

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. 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.

Our service providers are located in these countries: USA

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 adopted by the European Commission.

2. Data collection and use for processing the contract, establishing contact and for opening a customer account

We collect personal data that you voluntarily submit to us when you place an order or contact us (e.g. via contact form or by email). Mandatory fields are marked as such because we absolutely need those data to perform the contract or process your contact request and you would otherwise not be able to complete your order or send the contact request. It is evident in each input form what data are collected. We use the data that you disclose to us to perform the contract and process your enquiries according to Art. 6 (1) (b) GDPR.

As far as you have given your consent according to Art. 6 (1) (a) GDPR by creating Your customer account, we use your data for the purpose of opening the customer account. You will find further

information on the processing of your data, in particular on forwarding the data to our service providers for the purpose of order and shipping processing, in the following sections of this privacy policy. Upon contract completion, any further processing of your data will be restricted, and your data will be deleted upon expiry of any retention period applicable under relevant regulations according to Art. 6 (1) lit. c) GDPR, unless you expressly agree to the further use of your data according to Art. 6 (1) lit. a) GDPR or we reserve the right to otherwise use your personal data in the scope and manner permitted by law, of which we inform you in this privacy policy. Your customer account can be deleted at any time. For this purpose you can either send a message to the contact option specified in this privacy policy or use the relevant function available in the customer account.

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: payment service providers

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 advertising upon subscription to the newsletter

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 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.

5.3 Sending review requests by e-mail

If you have given us your explicit consent to do so during or after placing your order in accordance with Art. 6 (1) (a) GDPR, we will use your e-mail address to request an review of your order via the review system we use. This consent can be withdrawn at any time by sending a message to the contact option described in this privacy policy or via a link provided for this purpose in the review request.

The review requests may also be sent by our service providers on the basis of processing on our behalf. 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). 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 the contents of the shopping basket). This serves to safeguard our legitimate interests in an optimised presentation of our offer in accordance with Art. 6 (1) (f) GDPR 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.

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 or by clicking on the following link: <https://www.uhrcenter.de/en/conditions/cookies.htm>. If cookies are not accepted, the functionality of our website may be limited.

6.2 Cookiebot Consent Management Plattform

On our website we use Cookiebot to inform you about 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) 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 Cookiebot is an offer from Cybot A/S, Havnegade 39, 1058 Copenhagen, Denmark, which processes your data on our behalf.

After submitting your cookie declaration on our website, Cookiebot's web server stores your anonymized IP address, the date and time of your declaration, browser information, the URL from which the declaration was sent, information about your consent behaviour and an anonymous random key. In addition, a "CookieConsent" cookie is used, which contains information about your consent behaviour and the key. Your data will be deleted after twelve months, 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 for other purposes that are legally permitted and about which we inform you in this privacy policy.

7. Use of cookies and other technologies for web analytics and advertising purposes

If you have given your consent in accordance with Art. 6 (1) (a) GDPR, we use the following cookies and other third-party technologies on our website. 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 legal basis for data processing 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.

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. There is no adequacy decision with respect to the USA by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission. If your IP address is collected using Google technologies, it will be shortened by activating IP anonymisation before being stored on Google's servers. Only in exceptional cases will the full IP address be transferred to a Google server and shortened 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](#).

Google Analytics

For the purpose of website analytics, 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 can be used for this purpose. Your IP address will not be merged with other data from Google. The data processing is based on a data processing agreement with 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.

8. Integration of the Trusted Shops Trustbadge

This is necessary to safeguard our legitimate prevailing interests in an optimal marketing by ensuring the safety of your purchase according to Article 6 (1) f GDPR. The Trustbadge and the services advertised with it are an offer of the Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne, Germany. The Trustbadge is made available by a CDN provider (Content-Delivery-Network) as part of order processing. The Trusted Shops GmbH uses also service provider from the USA. An adequate level of data protection is guaranteed. Further information to the data security of the Trusted Shops GmbH can be found [here](#).

When the Trustbadge is called up, the web server automatically saves a server log file which contains, for example, your IP address, the date and time of the call, the amount of data transferred and the requesting provider (access data) and documents the call. Individual access data are stored in a security database for the analysis of security problems. The log files are automatically deleted 90 days after creation at the latest.

Further personal data will be transferred to Trusted Shops GmbH if you decide to use Trusted Shops products after completing an order or have already registered for use. The contractual agreement made between you and Trusted Shops applies. For this purpose personal data is automatically collected from the order data. Whether or not you are already registered as a Trusted Shops customer is automatically checked by means of a neutral parameter, the e-mail address hashed by cryptological one-way function. The e-mail address is converted to this hash value, which cannot be decrypted by

Trusted Shops before it is transmitted. After checking for a match, the parameter is deleted automatically.

This is necessary for the fulfillment of our and Trusted Shops' legitimate prevailing interests in the provision of the buyer protection linked to the specific order and the transactional review services in accordance with Art. 6 para. 1 s. 1 lit. f GDPR. Further details, including your right to object, can be found in the Trusted Shops Privacy Policy linked above and within the Trustbadge.

The Trusted Shops Trustbadge is integrated on this website to display our Trusted Shops Trustmark and the collected reviews as well as to offer Trusted Shops products to buyers after an order.

9. Social Media

Our online presence on Facebook, Twitter, YouTube, Instagram, 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 is provided by Facebook Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland (hereafter "Facebook Ireland") The information automatically collected by Facebook Ireland about your use of our online presence on Facebook is usually transferred to a server of Facebook, Inc, 1601 Willow Road, Menlo Park, California 94025, USA and stored there. There is no adequacy decision for the United States by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission. 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](#).

Twitter is provided by Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland ("Twitter"). The information automatically collected by Twitter 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. There is no adequacy decision for the United States by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission.

Instagram is provided by Facebook Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland (hereafter "Facebook Ireland") The information automatically collected by Facebook Ireland about your use of our online presence on Instagram is typically transferred to and stored on a server at Facebook, Inc, 1601 Willow Road, Menlo Park, California 94025, USA. There is no adequacy decision for the United States by the European Commission. Our cooperation is based on standard data protection clauses adopted by the European Commission. 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](#).

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. There is no adequacy decision for the United States 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. There is no adequacy decision for the United States 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. There is no adequacy decision for the United States by the European Commission. Our cooperation is based on standard data protection clauses adopted by 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. Contact possibilities and 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.

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

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.