. For Google Ads, the hashed data is matched with the advertising event data collected and hashed by Google with the desired action to identify whether it has resulted in a conversion and to attribute it to our marketing action.

You can object to the processing of this data by withdrawing your consent in the privacy settings. No hashed data will be transmitted to Google without your consent.

Category: Analysis

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (for users from the European Economic Area, Switzerland and Liechtenstein); Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043 (for all other users).

Legal basis: Art. 6 para. 1 a) DSGVO

Processed data: IP address, email address, first name, last name, address, telephone number, subscription data, purchase information, preferred settings such as language, interaction with ad, coordination of ad.

Cookies and storage period: Your data will be stored for 6 months and then deleted.

Place of processing: European Union, third country.

Transfer to third countries and guarantees: Please note that this service provider may transfer data to a third country, i.e. outside the European Union. For more information, please see the section "Data transfer to third countries".

For more information, please refer to Google's privacy policy: Privacy Policy - Privacy Policy & Terms of Use - Google

#### Usemax

Usemax advertisement is a service of Emego GmbH, Rheinpromenade 13, 40789 Monheim, Germany. The service is used to display advertising and, in addition to on-site optimization, also offers e-mail retargeting.

When Peter Hahn's website is visited, a cookie is set via the usemax ad server, which contains a reference to the surfing behaviour of the respective user. The information obtained is used to address the user in an individual and personalised manner via the website or via advertising placements on third-party websites that are connected to usemax.

Category: Marketing

Provider: Emego GmbH, Rheinpromenade 13, 40789 Monheim

Legal basis: Consent Art. 6 Para. 1 a) GDPR

Processed data:

- Time of visit to the website
- Accessed page URL
- IP address
- Internet service providers
- Browsers
- Operating system
- Screen resolution
- Referrers
- Places
- category\_id
- product id

- basket\_amount
- checkout\_amount
- order id

Cookies and storage period: 1 year Place of processing: European Union

Transfer to third countries and guarantees: no.

Further information can be found at: https://www.usemax.de/?l=privacy

The user can delete his collected data via the following link: https://www.usemax.de/index.php?l=rm&kunde=&id=1

An opt-out cookie is set by the browser via the link. If you delete the opt-out cookie, data collection will start again on your next visit. The objection therefore only applies to the device and web browser on which the opt-out cookie was stored.

Cookies and storage period: 1 year Place of processing: European Union

Transfer to third countries and guarantees: no.

Further information can be found at: https://www.usemax.de/?l=privacy

The user can delete his collected data via the following link: https://www.usemax.de/index.php?l=rm&kunde=&id=1

An opt-out cookie is set by the browser via the link. If you delete the opt-out cookie, data collection will start again on your next visit. The objection therefore only applies to the device and web browser on which the opt-out cookie was stored.

#### **INTEGRATION OF YOUTUBE VIDEOS**

We have integrated videos into our website that are stored with YouTube and can be played directly from our websites. YouTube is a multimedia service by YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA ("YouTube"), a group company of Google Ireland

Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The processing of the data is generally carried out in states of the European Union. Insofar as processing in third countries is carried out in specific cases, the data is only processed if the adequacy of the level of data protection in the third country has been established by the EU Commission in accordance with Article 45 GDPR, on the basis of the EU standard contractual clauses or if an adequate level of data protection is ensured in the data recipient by other means. The legal basis is Art. 6 (1) sentence 1 f) GDPR, based on our legitimate interest in the integration of video and image content.

By visiting our website, YouTube and Google are notified that you have accessed the corresponding subpage of our website. This happens irrespective of whether you are logged on to YouTube or Google. YouTube and Google use this data for purposes of advertising, market research and needsdriven layout of their websites. If you access YouTube on our website while you are logged on to your YouTube or Google profile, YouTube and Google can further link this event to the respective profiles. If you don't want such an allocation to be made, you need to log out of Google before accessing our website.

As set out above, you can configure your browser to reject cookies, or you can prevent the collection of the data generated by the cookies relating to your use of this website as well as the processing of this data by Google by accessing the <u>Google Ads Settings</u> and deactivating the "Ads Personalization" slider. In this case Google will only display nonindividualised advertising.

Further information can be found in Google's <u>privacy policy</u> applicable to YouTube.

#### **RECIPIENTS OF THE DATA**

The data we collect will only be passed on if:

- you have given your express consent in accordance with Art. 6 (1) a) UK GDPR,
- the disclosure is necessary for the assertion, exercise or defence of legal claims pursuant to Art. 6
   (1) f) UK GDPR and there is no reason to assume that you have an overriding interest worthy of protection in not having your data disclosed,
- we are legally obliged to disclose your data according to Art. 6 (1) c) UK GDPR or
- this is legally permissible and necessary according to Art. 6 (1) b) UK GDPR for the processing of contractual relationships with you or for the implementation of precontractual measures that take place at your request.

The data processing may be partially handled by our service providers. As well as the service providers mentioned in this privacy policy, this may include in particular data centres that store our website and databases, software providers, IT service providers that maintain our system, agencies, market research companies, consultancy companies, suppliers, hauliers, postal service providers and tailoring partners. If we transfer data to service providers, they may only use the data for the performance of their tasks. The service providers have been carefully selected and retained by us. They are contractually bound by our instructions, have appropriate technical and organisational measures for protecting the rights of the persons affected and are regularly monitored by us.

Additionally, data may be forwarded in connection with inquiries from public authorities, court rulings and legal proceedings if this is required for prosecution or enforcement of the law.

#### **DATA TRANSFER TO THIRD COUNTRIES**

As explained in this Privacy Policy, we use services whose providers are partly located in or process personal data in so-called third countries, i.e. countries whose level of data protection does not correspond to that of the UK. Where this is the case and the adequacy decision has not been issued (Art. 45 UK GDPR) for these countries, we have taken appropriate precautions to ensure an adequate level of data protection for any data transfers. These include, among others, the standard contractual clauses or binding internal data protection regulations.

Where this is not possible, we base the transfer of data on exceptions to Art. 49 UK GDPR, in particular your express consent or the necessity of the transfer for the performance of the contract or for the implementation of pre-contractual measures.

If a third country transfer is provided for and there is no adequacy decision or suitable guarantees, it is possible and there is a risk that authorities in the respective third country (e.g. intelligence services) may gain access to the transferred data in order to collect and analyse it, and that enforceability of your data subject rights cannot be guaranteed. When obtaining your consent via the cookie banner, you will also be informed of this.

#### STORAGE DURATION

In principle, we only store personal data for as long as is necessary to fulfil the purposes for which we collected the data or to fulfil contractual or legal obligations. Personal data, which we process based on consent or legitimate interest, is saved until revocation or objection. Thereafter we delete the data immediately unless we still require the data for evidential purposes under civil law up to the expiry of the limitation period or due to statutory retention periods.

For evidential purposes we are required to store contractual data for a further three years after the end of the year in which the business relationship with you comes to an end. Any claims in accordance with the standard statutory limitation period shall become time barred at this point at the earliest.

Thereafter we may still store some of your data for accounting reasons. We are required to do so due to statutory documentary obligations arising under the German

Commercial Code, Income Tax Code, Banking Act, Money Laundering Act and Securities Trading Act. The periods for the retention of documents set down therein comprise two to ten years.

#### YOUR RIGHTS

Under the respective statutory preconditions, you have the following statutory data protection rights:

- Right of access (Article 15 UK GDPR)
- Right to erasure (Article 17 UK GDPR)

- Right to rectification (Article 16 UK GDPR)
- Right to restriction of processing (Article 18 UK GDPR)
- Right to data portability (Article 20 UK GDPR)
- Right to withdraw consent (Article 7 (3) UK GDPR)
- Right to object to certain data protection measures (Article 21 UK GDPR)

In order to assert your rights described here, you use the above contact details at any time.

You have a right to lodge a complaint with the Commissioner.

#### **DATA SECURITY**

We maintain up-to-date technical measures to guarantee data security, in particular to protect your personal data from risks from data transfers and disclosure to third parties.

These are adapted to the respective state of the art at any given time. We use the Standard Secure Sockets layer (SSL) to protect the personal data you specify on the website. This encrypts the data you enter.

#### AMENDMENTS TO THE PRIVACY POLICY

We occasionally update this privacy policy, for example when we amend our website or the legal stipulations change.

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