

Privacy Policy

Responsible for the processing of data is:

uhrcenter / Esters GmbH, Wolf-Hirth-Str. 35, 71034 Böblingen, Germany, datenschutz@uhrcenter.de

Thank you for visiting our online shop. Protection of your privacy is very important to us. Below you will find extensive information about how we handle your data.

1. Access data and hosting

You may visit our website without revealing any personal information. With every visit on the website, the web server stores automatically only a so-called server log file which contains e.g. the name of the requested file, 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. These access data are analysed exclusively for the purpose of ensuring the smooth operation of the website and improving our offer. This serves according to Art. 6 (1) 1 lit f GDPR the protection of our legitimate interests in the proper presentation of our offer that are overriding in the process of balancing of interests. All access data are deleted no later than seven days after the end of your visit on our website.

1.1 Hosting

The services for hosting and displaying the website are partly provided by our service providers on the basis of processing on our behalf. Unless otherwise stated in this privacy policy, all access data and all data collected in forms provided for this purpose on this website are processed on their servers. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

1.2 Content Delivery Network

For the purpose of a shorter loading time, we use for some offers a so-called Content Delivery Network ("CDN"). This service provides content, e.g. large media files, via regionally distributed servers of external CDN service providers. For this reason, access data will be processed on the servers of these service providers. We engage our service providers on the basis of processing on our behalf. Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

2. Data processing for the purposes of processing the contract, establishing contact

2.1 Data processing for the purposes of performing the contract

For the purpose of performing the contract (including enquiries regarding the processing of any existing warranty and performance fault claims as well as any statutory updating obligations) in accordance with Art. 6 (1) (b) GDPR, we collect personal data if you provide it to us voluntarily as part of your order. Mandatory fields are marked as such, as in these cases we necessarily need the data to process the contract and we cannot send the order without their specification. Which data is collected can be seen from the respective input forms.

Further information on the processing of your data, in particular on the forwarding of the data to our service providers for the purpose of order, payment and shipping, can be found in the following

sections of this privacy policy. After complete processing of the contract, your data will be restricted for further processing and deleted after expiry of the retention periods under tax and commercial law in accordance with Art. 6 (1) (c) GDPR, unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

2.2 Customer account

Insofar as you have given your consent to this in accordance with Art. 6 (1) (a) GDPR by deciding to open a customer account, we will use and store your data for the purpose of opening the customer account as well as for further future orders on our website. Deletion of your customer account is possible at any time and can be done either by sending a message to the contact option described in this privacy policy or via a function provided for this purpose in the customer account. After deletion of your customer account, your data will be deleted unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

2.3 Establishing contact

As part of our customer communication, we collect personal data in order to process your enquiries in accordance with Art. 6 (1) (b) GDPR if you voluntarily provide us with this data when contacting us (e.g. via contact form or e-mail). Mandatory fields are marked as such, as in these cases we necessarily need the data to process your enquiry. Which data is collected can be seen from the respective input forms. After your enquiry has been fully processed, your data will be deleted unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

3. Data processing for the purpose of shipment

We forward your data to the shipping company within the scope required for the delivery of the ordered goods according to Art. 6 (1) (b) GDPR.

Data transmission to a shipping provider for the purpose of shipment notification

Provided that you have given us your explicit consent, during or after your order, we will forward your e-mail address and phone number in accordance with Art. 6 (1) (a) GDPR to the selected shipping provider in order to enable them to contact you for the purpose of shipment notification or coordination prior to shipment.

This consent may be withdrawn at any time by sending a message to the contact information described in this privacy policy or directly to the shipping provider using the contact address listed below. After consent withdrawal, we will delete the data you have provided for this purpose, unless you have expressly consented to further use of your data or we have reserved the right to use your data for other purposes which are permitted by law and about which we inform you in this privacy policy.

DHL Paket GmbH
Sträßchensweg 10
53113 Bonn
Germany

4. Data processing for the purpose of payment

As part of the payment process in our online shop, we work together with these partners: technical service provider, credit institution, payment service provider.

4.1 Data processing for the purpose of transaction processing

Depending on the selected payment method, we forward the data necessary for processing the payment transaction to our technical service providers, who act for us on the basis of processing on our behalf or to the authorised credit institutions or to the selected payment service provider insofar as this is necessary for the payment process. This serves the fulfilment of the contract according to Art. 6 (1) (b) GDPR. In certain cases, payment service providers collect the data required for processing the payment themselves, e.g. on their own website or via technical solution within the ordering process. In this respect, the privacy policy of the respective payment service provider applies. If you have any questions about our payment processing partners and the basis of our cooperation with them, please use the contact option described in this privacy policy.

4.2 Data processing for the purpose of fraud prevention and optimisation of our payment processes

We may forward other data to our service providers, which they use for the purpose of fraud prevention and to optimise our payment processes (e.g. invoicing, processing of contested payments, accounting support) together with the data necessary to process the payment as our processors. This serves to safeguard our legitimate interests in fraud prevention or an efficient payment management in accordance with Art. 6 (1) (f) GDPR that are overriding in the process of balancing of interests.

4.3 Identity and credit assessment when selecting Klarna payment services

Klarna Pay now (Direct debit)

Klarna Pay later (Invoice)

Klarna Slice it (Payment by instalments)

If you choose to use the payment services of Klarna Bank AB (publ), Sveavägen 46, 111 34 Stockholm, Sweden (hereinafter Klarna), we request your consent that we may forward to Klarna the data necessary for processing the payment and for an identity and credit assessment in accordance with Art. 6 (1) (a) DSGVO. In Germany, the credit agencies listed in [Klarna's privacy policy](#) can be used for identity and credit assessment. Klarna will use information obtained on the statistical probability of payment default for a balanced decision on the establishment, execution or termination of the contractual relationship.

You can withdraw your consent at any time by sending a message to the contact option specified in this privacy policy. As a result, we may no longer be able to offer you certain payment methods. You may also withdraw your consent to this use of your personal data at any time, also to Klarna.

5. Marketing via E-mail

5.1 E-mail newsletter with subscription

If you subscribe to our newsletter, we will regularly send you our email newsletter based on your consent according to Art. 6 (1) (a) GDPR, using the data required or disclosed by you separately for this purpose.

You can unsubscribe from the newsletter at any time. This can either be done by sending a message to the contact option described in this privacy policy or via a link provided for this purpose in the newsletter. After unsubscribing, we will delete your e-mail address from the list of recipients, unless

you have expressly consented to the further use of your data according to Art. 6 (1) (a) GDPR or we have reserved the right to use your data for other purposes that are permitted by law and about which we inform you in this privacy policy.

5.2 Newsletter mailing

The newsletter is sent to you by our service provider who processes data on our behalf and to whom we disclose your email address. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

6. Cookies and further technologies

6.1 General information

In order to make visiting our website attractive and to enable the use of certain functions, to display suitable products or for market research, we use technologies on various pages, including so-called cookies. Cookies are small text files that are automatically stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your end device and enable us to recognise your browser during your next visit (persistent cookies).

Protection of privacy for terminal devices

When you use our online services, we use technologies that are absolutely necessary in order to provide the telemedia service you have expressly requested. The storage of information in your terminal device or access to information that is already stored in your terminal device does not require consent in this respect.

For functions that are not absolutely necessary, the storage of information in your terminal device or access to information that is already stored in your terminal device requires your consent. Please note that if you do not give your consent, parts of the website may not be available for unrestricted use. Any consent you may have given will remain valid until you adjust or reset the respective settings in your terminal device.

Any downstream data processing through cookies and other technologies

We use such technologies that are strictly necessary for the use of certain functions of our website (e.g. shopping cart function). These technologies are used to collect and process IP addresses, time of visit, device and browser information as well as information on your use of our website (e.g. information on your preferences). This serves to safeguard our legitimate interests in an optimised presentation of our offer that are overriding in the process of balancing of interests.

In addition, we use technologies to fulfil the legal obligations, which we are subject to (e.g. to be able to prove consent to the processing of your personal data) as well as for web analysis and online marketing. Further information on this, including the respective legal basis for data processing, can be found in the following sections of this privacy policy.

On our website we may use other technologies, which are not listed individually in this privacy policy. Further information on these technologies and the respective legal basis can be found on the platform of our consent management service Usercentrics.

You can access the platform by clicking on the following link: [Cookie Settings](#).

You can find the cookies settings for your browser by clicking on the following links: [Microsoft Edge™](#) / [Safari™](#) / [Chrome™](#) / [Firefox™](#) / [Opera™](#)

If you have consented to the use of the technologies in accordance with Art. 6 (1) (a) GDPR, you can withdraw your consent at any time by sending a message to the contact option described in the privacy policy. Alternatively, you can also click on the following link: Cookie Settings. If cookies are not accepted, the functionality of our website may be limited.

How can I configure the cookie settings of my browser?

Each browser is different in the way it manages cookie settings. This is described in the help menu of each browser, which explains how to change your cookie settings. You can find these for each browser under the following links:

[Microsoft Edge™](#) / [Safari™](#) / [Chrome™](#) / [Firefox™](#) / [Opera™](#)

What types of cookies are being used?

Functional cookies: These cookies are used for certain features of our website, e.g. to improve the website's navigation, or deliver to you customised and relevant information (e.g. ads that match your interests).

Targeting cookies: These cookies record information about your visit to the website, previously viewed pages and links you clicked. We use this information to tailor our website and displayed ads to your interests.

Marketing Cookies: These cookies record information about your visit to the website, previously viewed pages and links you clicked. We use this information to tailor our website and displayed ads to your interests.

Analytical / performance cookies: These cookies enable collecting anonymised data about user behaviour on our website. We analyse them e.g. to improve the functionality of our website and recommend you products that will be interesting to you.

Essential cookies: These cookies are necessary to enable you to use our website. This includes e.g. cookies that enable you to log into the customer area or add items to your shopping cart.

6.2 Use of Usercentrics Consent Management Platform for obtaining and managing consent

On our website we use the [Usercentrics Consent Management Platform](#) ("Usercentrics") to inform you about the cookies and the technologies we use on our website and to obtain, manage and document your consent to the processing of your personal data by these technologies. This is required under Art. 6 (1) (c) GDPR to fulfil our legal obligation under Art. 7 (1) GDPR to be able to prove your consent to the processing of your personal data, to which we are subject. The consent management service Usercentrics is provided by Usercentrics GmbH, Sendlinger Straße 7, 80331 Munich, Germany, which processes your data on our behalf. When you visit our website, Usercentrics' web server stores a so-called server log file, which also contains your anonymised IP address, the date and time of your visit, device and browser information as well as information on your consent behaviour. Your data will be deleted after three years, unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use your data in a manner that goes beyond this, which is legally permitted and about which we inform you in this privacy policy.

Our service providers are located and/or use servers in the following countries, for which the European

Commission has established an adequate level of data protection by decision: USA.

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

7. Use of cookies and other technologies

We use the following cookies and other third-party technologies on our website. Unless otherwise specified for the individual technologies, this is done on the basis of your consent in accordance with Art. 6 (1) (a) GDPR. The data collected in this context will be deleted after the relevant purpose has been fulfilled and we have ended the use of the respective technology. You can withdraw your consent at any time with effect for the future. Further information on your withdrawal options can be found in the section "cookies and further technologies". Further information, including the basis of our cooperation with the service providers can be found within the respective technologies. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

7.1 Use of Google services

We use the following technologies of Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The information automatically collected by Google technologies about your use of our website is usually transferred to a server of Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA and stored there. Unless otherwise specified for the specific technologies, data processing is based on an agreement concluded for the respective technology between jointly responsible parties in accordance with Art. 26 GDPR. Further information about data processing by Google can be found in [Google's privacy policy](#).

Our service providers are located and/or use servers in countries outside the EU and the EEA for which the European Commission has established by decision an adequate level of data protection.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

Google Analytics

For the purpose of website analysis, Google Analytics automatically collects and stores data (IP address, time of visit, device and browser information as well as information on your use of our website), from which usage profiles are created using pseudonyms. Cookies may be used for this purpose. If you visit our website from the EU, your IP address will be stored on a server located in the EU to derive location data and then deleted immediately before the traffic is forwarded to further Google servers for processing. The data processing is carried out on the basis of an order processing agreement by Google.

In order to optimize the marketing of our website, we have activated the **data sharing settings for "Google products and services"**. This allows Google to access the data collected and processed by Google Analytics and then use it to improve Google services. The data sharing to Google within the scope of these data sharing settings is based on an additional agreement between the data controllers. We have no influence on the subsequent data processing by Google.

For web analytics purposes, the extension function of Google Analytics **Google Signals** enables so-called "cross-device tracking". If your internet-enabled devices are linked to your Google Account and you have activated the "personalised advertising" setting in your Google Account, Google can

generate reports on your usage behaviour (in particular cross-device user numbers), even if you change your device. We do not process personal data in this respect; we only receive statistics based on Google Signals.

For web analytics and advertising purposes, the extension function of Google Analytics enables the so-called **DoubleClick cookie** to recognize your browser when visiting other websites. Google will use this information to compile reports about your website activities and to provide other services related to the use of the website.

Google Ads

For advertising purposes in the Google search results as well as on the websites of third parties, the so-called Google **Remarketing** Cookie is used when you visit our website, which automatically enables interest-based advertising through the collection and processing of data (IP address, time of visit, device and browser information as well as information on your use of our website), by means of a pseudonymous cookie ID and on the basis of the pages you visit. Any further data processing only takes place if you have activated the setting "personalised advertising" in your Google account. In this case, if you are logged into Google while visiting our website, Google will use your data together with Google Analytics data to create and define target group lists for cross-device remarketing.

For website analysis and event tracking, we use Google Ads **Conversion Tracking** to measure your subsequent usage behaviour when you arrive on our website via a Google Ads ad. For this purpose, cookies may be used and data (IP address, time of visit, device and browser information as well as information on your use of our website based on events specified by us, such as a visit to a website or newsletter registration) may be collected, from which usage profiles are created using pseudonyms.

Google reCAPTCHA

For the purpose of protection against misuse of our web forms as well as against spam by automated software (so-called bots), Google reCAPTCHA collects data (IP address, time of visit, browser information as well as information on your use of our website) and performs an analysis of your use of our website by means of a so-called JavaScript and cookies. In addition, other cookies stored in your browser by Google services are evaluated. Personal data is not read out or stored from the input fields of the respective form.

YouTube Video Plugin

In order to integrate third party content, data (IP address, time of visit, device and browser information) are collected via the YouTube Video Plugin in the expanded data protection mode used by us, transmitted to Google and then processed by Google only when you play a video.

7.2 Use of Microsoft services

We use the technologies of Microsoft Ireland Operations Ltd., One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, D18 P521, Ireland (hereafter "Microsoft"). The data processing is carried out on the basis of an agreement between jointly responsible parties in accordance with Art. 26 GDPR. The information automatically collected by Microsoft technologies about your use of our website is usually transferred to a server of Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA and stored there. For more information about Microsoft's data processing practices, please see [Microsoft's privacy policy](#).

Our service providers are located and/or use servers in countries outside the EU and the EEA for which the European Commission has established by decision an adequate level of data protection.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

Microsoft Advertising

For advertising purposes in the Bing, Yahoo and MSN search results as well as on the websites of third parties, the so-called Microsoft Advertising **Remarketing** Cookie is used when you visit our website, which automatically enables interest-based advertising through the collection and processing of data (IP address, time of visit, device and browser information as well as information on your use of our website) and by means of a pseudonymous cookie ID and based on the pages you visit.

For website analytics and event tracking purposes, we use Microsoft Advertising **Universal Event Tracking** (UET) to measure your subsequent usage behavior when you arrive on our website via a Microsoft Advertising ad, from which usage profiles are generated using pseudonyms. For this purpose, cookies may be used and data (IP address, time of visit, device and browser information as well as information on your use of our website based on events specified by us, such as a visit to a website or newsletter registration) may be collected, from which user profiles are created using pseudonyms. As long as your Internet-enabled devices are linked to your Microsoft account and you have not disabled the "Interest-based Advertising" setting in your Microsoft account, Microsoft can generate reports on usage behavior (especially cross-device user numbers), even if you change your device, so-called "cross-device tracking". In this respect, we do not process personal data, we only receive statistics based on Microsoft UET.

7.3 Use of Facebook services

Use of Facebook Pixel

We use the Facebook pixel within the framework of the technologies of Meta Platforms Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland (hereafter („Facebook (by Meta)" or "Meta Platforms Ireland") as described below. The Facebook pixel is used to automatically collect and store data (IP address, time of visit, device and browser information as well as information on your use of our website based on events specified by us, such as a visit to a website or newsletter registration), from which user profiles are created using pseudonyms. As part of the so-called advanced matching, information is also collected and stored hashed for matching purposes, with which individuals can be identified (e.g. names, e-mail addresses and telephone numbers). For this purpose, a cookie is automatically set by the Facebook pixel when you visit our website, which automatically enables recognition of your browser when visiting other websites by means of a pseudonymous cookie ID. Facebook (by Meta) will combine this information with other data from your Facebook account and use it to compile reports on website activities and to provide other services associated with website use, in particular personalised and group-based advertising. We have no influence on data processing by Facebook and only receive statistics based on Facebook pixels.

The information automatically collected by Facebook (by Meta) technologies about your use of our website is usually transferred to a server of Meta Platforms, Inc., 1 Hacker Way, Menlo Park, California 94025, USA and stored there. Further information about data processing by Facebook can be found in Facebook's (by Meta) privacy policy.

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: USA, Canada, Japan, South Korea, New Zealand, United Kingdom, Argentina. There is a decision of the European Commission on an adequate level of data protection for the USA as the basis for a third country transfer, insofar as the respective service provider is certified. Certification is available.

Our service providers are located and/or use servers in these countries: Australia, Hong Kong, India, Indonesia, Malaysia, Singapore, Thailand, Taiwan, Brazil, Mexico. There is no European Commission adequacy decision for this country/these countries. Our cooperation is based on these guarantees: Standard data protection clauses of the European Commission.

Facebook Analyses

As part of the Facebook business tools, statistics created via Facebook pixels about your use of our website enable us to analyse visitor activity on the website. The data processing is based on a data processing agreement with Facebook (by Meta). The analysis serves the optimal presentation and marketing of our website.

Facebook Ads (Ad manager)

We use Facebook Ads to promote this website on Facebook (by Meta) and other platforms. We determine the parameters of the respective advertising campaign. Facebook (by Meta) is responsible for the exact implementation, in particular the decision on the placement of the ads with individual users. Unless otherwise specified for the individual technologies, data processing is based on an arrangement between joint controllers in accordance with Art. 26 GDPR. The joint controllership is limited to the collection of data and its transmission to Meta Platforms Ireland. The subsequent data processing by Meta Platforms Ireland is not covered by this arrangement.

Based on the statistics about visitor activity on our website created via Facebook pixels, we operate group-based advertising on Facebook (by Meta) via Facebook **Custom Audience** by determining the characteristics of the respective target group. As part of the advanced matching (see above) that takes place to determine the respective target group, Facebook (by Meta) acts as our data processor.

On the basis of the pseudonym cookie ID used by the Facebook pixel and the collected data about your usage behavior on our website, we operate personalized advertising via Facebook Pixel **Remarketing**.

Via Facebook Pixel **Conversions** we measure your subsequent usage behavior for web analytics and event tracking purposes if you have reached our website via a Facebook Ads ad. The data processing is based on a data processing agreement with Facebook (by Meta).

8. Integration of the Trusted Shops Trustbadge / other widgets

Provided that you have given your consent in accordance with Art. 6 (1) (a) GDPR, Trusted Shops widgets are integrated on this website to display the Trusted Shops services (e.g. Trustmark, collected reviews) and to offer buyers Trusted Shops products after they have placed an order.

The Trustbadge and the services advertised with it are an offer of Trusted Shops AG, Subbelrather Str. 15C, 50823 Cologne ("Trusted Shops"), with whom we are jointly responsible for data protection according to Art. 26 GDPR. Within the scope of this data protection notice, we inform you in the following about the essential contractual contents in accordance with Art. 26 (2) GDPR.

Within the framework of the joint responsibility existing between us and Trusted Shops AG, please preferably contact Trusted Shops using the contact options provided in the [privacy policy](#), if you have any data protection questions and wish to assert your rights. Irrespective of this, however, you can always contact the person responsible of your choice. Your enquiry will then, if necessary, be passed on to the other person responsible for a response.

8.1 Data processing when integrating the Trustbadge/other widgets

The Trustbadge is provided by a US-American CDN provider (content delivery network). An adequate level of data protection is ensured by an adequacy decision of the EU Commission, which can be accessed [here](#) for the USA. Service providers from the USA are generally certified under the EU-U.S. Data Privacy Framework (DPF). Further information is available [here](#). Where service providers are not certified under the DPF, standard contractual clauses have been concluded as a suitable guarantee.

When the Trustbadge is called up, the web server automatically saves a so-called server log file, which also contains your IP address, the date and time of the call-up, the amount of data transferred and the requesting provider (access data) and the call-up. Immediately after the data collection the IP address is anonymised so that the stored data cannot be assigned to you personally. The anonymised data are used in particular for statistical purposes and for error analysis.

8.2 Data processing after order completion

Provided you have given your consent, the Trustbadge accesses order information stored in your terminal equipment (order total, order number, product purchased if applicable) and your e-mail address after the order has been completed. Your e-mail address is hashed using a cryptological one-way function. The hash value is then transmitted to Trusted Shops with the order information in accordance with Art. 6 (1) (a) GDPR.

This serves to verify whether you are already registered for Trusted Shops services. If this is the case, further processing will take place in accordance with the [contractual agreement](#) between you and Trusted Shops. If you are not yet registered for the services or do not give your consent to automatic recognition via the Trustbadge, you will subsequently be given the opportunity to register manually for the use of the services or to conclude the insurance as part of your possibly already existing user contract.

For this purpose, the Trustbadge accesses the following information stored in the terminal equipment you use after you have completed your order: Order total, order number and email address. This is necessary so that we can offer you buyer protection. The data is only transmitted to Trusted Shops if you explicitly decide to take out buyer protection by clicking on the correspondingly designated button in the so-called Trustcard. If you decide to use the services, further processing is based on the contractual agreement with Trusted Shops in accordance with Art. 6 (1) (b) GDPR, in order to be able to complete your registration for buyer protection and insure the order, as well as to be able to subsequently send you rating invitations by e-mail if necessary.

Trusted Shops uses service providers in the areas of hosting, monitoring and logging. The legal basis is Art. 6 (1) (f) GDPR for the purpose of ensuring trouble-free operation. Processing may take place in third countries (USA and Israel). An adequate level of data protection is ensured in each case by an adequacy decision of the EU Commission, which can be accessed [here](#) for the USA and [here](#) for Israel. Service providers from the USA are generally certified under the EU-U.S. Data Privacy Framework (DPF). Further information is available [here](#). Where service providers are not certified under the DPF, standard contractual clauses have been concluded as a suitable guarantee.

9. Social Media

Our online presence on Facebook (by Meta), Twitter, YouTube, Instagram (by Meta), Pinterest, Xing, LinkedIn

If you have given your consent to the respective social media provider in accordance with Art. 6 (1) (a) GDPR, when you visit our online presence on the social media mentioned above, your data will be automatically collected and stored for market research and advertising purposes, from which user profiles are created using pseudonyms. These can be used, for example, to place advertisements within

and outside the platforms that presumably correspond to your interests. Cookies are usually used for this purpose. For detailed information on the processing and use of data by the respective social media provider, as well as a contact option and your rights and settings options for the protection of your privacy, please refer to the provider's privacy policies linked below. Should you still require assistance in this regard, please contact us.

Facebook (by Meta) is provided by Meta Platforms Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland (hereafter "Meta Platforms Ireland") The information automatically collected by Meta Platforms Ireland about your use of our online presence on Facebook is usually transferred to a server of Meta Platforms, Inc, 1601 Willow Road, Menlo Park, California 94025, USA and stored there. Data processing in the context of a visit to a Facebook fan page is based on an agreement between joint controllers in accordance with Art. 26 GDPR. Further information (information on Insights data) can be found [here](#).

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: USA, Canada, Japan, South Korea, New Zealand, United Kingdom, Argentina.

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

Our service providers are located and/or use servers in the following countries: Australia, Hong Kong, India, Indonesia, Malaysia, Singapore, Thailand, Taiwan, Brazil, Mexico. There is no adequacy decision for these countries by the European Commission. Our cooperation with them is based on these safeguards: Standard data protection clauses of the European Commission.

X is provided by Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland ("X"). The information automatically collected by X about your use of our online presence on Twitter is generally transmitted to and stored on a server at Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

Our service providers are located and/or use servers in countries outside the EU and the EEA for which the European Commission has established by decision an adequate level of data protection.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

Instagram (by Meta) is provided by Meta Platforms Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland (hereafter "Meta Platforms Ireland") The information automatically collected by Meta Platforms Ireland about your use of our online presence on Instagram is typically transferred to and stored on a server at Meta Platforms, Inc, 1601 Willow Road, Menlo Park, California 94025, USA. Data processing in the context of a visit to an Instagram fan page is based on an agreement between joint controllers in accordance with art. 26 DSGVO. Further information (information on Insights data) can be found [here](#).

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: USA, Canada, Japan, South Korea, New Zealand, United Kingdom, Argentina.

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

Our service providers are located and/or use servers in these countries: Australia, Hong Kong, India, Indonesia, Malaysia, Singapore, Thailand, Taiwan, Brazil, Mexico. There is no adequacy decision for

these countries by the European Commission. Our cooperation with them is based on these safeguards: Standard data protection clauses of the European Commission.

YouTube is provided by Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland (hereafter "Google"). The information automatically collected by Google about your use of our online presence on YouTube is generally transferred to a server of Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA and stored there.

Our service providers are located and/or use servers in countries outside the EU and the EEA for which the European Commission has established by decision an adequate level of data protection.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

Pinterest is provided by Pinterest Europe Ltd, Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland (hereafter "Pinterest"). The information automatically collected by Pinterest about your use of our online presence on Pinterest is usually transferred to and stored on a server of Pinterest, Inc, 505 Brannan St, San Francisco, CA 94107, USA.

Our service providers are located and/or use servers in countries outside the EU and the EEA for which the European Commission has established by decision an adequate level of data protection.

Our service providers are located and/or use servers in countries outside the EU and the EEA. For these countries there is no adequacy decision by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

LinkedIn is provided by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ("LinkedIn"). The information LinkedIn automatically collects about your use of our online presence on LinkedIn is generally sent to a server at LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA and stored there.

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: USA.

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Until certification by our service providers, the data transfer continues to be based on this basis: standard data protection clauses of the European Commission.

Xing is provided by New Work SE, Dammtorstraße 30, 20354 Hamburg.

10. Voucher offers of Sovendus GmbH

In order to select a currently interesting voucher offer for you, we will transmit your pseudonymised hash value of your e-mail address and your IP-address in encrypted form to Sovendus GmbH, Hermann-Veit-Str. 6, D-76135 Karlsruhe (Sovendus) (Art. 6 par. 1 f GDPR). The pseudonymised hash value of your e-mail address is used to consider a possibly existing objection to receive offers from Sovendus (Art. 21 par.3, Art. 6 par. 1 c GDPR). The IP-address will be exclusively used for data security purposes and as a rule the same will be anonymised after seven days (Art. 6 Abs.1 f DSGVO). Furthermore, we will transmit order number, order value with currency, session ID, coupon code, and time stamp in pseudonymised form to Sovendus for billing purposes (Art. 6 Abs.1 f DSGVO). If you are interested in a voucher offer of Sovendus, while there is no objection existing to receive such offers, and if you click on the voucher banner, we will transmit your form of address, name, postal code,

country and e-mail address in encrypted form to Sovendus to prepare a voucher (Art. 6 par. 1 b, f GDPR). You will find further information about the processing of your data by Sovendus in their Online Data Protection Notice at https://www.sovendus.com/en/privacy_policy/.

11. Hakuna Product Protection

When you take out your insurance cover, we provide Hakuna with your personal data required for the execution of the contract as part of the checkout (application data). Hakuna processes this data insofar as this is necessary for the conclusion and execution of the insurance contract. In addition, actuarial data such as customer number, sum insured, insurance period and premium (contract data) and, if necessary, bank data, invoices, information from a third party (e.g. a repair service provider) and your information about the damage (benefit data) are processed and stored.

The processing takes place to provide your insurance cover in accordance with Article 6 (1) (b) GDPR on the basis of your consent in accordance with Article 6 (1) (a) GDPR. Hakuna also processes your data in order to protect the legitimate interests of Hakuna or third parties (e.g. to ensure IT security, prevention of criminal offenses) in accordance with Article 6 (1) (f) GDPR or to comply with legal obligations (e.g. supervisory requirements, storage obligations) in accordance with Article 6 Paragraph 1 lit. c GDPR.

12. Contact options and your rights

12.1 Your rights

Being the data subject, you have the following rights according to:

- art. 15 GDPR, the right to obtain information about your personal data which we process, within the scope described therein;
- art. 16 GDPR, the right to immediately demand rectification of incorrect or completion of your personal data stored by us;
- art. 17 GDPR, the right to request erasure of your personal data stored with us, unless further processing is required
 - to exercise the right of freedom of expression and information;
 - or compliance with a legal obligation;
 - for reasons of public interest or
 - for establishing, exercising or defending legal claims;
- art. 18 GDPR, the right to request restriction of processing of your personal data, insofar as
 - the accuracy of the data is contested by you;
 - the processing is unlawful, but you refuse their erasure;
 - we no longer need the data, but you need it to establish, exercise or defend legal claims, or
 - you have lodged an objection to the processing in accordance with art. 21 GDPR;
- art. 20 GDPR, the right to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or to request its transmission to another controller;

- art. 77 GDPR, the right to complain to a supervisory authority. As a rule, you can contact the supervisory authority at your habitual place of residence or workplace or at our company headquarters.

Right to object

If we process personal data as described above to protect our legitimate interests that are overriding in the process of balancing of interests, you may object to such data processing with future effect. If your data are processed for direct marketing purposes, you may exercise this right at any time as described above. If your data are processed for other purposes, you have the right to object only on grounds relating to your particular situation.

After you have exercised your right to object, we will no longer process your personal data for such purposes unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

This does not apply to the processing of personal data for direct marketing purposes. In such a case we will no longer process your personal data for such purposes.

12.2 Contact options

If you have any questions about how we collect, process or use your personal data, want to enquire about, correct, block or delete your data, or withdraw any consents you have given, or opt-out of any particular data use, please contact our data protection officer:

Data Protection Officer:

uhrcenter / Esters GmbH, Datenschutzbeauftragter, Wolf-Hirth-Str. 35, 71034 Böblingen, Germany,
datenschutz@uhrcenter.de