

Name and address of responsible entity

The person responsible within the meaning of General Data Protection Regulation and other national data protection laws of the member states as well as other data protection regulations is:

Sachsen Fahnen GmbH & Co. KG/Vispronet®
Am Wiesengrund 2
01917 Kamenz
Germany

Telephone: +49 (0) 3578 359-0

We are pleased that you are interested in our online shop. Protecting your privacy is very important to us. Below we inform you in detail about the handling of your data. Vispronet® takes protection of personal data very seriously. Compliance with legislation and other legal requirements is a matter of implicitness for Vispronet®. Vispronet® has therefore taken technical and organizational measures to ensure that the data protection regulations are observed and complied with both by Vispronet® and by the third parties used to fulfill the contract.

You can visit our website without providing any personal information.

If you use this website, various personal data will be collected. Personal data is data with which you can be personally identified. This data protection declaration explains what data we collect and what we use it for. It also explains how and for what purpose this happens.

We would like to point out that data transmission in the Internet (e.g. when communicating by e-mail) can have security gaps. A complete protection of the data against access by third parties is not possible.

Data collection on our website

Some of the information we collect on our website is provided by you. For example, your data is recorded as part of the ordering process or by entering it in a contact form. We use this data exclusively to process your inquiry or order.

Furthermore, technical data is automatically recorded when you visit our website, such as the internet browser used, the operating system and the time the page was accessed. This data is primarily used to ensure error-free provision of the website and to identify and correct technical problems.

Another purpose of data collection on our website is the analysis of user behavior. This is information that we gain from the technical data, such as the duration of the visit on our website, the pages visited or the frequency of visits. This data helps us to improve our website and our offers and to tailor them to the needs of our customers.

The data you enter in the contact form will remain with us until you ask us to delete it, revoke your consent to storage or the purpose for data storage no longer applies (e.g. after your request has been processed). Mandatory legal provisions - in particular retention periods - remain unaffected.

Storage of access data in server log files

When you access our website, information of general nature is automatically recorded and stored in the server log files.

This includes information such as the type of web browser and its version, the operating system used, the website from which you came to our website (so-called referrer), the domain name of your Internet service provider, the date and time of access and the IP address.

This information is technically necessary in order to deliver the content of our website correctly and to ensure the functionality of our information technology systems and our website. We use this anonymous data and information exclusively for statistical evaluation in order to optimize our website and the technology behind it. The anonymous data of the server log files are stored separately from all personal data entered by an affected person.

The storage and evaluation of this access data serves to protect our legitimate interests in a correct presentation of our offer and a trouble-free operation of the website in accordance with Article 6 Paragraph 1 Clause 1 Letter f GDPR.

Data collection and use for contract processing and when opening a customer account

When you place an order or contact us on our website, personal data is collected that you provide voluntarily. The respective input forms show which data must be collected in order to process your order or inquiry. Mandatory fields are marked accordingly. Ordering or contacting is not possible without this information. We use the data you provide in accordance with Article 6 Paragraph 1 Sentence 1 Letter b GDPR to process the contract and your inquiries. After the conclusion of the contract or the deletion of your customer account, your data will be restricted for further processing and deleted after the tax and commercial law retention periods have expired, unless you have expressly consented to further use of your data or we are legally obliged to store the data. You can have your customer account deleted at any time by sending a message to the contact option described below.

Contact form requests

If you send us inquiries via the contact form, your details from the inquiry form, including the contact details you provided there, will be stored by us for the purpose of processing the inquiry and in the event of follow-up questions. We treat your data confidentially and do not pass it on without your consent.

The data entered in the contact form is processed exclusively on the basis of your consent in accordance with Article 6 Paragraph 1 lit. a of the General Data Protection Regulation (GDPR). You can revoke this consent at any time. An informal message by e-mail to us is sufficient. The legality of the data processing that took place up until the revocation remains unaffected by the revocation.

The data you enter in the contact form will remain with us until you ask us to delete it, revoke your consent to storage or the purpose for data storage no longer applies (e.g. after your request has been processed). Mandatory legal provisions - in particular retention periods - remain unaffected.

Inquiries by e-mail or phone

If you contact us by e-mail or telephone, your personal data (name, request) will be stored and processed by us for the purpose of processing your request. We do not pass this data on to third parties without your consent.

Your data will be processed on the basis of Article 6 (1) (b) GDPR if your request is related to the fulfillment of a contract or is necessary to carry out pre-contractual measures. In all other cases, processing takes place on the basis of your consent (Art. 6 Para. 1 lit. a GDPR) and/or on the basis of our legitimate interest (Art. 6 Para. 1 lit. f GDPR), since we have a legitimate interest in the effective processing of requests addressed to us.

Data transmission for the fulfillment of the contract

In order to process your order and to deliver the goods you have purchased, we must pass on your personal data to the shipping company commissioned. This is only done to the extent necessary and to fulfill our contractual obligations. Depending on which payment service provider you select in the ordering process, we transmit the payment data collected for this purpose to the bank commissioned with the payment and, if necessary, to the payment service provider commissioned by us or the selected payment service. Some payment service providers collect this data themselves when you create an account there. In this case, you must log in to the payment service provider with your access data during the ordering process. The data protection declaration of the respective payment service provider applies in this case.

The legal basis for processing of your data is Article 6 Paragraph 1 lit. b GDPR, which allows the processing of personal data to fulfill a contract or pre-contractual measures. The same applies to the transfer of your data to our manufacturers or wholesalers if they take over the shipment of the goods for us (drop shipping).

Use of data when registering for e-mail newsletter

If you register for the newsletter offered on our website, we need an e-mail address from you as well as information that enables us to verify that you are the owner of the e-mail address provided and that you agree to receiving the newsletter. Further data is not collected or only collected on a voluntary basis.

The processing of the data entered in the newsletter registration form takes place exclusively on the basis of your consent in accordance with Article 6 (1) (a) GDPR. You can revoke your consent to the storage of the data, the e-mail address and their use for sending the newsletter at any time, for example via the „Unsubscribe“ link in the newsletter or via the unsubscribe form at [/dsenhancednewsletter/subscriber/unsubscribe/](https://www.vispronet.de/dsenhancednewsletter/subscriber/unsubscribe/).

Use of data for postal advertising and your right to object

We use your data that we have received from you as part of a contractual relationship, such as your first and last name, your postal address, your title, academic degree and your job, industry or business title, to provide you with interesting offers and information about our products to be sent by post. We store this data in summarized lists and use them exclusively for our own advertising purposes.

You have the right to object to this use of your data at any time. Please send us a message to the contact option described below. We will then delete your data immediately and will no longer contact you for advertising purposes.

This use of data serves to protect our overriding legitimate interests in advertising to our customers in accordance with Article 6 Paragraph 1 Sentence 1 lit. f GDPR. We ensure that your data is always treated in accordance with the applicable data protection regulations and rely on secure storage and responsible use.

If you have any questions about this use of data, please do not hesitate to get in touch using our contact option below.

Comments and discussions on the blog

If you leave a post/comment or an evaluation on the Vispronet® blog (<https://www.vispronet.de/blog/>), your IP address will be saved. This is based on our legitimate interests within the meaning of Article 6 (1) (f) GDPR and serves our security as a website operator. As the operator, we are obliged to protect ourselves against illegal comments and contributions on our platform and to ensure that the author can be identified if necessary.

To post a comment, you must provide a valid e-mail address, name, and if applicable, a valid website link. Your e-mail address and personal data will not be published or passed on to third parties.

We reserve the right to delete comments with threats or insults, advertising or illegal content, obvious backlink comments (especially SPAM) with irrelevant context or invalid e-mail addresses and, if necessary, to exclude the user from further use. The use of our comment function for commercial purposes is prohibited. By submitting the comment, you grant Sachsen Fahnen GmbH & Co. KG/Vispronet® an unlimited right of use for publication on our blog.

Use of cookies

Cookies that are required for the electronic communication process or that provide certain functions you want are stored in accordance with Article 6 (1) (f) GDPR. As the operator of this website, we have a legitimate interest in using cookies to provide our services in a technically error-free and optimized manner. Other cookies, such as cookies for analyzing your surfing behavior, are treated separately in this data protection declaration. Cookies are small text files that are stored on your end device. Some of the cookies we use are automatically deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain stored on your end device and enable us to recognize your browser during your next visit (persistent cookies).

You can configure your browser so that you are informed about the setting of cookies and can decide individually whether to accept them, or exclude cookies for specific cases or in general. The management of cookie settings differs depending on the browser. You can find information on this in the help menu of your browser, which explains how you can change your cookie settings. Please refer to the cookie settings of your web browser for how long cookies are stored.

These can be found for the respective browsers under the following links:

Internet Explorer™: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>

Safari™: <https://support.apple.com/de-de/guide/safari/sfri11471/12.0/mac/10.14>

Chrome™: <https://support.google.com/chrome/answer/95647?hl=de&hlrm=en>

Firefox™: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Opera™: <https://help.opera.com/de/latest/web-preferences/#cookies>

If cookies are not accepted, the functionality of our website may be restricted.

As part of the use of Google Analytics (see below), this website also uses the so-called DoubleClick cookie, which is used to recognize your browser when you visit other websites. This is done in order to protect our legitimate interests in optimal marketing of our website in accordance with Article 6 Paragraph 1 Sentence 1 lit. f GDPR. The information automatically generated by the cookie about your visit to this website is usually transmitted to a Google server in the USA and stored there. However, the IP address will be shortened beforehand within the member states of the European Union or in other contracting states of the Agreement on the European Economic Area by activating IP anonymization on this website. Only in exceptional cases will the full IP address be sent to a Google server in the USA and shortened there. The anonymized IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Google uses this information to create reports on website activity and to provide other services related to website use. This serves to protect our legitimate interests in optimal marketing of our website in accordance with Article 6 Paragraph 1 Sentence 1 lit. f GDPR. Google can also pass this information on to third parties if this is required by law or if third parties process this data on behalf of Google. After the purpose and end of our use of Google DoubleClick, the data collected in connection with this will be deleted.

Google DoubleClick is an offer from Google Ireland Limited, a company incorporated and operated under Irish law with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland (www.google.com). Insofar as information is transferred to Google servers in the USA and stored there, the American company Google LLC is certified in accordance with the EU-US Privacy Shield. A current certificate can be viewed [here](#). For companies that are certified according to the Privacy Shield, an appropriate level of data protection has been determined based on the agreements between the USA and the European Commission and Switzerland.

You can disable the DoubleClick cookie via this [link](#). You can also find out more about the setting of cookies and make settings at the [Digital Advertising Alliance](#). Finally, you can set your browser so that you are informed about the setting of cookies and decide individually whether to accept them or exclude the acceptance of cookies for certain cases or in general. Please note that if cookies are not accepted, the functionality of our website may be restricted.

You can disable the DoubleClick cookie via this [link](#). You can also find out more about the setting of cookies and make settings at the [Digital Advertising Alliance](#). Finally, you can set your browser so that you are informed about the setting of cookies and decide individually whether to accept them or exclude the acceptance of cookies for certain cases or in general. Please note that if cookies are not accepted, the functionality of our website may be restricted.

Use of Google Services

Our website utilises Google services. You can access all relevant information and the applicable data protection regulations of Google at <https://business.safety.google/privacy>.

Use of Google Tag Manager

We use the Google Tag Manager. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

The Google Tag Manager is a tool that we can use to integrate tracking or statistical tools and other technologies on our website. The Google Tag Manager itself does not

create any user profiles, does not save any cookies and does not carry out any independent analyses. It is only used for the administration and display of the tools integrated via it. However, the Google Tag Manager records your IP address, which can also be transmitted to Google's parent company in the United States.

The Google Tag Manager is used on the basis of Article 6 (1) (f) GDPR. The website operator has a legitimate interest in the quick and easy integration and management of various tools on its website. If a corresponding consent has been requested, the processing takes place exclusively on the basis of Article 6 (1) (a) GDPR; the consent can be revoked at any time.

Use of Google Analytics 4

This website uses Google Analytics 4, a service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland („Google“), with which the use of websites can be analysed.

When using Google Analytics 4, so-called „cookies“ are used by default. Cookies are text files that are stored on your end device and enable an analysis of your use of a website. The information collected by cookies about your use of the website (including the IP address transmitted by your device and shortened by the last few digits, see below) is usually transmitted to a Google server and stored and processed there. This may also result in information being transmitted to the servers of Google LLC based in the USA, where the information may be processed further.

When using Google Analytics 4, the IP address transmitted by your end device when you use the website is automatically collected and processed in an anonymous manner, so that a direct personal reference to the information collected is excluded. This automatic anonymization is done by shortening the last digits of the IP address transmitted by your end device by Google within member states of the European Union (EU) or other contracting states of the Agreement on the European Economic Area (EEA).

On our behalf, Google uses this and other information to evaluate your use of the website, to compile reports on your website activities or usage behavior and to provide us with other services related to your website and internet usage. The shortened IP address transmitted by your end device as part of Google Analytics 4 is not merged with other Google data. The data recorded as part of the use of Google Analytics 4 is kept for 2 months and then deleted.

Google Analytics 4 enables a special function, the so-called „demographic characteristics“, to also generate statistics with statements about the age, gender and interests of website users based on an evaluation of interest-based advertising and using third-party information. This makes it possible to determine and differentiate between groups of users of the website for the purpose of target group-optimized alignment of marketing measures. However, data collected via the „demographic characteristics“ cannot be assigned to a specific person and therefore not to you personally. This data collected via the „demographic characteristics“ function is kept for two months and then deleted.

All of the processing described above, in particular the setting of Google Analytics cookies for storing and reading information on the device you use to use the website, will only take place if you have given us permission to do so in accordance with Art. 6 Para. 1 lit. a GDPR have given your express consent. Without your consent, Google Analytics 4 will not be used while you are using the website. You can revoke the consent you have given at any time with effect for the future. To exercise your revocation, please deactivate this service using the „Cookie Consent Tool“ provided on the website.

In connection with this website, the Google Signals service is also used as an extension of Google Analytics 4. With Google Signals we can have cross-device reports (reports) created by Google (so-called „cross device tracking“). If you have activated „personalized ads“ in your settings in your Google account and have linked your internet-enabled devices to your Google account, Google can monitor usage behavior when you give your consent to the use of Google Analytics 4 in accordance with Art. 6 Para. 1 lit. a GDPR analyze across devices and create database models based on this. The logins and device types of all website users who were logged into a Google account and made a conversion are taken into account. The data shows, among other things, on which end device you clicked on an ad for the first time and on which end device the conversion took place. We do not receive any personal data from Google, only statistics based on Google Signals. You have the option of deactivating the „Personalized ads“ function in the settings of your Google account and thus switching off the cross-device analysis in connection with Google Signals. To do this, follow the instructions on this page: <https://support.google.com/ads/answer/2662922?hl=de>

Further information on Google Signals can be found under the following link: <https://support.google.com/analytics/answer/7532985?hl=de>

We have concluded a so-called order processing contract with Google for our use of Google Analytics 4, which obliges Google to protect the data of our website users and not to pass it on to third parties.

To ensure compliance with the European level of data protection, even when data is transferred from the EU or the EEA to the USA and possible further processing there, Google relies on the so-called standard contractual clauses of the European Commission, which we have contractually agreed with Google.

You can find further legal information on Google Analytics 4, including a copy of the aforementioned Standard Contractual Clauses, under the following link: <https://policies.google.com/privacy?hl=de&gl=de>

Details on the processing triggered by Google Analytics 4 and how Google handles data from websites can be found here: <https://policies.google.com/technologies/partner-sites>

Google Ads Remarketing and Google Ads Conversion Tracking

We use Google Ads to advertise this website in Google search results and on third-party websites. For this purpose, when you visit our website, the so-called remarketing cookie is set by Google, which automatically enables interest-based advertising using a pseudonymous cookie ID and based on the pages you visit. This serves to safeguard our overriding legitimate interests in optimal marketing of our website in accordance with Article 6 Paragraph 1 Sentence 1 lit. f GDPR. After the end of the use of Google Ads Remarketing by us, the data collected in this context will be deleted.

Extended data processing only takes place if you have given Google permission to link your web and app browsing history to your Google account and to use information from your Google account to personalize ads that are displayed to you on the web. If you are logged in to Google while visiting our website, Google uses your data in connection with Google Analytics data to carry out cross-device remarketing and to create target group lists. Your personal data is temporarily linked to Google Analytics data in order to define target groups.

Google Ads is an offer from Google Ireland Limited, a company incorporated and operated under Irish law with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland (www.google.com). Insofar as information is transferred to Google servers in the USA and stored there, the American company Google LLC is certified under the EU-US Privacy Shield.

A current certificate can be viewed [here](#). Based on this agreement between the USA and the European Commission, the latter has established an adequate level of data protection for companies certified under the Privacy Shield.

You can disable the remarketing cookie via this [link](#). You can also find out more about the setting of cookies from the [Digital Advertising Alliance](#) and set settings for this.

As part of Google Ads, we use so-called conversion tracking. When you click on an ad served by Google, a conversion tracking cookie is set. Cookies are small text files that the internet browser stores on the user's computer. These cookies lose their validity after 30 days and are not used to personally identify users. If the user visits certain pages of this website and the cookie has not yet expired, we and Google can recognize that the user clicked on the ad and was redirected to this page. Each Google Ads customer receives a different cookie. The cookies cannot be tracked through the websites of AdWords advertisers. The information obtained using the conversion cookie is used to create conversion statistics for AdWords customers who have opted for conversion tracking. Customers find out the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they do not receive any information with which users can be personally identified. If you do not wish to participate in the tracking, you can object to this use by easily deactivating the Google conversion tracking cookie in your internet browser under user settings. You will then not be included in the conversion tracking statistics.

„Conversion cookies“ are stored on the basis of Article 6 (1) (f) GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising. You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when the browser is closed. If cookies are deactivated, the functionality of this website may be restricted.

Use of Google ReCaptcha for bot protection

To avoid spam, our website uses „ReCaptcha“ from Google Inc. This service is used to check whether data is entered by an automated program (bot) or by a human. Already saved Google cookies, previous browser interactions, the time spent on the website, and the number of mouse movements and keystrokes are monitored. Personal data such as IP address, date and time, geographic location, screenshot of the browser window, referrer URL, browser plugins, information about the operating system, cookies and settings of the user device are then forwarded for evaluation.

These cookies are stored on the basis of Article 6 (1) sentence 1 lit. f GDPR. The website operator has a legitimate interest in using ReCaptcha to avoid spam and thus ensure that the website can be used without frustration.

YouTube-Komponenten mit erweitertem Datenschutzmodus

On our website we use components (videos) from YouTube, LLC 901 Cherry Ave., 94066 San Bruno, CA, USA, a company of Google Inc., Amphitheater Parkway, Mountain View, CA 94043, USA.

We use the provider's so-called "extended data protection mode" to embed videos. A cookie is only stored on your computer when the video is played. However, according to YouTube, no personal cookie information is stored for playback of embedded videos with enhanced data protection. If you want to be sure that no data about you is stored on YouTube, do not click on the embedded videos. YouTube is used in the interest of an attractive presentation of our online offers. This represents a legitimate interest within the meaning of Article 6 (1) (f) GDPR. You can find further information on the handling of user data in YouTube's data protection declaration at:

<https://policies.google.com/privacy>

Bing Ads

This website uses Bing Ads, a Microsoft Corporation („Microsoft“) program using Universal Event Tracking (UET) to implement remarketing and conversion tracking. This is a service provided by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA.

A cookie is set on your computer if you have accessed our website via Bing or Yahoo. In this text file, information on the use of our website, i.e. the pages you have accessed, is stored by Bing Ads for 180 days and then deleted. This information includes, among other things, the URL of the page visited, the URL of the referring page and your IP address. By using the remarketing function, we can make you offers that are specially tailored to you when you later search using one of the search engines mentioned above.

If you do not agree to the collection of information, you can deactivate the setting of cookies via the settings of your Internet browser.

You can disable this behavior at <http://choice.microsoft.com/de-de/opt-out>.

By using the Network Advertising Initiative (NAI) consumer deactivation page <http://www.networkadvertising.org/choices/> you can check which of the participating sites set cookies in your browser and deactivate them. You can access Microsoft's data protection conditions for handling collected data under the following link:

<https://privacy.microsoft.com/de-de/privacystatement/>.

You can find more information about Bing's analysis services on the Bing Ads website (<https://help.bingads.microsoft.com/#apex/3/de/53056/2>).

„Conversion cookies“ are stored on the basis of Article 6 (1) (f) GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising..

Freshchat

Our website uses the Freshchat service to provide our customers with a live chat option. Freshchat is an offer from Freshworks Inc., 1250 Bayhill Drive, Suite 315, San Bruno, CA 94066, USA.

If you use our live chat, the data you enter will be transmitted to Freshchat and stored there. This information typically includes your name and email address, as well as the messages you send via chat. The data will only be used to process your inquiries and for statistical purposes.

Freshchat uses cookies to enable the chat functionality. These cookies are stored on your computer and allow the chat to be resumed if you leave it and reopen it later. You can deactivate the use of cookies at any time via your browser settings.

Freshchat is used on the basis of Article 6 (1) (f) GDPR. Our legitimate interest is to be able to offer you a quick and uncomplicated way of communicating via our live chat.

For more information on Freshchat's privacy policy, see Freshworks' privacy policy at: <https://www.freshworks.com/privacy/>

WhatsApp

For the purpose of customer communication, we use the live chat tool from WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland („WhatsApp“). This serves to safeguard our overriding legitimate interests in effective and improved customer communication in accordance with Article 6 Paragraph 1 Sentence 1 lit. f GDPR. WhatsApp works for us on our behalf. The phone numbers we store on our mobile device are automatically processed on servers of Meta Platforms, Inc., 1 Hacker Way, Menlo Park, California 94025, USA. Only telephone numbers of customers who have previously contacted us via WhatsApp and have therefore already accepted WhatsApp's terms of use and data protection are saved. The European Commission has not issued an adequacy decision for the USA. Our cooperation is based on standard data protection clauses of the European Commission.

Integration des Trusted Shops Trustbadge

The Trusted Shops Trustbadge is integrated on this website to display our Trusted Shops seal of approval and any reviews collected, as well as to offer Trusted Shops products to buyers after an order. This serves to safeguard our overriding legitimate interests in optimal marketing by enabling secure shopping in accordance with Article 6 Paragraph 1 Sentence 1 lit. f GDPR. The Trustbadge and the services advertised with it are offered by Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne. The Trustbadge is provided as part of an order processing by a CDN provider (Content Delivery Network). Trusted Shops GmbH also uses service providers from the USA. An appropriate level of data protection is ensured. Further information on data protection at Trusted Shops GmbH can be found [here](#).

When the Trustbadge is called up, the web server automatically saves a so-called server log file, which also contains your IP address, date and time of the call, amount of data transferred and the requesting provider (access data) and documents the call. Individual access data is stored in a security database for analysis of security issues. The log files are automatically deleted no later than 90 days after creation.

Further personal data is transferred to Trusted Shops GmbH if you decide to use Trusted Shops products after completing an order or have already registered to use them. The contractual agreement made between you and Trusted Shops applies. For this purpose, personal data is automatically collected from the order data. Whether you are already registered as a buyer to use the product is automatically checked using a neutral parameter, the e-mail address hashed using a one-way cryptographic function. Before it is sent, the e-mail address is converted into this hash value, which Trusted Shops cannot decrypt. After checking for a match, the parameter is automatically deleted.

This is necessary for the fulfillment of our and Trusted Shops' overriding legitimate interests in the provision of the buyer protection linked to the specific order and the transactional evaluation services in accordance with Article 6 (1) sentence 1 lit. f GDPR. Further details, including objections, can be found in the Trusted Shops data protection declaration linked above and in the Trustbadge.

Rating reminders by e-mail

If you have given us your express consent to this during or after your order by activating a corresponding checkbox or by clicking a button provided for this purpose, we will use your e-mail address to request you to submit an evaluation of your order via our website rating system used. This consent can be revoked at any time by sending a message to the contact option described below.

Payments by VISA, MASTERCARD, Maestro and immediate transfer

When paying by Mastercard, VISA and Maestocard as well as with immediate transfer, Vispronet® uses a payment service provider to process your payment data, which takes over the processing of the payment for orders. Vispronet® itself does not process any payment information, such as account information or credit card data on its own systems. The payment service provider is Computop Wirtschaftsinformatik GmbH, Schwarzenbergstr. 4, 96050 Bamberg. Computop is certified according to the „Payment Card Industry (PCI) Data Security Standard“ of the credit card companies. After you have placed an order that is subject to a fee, we give Computop the following information for the purpose of executing and processing the contract concluded with you: invoice amount, name, address, e-mail address, credit card number, cardholder, expiry date, CSV, individual items in the order and unit price of the item. More information on data protection at Computop is available at <https://computop.com/uk/data-protection>

Your data is transmitted to Computop on the basis of Art. 6 Para. 1 lit. a GDPR (consent) and Art. 6 Para. 1 lit. b GDPR (processing to fulfill a contract).

Payment by PayPal

If you decide to pay with the online payment service PayPal during the ordering process, your contact details will be sent to PayPal (Europe) S.à.r.l. & Cie. S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg. The transfer takes place in accordance with Art. 6 Para. 1 lit. b GDPR and only to the extent that this is necessary for payment processing.

PayPal reserves the right to carry out a credit check for the payment methods credit card via PayPal, direct debit via PayPal or - if offered - „purchase on account“ or „payment in installments“ via PayPal. For this purpose, your payment data may be passed on to credit agencies in accordance with Article 6 (1) (f) GDPR on the basis of PayPal's legitimate interest in determining your solvency. PayPal uses the result of the credit check in relation to the statistical probability of non-payment for the purpose of deciding whether to provide the respective payment method. The credit report can contain probability values (so-called score values). As far as score values are included in the result of the credit report, they are based on a scientifically recognized mathematical-statistical process. Among other things, but not exclusively, address data is included in the calculation of the score values. Further data protection information, including information on the credit agencies used, can be found in PayPal's data protection declaration: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

You can object to this processing of your data at any time by sending a message to PayPal. However, PayPal may still be entitled to process your personal data if this is necessary for contractual payment processing.

Payment method Klarna purchase on account and Klarna direct debit

In cooperation with [Klarna Bank AB \(publ\)](#), Sveavägen 46, 111 34 Stockholm, Sweden, we offer the following payment options. Payment in each case is made to Klarna:

- Invoice: The payment period is 30 days from the dispatch of the goods. The billing conditions can be found [here](#).
- Direct debit: The debit takes place after the goods have been dispatched. You will be informed of the time by email.

The use of the payment methods invoice and direct debit requires a positive credit check. Further information and Klarna's user conditions can be found [here](#). Your personal data will be treated by Klarna in accordance with the applicable data protection regulations and in accordance with the information in [Klarna's data protection regulations](#).

In order to be able to offer you Klarna's payment options, we will transmit personal data, such as contact data and order data, to Klarna. In this way, Klarna can assess whether you can use the payment options offered via Klarna and adapt the payment options to your needs. General information about Klarna can be found [here](#). Your personal information will be processed in accordance with the applicable data protection regulations.

Payment in advance

If you choose one of these payment methods in our online shop, we will not collect any personal data from you that goes beyond the information required for your order.

Our online presence on social platforms and networks

Our presence on social networks and platforms serves to improve, active communication with our customers and interested parties. We provide information there about our products and current special offers. When you visit our online presence on social media, your data can be automatically collected and stored for market research and advertising purposes. So-called usage profiles are created from this data using pseudonyms. These can be used, for example, to place advertisements inside and outside the platforms that presumably correspond to your interests. Cookies are usually used on your end device for this purpose. Visitor behavior and user interests are stored in these cookies. According to Art. 6 (1) lit. f GDPR, this serves to protect our legitimate interests in an optimized presentation of our offer and effective communication with customers and interested parties. If you are asked by the respective social media platform operators for your consent to the data processing, e.g. with the help of a checkbox, the legal basis for the data processing is Article 6 Paragraph 1 lit.

Insofar as the aforementioned social media platforms are headquartered in the USA, the following applies: The European Commission has issued an adequacy decision for the USA. This goes back to the EU-US Privacy Shield. A current certificate for the respective company can be viewed [here](#).

For detailed information on the processing and use of the data by the providers on their websites, as well as a contact option and your rights in this regard and setting options to protect your privacy, in particular opt-out options, please refer to the providers' data protection notices linked below. If you still need help in this regard, you can contact us.

- Facebook: <https://www.facebook.com/about/privacy/>

The data processing takes place on the basis of an agreement between jointly responsible in accordance with Art. 26 GDPR, which you can view [here](#):

https://www.facebook.com/legal/terms/page_controller_addendum

- YouTube: <https://policies.google.com/privacy>
- Twitter: <https://twitter.com/de/privacy>
- Instagram: <https://help.instagram.com/519522125107875>
- Pinterest: <https://about.pinterest.com/de/privacy-policy>

Possibility of objection (opt-out):

- Facebook: <https://www.facebook.com/settings?tab=ads>
- YouTube: <https://adssettings.google.com/authenticated>
- Twitter: <https://twitter.com/personalization>
- Instagram: <https://help.instagram.com/519522125107875>
- Pinterest: <https://www.pinterest.de/?next=/settings/>

Right to object in special cases to data collection and to direct advertising (Art. 21 GDPR)

If the data is processed on the basis of Article 6 Paragraph 1 Letter e or f GDPR, you have the right at any time to object to the processing of your personal data for reasons that arise from your particular situation; this also applies to profiling based on these provisions. The respective legal basis on which processing is based can be found in this data protection declaration. If you object, we will no longer process your affected personal data unless we can demonstrate compelling legitimate grounds for processing that outweigh your interests, rights and freedoms or the processing serves to assert, exercise or defend legal claims (Objection according to Art. 21 Para. 1 GDPR).

If your personal data is processed in order to operate direct advertising, you have the right to object at any time to the processing of your personal data for the purpose of such advertising; this also applies to profiling insofar as it is associated with such direct advertising. If you object, your personal data will then no longer be used for direct advertising purposes (objection according to Art. 21 Para. 2 GDPR).

If you object, your personal data will no longer be used for direct marketing purposes (objection pursuant to Art. 21 Abs. 2 DSGVO).

Please direct your related requests to: dsb@sachsenfahnen.de

Your rights and contact options:

- In accordance with Art. 15 GDPR, the right to request information about your personal data processed by us to the extent specified there;
- Pursuant to Art. 16 GDPR, the right to immediately request the correction of incorrect or incomplete personal data stored by us;
- Pursuant to Art. 17 GDPR, the right to request the deletion of your personal data stored by us, unless further processing
 - to exercise the right to freedom of expression and information;
 - to fulfill a legal obligation;
 - for reasons of public interest or
 - is required to assert, exercise or defend legal claims;
- Pursuant to Art. 18 GDPR, the right to demand the restriction of the processing of your personal data, insofar as
 - the accuracy of the data is contested by you;
 - the processing is unlawful but you oppose its erasure;
 - we no longer need the data, but you need it to assert, exercise or defend legal claims or
 - you have lodged an objection to the processing in accordance with Art. 21 GDPR;
- In accordance with Art. 20 GDPR, the right to receive your personal data that you have provided to us in a structured, common and machine-readable format or to request transmission to another person responsible;
- According to Art. 77 GDPR the right to complain to a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence or work or our company headquarters.

Deletion of data

The data stored by us will be deleted as soon as it is no longer required for their intended purpose and the deletion does not conflict with any statutory storage requirements. If user data is not deleted because it is required for other, legally permissible purposes, its processing will be restricted. This means that the data will be blocked and not processed for other purposes. This applies, for example, to user data that must be retained for commercial or tax reasons.

According to legal requirements, storage is carried out for 6 years in accordance with Section 257 (1) HGB (books, inventories, opening balance sheets, annual financial statements, commercial letters, accounting documents, etc.) and for 10 years in accordance with Section 147 (1) AO (books, records, management reports, Accounting documents, commercial and business letters, documents relevant to taxation, etc.).

Right to information and contact options

You have the right to free information about the data we have stored about you and, if necessary, a right to correction, blocking or deletion of this data. If you have any questions about the collection, processing or use of your personal data, information, correction, blocking or deletion of data and revocation of any consent given or objection to a specific use of data, please contact our company data protection officer:

Datenschutzbeauftragter
 Am Wiesengrund 2
 01917 Kamenz
 Germany
 Telephone: +49 (0) 3578 359-0
 E-mail: dsb@sachsenfahnen.de

In the event of violations of data protection law, the person concerned has the right to lodge a complaint with the competent supervisory authority. The competent supervisory authority for data protection issues is the state data protection officer of the federal state in which our company is based. A list of data protection officers and their contact details can be found here: https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html.

Status of: October 2024