

GENERAL TERMS AND CONDITIONS

General terms and conditions of Online Shop moreco.com

1. SCOPE OF APPLICATION

1.1 These General terms and conditions apply to all purchases or orders made by consumers and entrepreneurs through the Online Shop moreco.com.

1.2 A consumer is any natural person who concludes a legal transaction which, to an overwhelming extent, cannot be attributed to either his commercial or independent professional activities. (Paragraph 13, German Civil Code).

1.3 An entrepreneur is a natural or legal person or a partnership having legal capacity exercising his commercial or self-employed activities when entering into a legal transaction. (Paragraph 14, German Civil Code).

1.4 All purchases and orders are governed exclusively by the following conditions. The status of the General Terms and Conditions at time of contract is valid.

1.5 If the buyer as entrepreneur (according to Paragraph 14, German Civil Code) uses any conflicting or additional General terms and conditions, the validity of those will be hereby rejected. They become part of the contract only if expressly agreed in writing. This applies in particular to counter-confirmations of the buyer with reference to his business or purchasing conditions.

1.6 The languages available for the contract are German, English and Slovak.

2. CONTRACT PARTNER

Provider of the Online Shop is moreco GmbH, Urbanstr. 71, 10967 Berlin (Germany), Phone: +49 30 / 403 645 040, E-Mail: wecare@moreco.com.

3. SAVING THE TEXT OF THE CONTRACT

We do not save the text of the contract. Your personal data and your order data can be viewed in your customer account (login area) at any time, as long as you have one.

4. CONCLUSION OF PURCHASE CONTRACT

4.1 The product descriptions and product photos in the Seller's online shop do not constitute binding offers on the part of the Seller and are not actual illustrations of the actual product but exemplify the product.

They serve the purpose of submitting a binding offer by the buyer.

4.2 The buyer can initially put our products into his shopping trolley without obligation and correct his personal entries before sending his binding order any time by using the provided and explained proofing tools during the order procedure.

4.3 The shopping trolley can be changed at any time before completing the order process via the navigation bar. Before final sending the order, the buyer has the opportunity to verify all data. Possible errors in the input are displayed; the buyer is asked to correct the respective input fields. Furthermore, the buyer has the option to interrupt the purchase at any time by leaving the web site of the Online Shop. The order is placed at the end of the online ordering process by clicking the button "Order". Immediately after the order has been sent, the receipt of order will be confirmed by e-mail.

4.4 When the contract is concluded with the seller, depends on the payment method the buyer has chosen:

PayPal: In the order process, the buyer will be redirected to the website of the online payment provider PayPal. There, the buyer can specify his payment details and confirm the payment order to PayPal. PayPal is requested by the seller after placing the order in the shop to initiate the payment transaction, thereby the seller accepts the offer of the buyer.

Payment in advance: The seller accepts the order by sending the automatically generated e-mail order confirmation in which the buyer is informed of the bank details.

Credit card: By placing the order, the buyer also transfers his credit card data. Once the buyer became a legitimate cardholder, the seller will ask the credit card company to initiate the payment transaction and accepts the offer of the buyer.

All other payment methods:

We accept your offer through the automatically generated e-mail order confirmation.

4.5. If an order cannot be accepted for any reason, we will inform the buyer immediately. If in such case any payments have been made already, the buyer shall be refunded without delay.

5. RIGHT OF REVOCATION

If the buyer is a consumer (see 1.2), he is entitled to a right of revocation in the case of a distance selling contract. The details of the right of revocation can be found in the [instructions concerning the right of revocation](#).

6. PRICES

6.1 Unless otherwise stated in the product description, prices indicated are total prices and include the statutory value-added tax. Any possible additional delivery and shipping costs are specified separately in the respective product description.

6.2 Offer prices are valid as long as stocks last or for the period specified by the trader.

6.3 In the case of a discount action organized by the dealer in the shop, the discounts do not add up, unless the terms and conditions of the promotion state otherwise.

7. TERMS OF PAYMENT

7.1 The following payment methods are available to the buyer in the shop of the seller:

Payment in advance: If you choose the advance payment as the payment method, we will give you our bank details in the e-mail order confirmation. The payment is due within 7 days.

Credit card: By placing the order you also transfer your credit card data. Following your legitimacy as a legitimate cardholder, we request your credit card company to initiate the payment transaction immediately after the order. The payment transaction is automatically performed by the credit card company and charged to your card.

PayPal

During the order process you will be redirected to the website of the online provider PayPal. In order to pay the invoice amount via PayPal, you must be registered there or first register, legitimize with your access data and confirm the payment order to us. After placing the order in the shop, we request PayPal to initiate the payment transaction. The payment transaction will be carried out automatically by PayPal immediately thereafter. More information you will get during the ordering process.

Invoicing

Buyers pay the invoice amount upon receipt of the goods and the invoice by bank transfer to the specified bank account. Moreco reserves the right to offer the purchase on invoice only after a successful credit check.

7.2 Unless otherwise specified for the respective payment methods, the payment claims arising from the contract, that has been concluded, become payable immediately.

8. DELIVERY AND SHIPPING CONDITIONS

8.1 The delivery is made on the dispatch route to the delivery address specified by the buyer, unless otherwise agreed. In addition to the stated product prices shipping costs are added. You can find out more about the amount of the shipping costs in the offers as well as in the section [Payment and Delivery Information](#).

8.2 If the shipping company sends the goods back to the seller, as a delivery to the buyer was not possible, the buyer bears the cost of unsuccessful shipping, as far as the order value for a free delivery was not reached.

8.2.1 This does not apply if the buyer is not responsible for the circumstances that led to the impossibility of delivery.

8.2.2 This does not apply if the buyer was temporarily prevented from accepting the service offered, unless the seller had announced the performance a reasonable time in advance.

8.2.3 Furthermore, this does not apply with regard to the cost of the dispatch, if the buyer exercises his right of revocation effectively. With the effective exercise of the right of revocation by the buyer, the regulation laid down in the instruction concerning right of revocation of the seller shall apply.

9. TRANSPORT DAMAGES

9.1. For the consumers:

If goods are delivered with obvious shipping damage, please complain such mistakes immediately upon delivery with the shipper and get in touch with us immediately, if possible. Failure to file a complaint or to contact us does not have any influence on your legal warranty claims and their enforcement, especially your warranty rights. However, you help us to be able to assert our own claims towards the forwarder, or transport insurance.

9.2. For the entrepreneurs:

The risk of accidental loss and accidental deterioration passes to you as soon as we give your order to carrier, forwarding agent or any other person or institution to execute the dispatch or institution otherwise responsible for carrying out the shipment. Among traders, the commercial obligation of examination and notification regulated in § 377 HGB (German Commercial Code) shall apply. If you fail to make this notification, the goods are considered approved unless this concerns a defect that was not detectable during the inspection. This does not apply if we have fraudulently concealed a defect.

10. WARRANTY

10.1. The statutory warranty regulations for consumers shall apply (see 1.2).

10.2. If the customer acts as a consumer, the warranty period for used items is one year from delivery of the item. Wear and tear and signs of usage are excluded.

10.2.1. This does not apply insofar as it relates to damages arising from injury to life, limb or health which are due to premeditated or negligent infringement of duty by moreco GmbH or to premeditated or negligent infringement of duty on the part of one of our legal representatives or vicarious agents.

10.2.2. This does not apply insofar as it concerns the liability for other damages and this is based on an intentional or grossly negligent breach of duty by the user or an intentional or grossly negligent breach of duty by its legal representative or vicarious agent.

10.3 If you place your order with us as an entrepreneur, the following applies:

10.3.1 Supplied goods shall be inspected by the buyer immediately after delivery, insofar as this is feasible in the ordinary course of business. If there is a defect, the seller must be notified immediately. If the buyer fails to make this notification, the goods are considered approved unless this concerns a defect that was not detectable during the inspection. If a defect of this type is subsequently revealed, it must be notified immediately after discovery, otherwise the goods shall be considered approved despite this defect. § 377 HGB (German Commercial Code) shall remain unaffected. The Customer is not relieved of his duty to inspect the goods even in the case of recourse on the part of the entrepreneur in accordance with § 478 German Civil Code (BGB). If in such cases, buyer does not immediately report a defect claimed by his customer, such goods shall also be deemed to have been accepted despite such defect.

10.3.2 If a defect is present, the seller is entitled to determine the type of supplementary performance (remedy), taking into account the nature of the defect and the legitimate interests of the customer. In these contracts, a supplementary performance (remedy) is considered to have failed after the third unsuccessful attempt. This subsection does not apply in the case of recourse as defined in Section 478 BGB (German Civil Code).

10.3.3 In the event of supplementary performance (remedy) in the case of defects, the seller shall only be obliged to bear the expenses required for this, in particular transport, travel, labour and material costs, as these do not increase by moving the object to a location other than the registered office or commercial establishment of the buyer to whom the delivery was made. This subsection does not apply in the case of recourse as defined in Section 478 BGB (German Civil Code).

10.3.4 The claims of the buyer including claims for damages become time-barred after one year. This does not apply in the case of recourse according to § 478 BGB (German Civil Code), this also does not apply in the cases of §§ 438 (1), (2) BGB (German Civil Code) as well as § 634a (1), (2) BGB (German Civil Code). This also does not apply to claims for damages for injury to life, limb or health or due to a grossly negligent or intentional breach of duty by the seller or his vicarious agents.

10.4 The limitation periods stated in clauses 10.2. and 10.3. do not apply to claims for damages in the case of intent or fraudulent concealment of a defect or as far as moreco has given a quality warranty for the quality of the delivery item. In addition, they do not apply to claims for damages due to material defects in cases of injury to life, body or health, claims under the Product Liability Act, in the case of grossly negligent breach or culpable breach of significant contractual duties. Significant contractual obligations are those contractual obligations whose fulfilment enables the proper execution of the contract in the first place and on whose compliance the contractual partner can regularly rely, and whose violation on the other end jeopardizes the achievement of the purpose of the contract.

10.5 Damage caused by improper or non-conforming measures of the buyer during use, connection, operation or storage shall not constitute a claim against moreco, as far as the defect is based thereon.

This applies, for example, to:

- improper use or repair / opening of products by third parties
- use of incompatible accessories (e.g. charging cable or adapter)
- moisture, fall and impact damage
- use of cut or stamped SIM cards
- If a device is bent, then automatically voids any warranty

10.6 Moreco does not assume the responsibility for the loss of data. Before submitting defective goods, the buyer must carry out a complete data backup at his own expense and at his own risk.

10.7 If a product can no longer be repaired, it will be exchanged, or a credit note will be issued, at the maximum purchase price paid, and the purchase price will be reimbursed to the buyer.

11. LIABILITY

11.1 We are always liable without limitation for claims due to damages caused by us, our legal representatives or vicarious agents as follows:

- in the event of injury to life, body or health,
- in case of intentional or grossly negligent breach of duty,
- with guarantee promise, where agreed, or
- where the scope of application of the Product Liability Act is opened.

11.2 In case of breach of essential contractual obligations, the fulfilment of which enables the proper execution of the contract and on which the contractual partner may regularly rely (cardinal obligations) by slight negligence on our part, our legal representatives or vicarious agents, the liability shall be limited to the amount foreseeable at the time of conclusion of the contract, with the appearance of which has to be taken into account. Otherwise, claims for damages are excluded.

12. RESERVATION OF TITLE

The delivered goods shall remain the property of the seller until the purchase price has been paid in full. If the buyer is in default of payment or culpably fails to fulfil any other essential contractual obligations, the seller is entitled to revoke from the contract and to demand the reserved goods or, if necessary, to require the assignment of the Buyer's claims for surrender against third parties.

13. JURISDICTION / APPLICABLE LAW

13.1 If you are an entrepreneur, the applicable law is the German law, excluding the UN Convention on Contracts for the International Sale of Goods.

13.2 If the customer is a trader registered under the German Commercial Code, a corporate body under public law or a special fund under public law, the exclusive legal venue for any dispute arising from this contract shall be our place of business.

14. CONSUMER INFORMATION DISPUTE SETTLEMENT

14.1 Dispute settlement, Art. 14 (1) ODR-regulation („OS-Platform“)
The seller is obliged to notify consumers of the European Online Platform for the out-of-court settlement of disputes that arose between buyers and sellers, among others, from online purchase contracts. The European Online Dispute Resolution Platform can be reached at the following link

<https://ec.europa.eu/consumers/odr/main/index.cfm?event=main.home.chooseLanguage> .

14.2 Participation in Alternative Dispute Resolution („ADR“), § 36 VSBG (Consumer Dispute Settlement Act) on alternative dispute resolution in consumer matters

The seller is neither willing nor obliged to participate in a dispute settlement processes before a body for settling consumer disputes (consumer arbitration board).

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DATA PROTECTION DECLARATION

1. Name and address of the responsible person

The person responsible in the sense of the General Data Protection Regulation (GDPR) and other national data protection laws of the member states as well as other data protection provisions is the company:

moreco GmbH, Urbanstraße 71, 10967 Berlin, Germany, Phone: +49 30 / 403 645 040, E-Mail: wecare@moreco.com.

2. Information about the collection of personal data

(1) In the following we inform about the collection of personal data when using our website. Personal data is all data that is personally related to you, e.g. name, address, e-mail addresses, usage pattern.

(2) When you contact us via e-mail or through a contact form, we will store the information you have provided (your e-mail address, your name and your telephone number if necessary) in order to answer your questions.

The legal basis for the processing of the data is your voluntarily granted consent Art. 6 (1) letter b GDPR, also our legitimate interest in answering your request in accordance with Art. 6 (1) letter f GDPR. If your contact is aimed at concluding a contract, then additional legal basis for the processing i.e. Art. 6 (1) letter b GDPR shall also apply.

We delete the data that arises in this context after the storage is no longer required, or limit the processing if there are statutory storage obligations.

(3) If we rely on contracted service providers for individual functions of our offer or if you wish to use your data for advertising purposes, we will inform you in detail below about the respective procedures. In doing so, we also name the specified criteria for the storage duration.

(4) For data transfers to the US there is an adequacy decision by the EU Commission, the EU-US Privacy Shield. In this document, the Commission has certified that the guarantees for the transmission of data to the US based on the EU-US Privacy Shield comply with EU data protection standards. As far as we submit data to the US, we have identified the participation of our service providers in the EU-US Privacy Shield.

(5) Within the frame of the hosting all data processed in connection with the operation of this website will be stored. This is necessary to enable the operation of the website. We process the data accordingly on the basis of our legitimate interests in accordance with Art. 6 (1) letter f GDPR. To provide our online presence, we use the services of web hosting providers and we provide the above mentioned data to them.

3. Your rights

(1) You have the following rights with respect to the personal data relating to you:

- **Right to information**
- **Right of adjustment**
- **Right to restriction of processing**
- **Right to object to the processing**

– **Right to data portability**

(2) You also have the right to complain to a data protection supervisory authority about the processing of your personal data by us.

https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html.

4. Collection of personal data when visiting our website

(1) In the case of merely informative use of the website, i.e. if you do not register or otherwise provide us with information, we only collect the personal data that your browser transmits to our server. If you wish to view our website, we collect the following data that is technically necessary for us to inform you about our website and to ensure the stability and security (legal basis is quoted in Art. 6 (1) s.1, letter f GDPR) :

The following data is collected here: IP-address (anonymized), date and time of the request, time zone difference to the Greenwich Mean Time (GMT), content of the request (concrete page), access status / HTTP status code, amount of data transferred, web site that receives the request, browser, operating system and its interface, language and version of the browser software.

(2) The data will be deleted as soon as it is no longer necessary for the purpose of its collection. In the case of collecting the data for providing the website, this is the case when the respective session is completed.

In the case of storing the data in log files, this is the case after no more than seven days. An additional storage is possible. In this case, the IP addresses of the users are deleted or alienated, so that an assignment of the calling client is no longer possible.

5. Use of cookies

(1) In addition to the aforementioned data, cookies are stored on your computer when you use our website. Cookies are small text files that are stored on your hard disc assigned to the browser you are using and through which the body that sets the cookie (here through us) receives certain information. Cookies can not run programs or transmit viruses to your computer. They serve to make the Internet offer more user-friendly and effective overall.

(2) Use of cookies:

a) This website uses the following types of cookies, the scope and operation of which are explained below:

- Transient cookies (see b)
- Persistent cookies (see c).

b) Transient cookies are automatically deleted when you close the browser. These include in particular the Session-cookies. These store a so-called Session-ID, with which various requests from your browser can be assigned to the common session. This will allow your computer to be recognized when you return to our website. The Session-cookies are deleted when you log out or close the browser.

c) Persistent cookies are automatically deleted after a specified period, which may differ depending on the cookie. You can delete the cookies in the security settings of your browser at any time.

d) You can configure your browser setting according to your wishes, and, e.g. refuse to accept third party cookies or all cookies. We would like to point out that you may not use all functions of the website in its entirety.

6. Objection or revocation against the processing of your data

(1) If you have given your consent to the processing of your data, you can revoke it at any time. Such revocation will affect the admissibility of the processing of your personal data after you have expressed it to us.

(2) Insofar as we base the processing of your personal data on the balance of interests, you may file an objection to the processing. This is the case if, in particular, the processing is not required to fulfil a contract with you, which we describe in each case in the following description of the functions. In the event of such an objection, we ask you to explain the reasons why we should not process your personal data as we have done. In the case of your justified objection, we will examine the factual situation and will either discontinue or adapt the data processing or point out to you our compelling legitimate reasons on which we continue the processing.

(3) Of course, you may object to the processing of your personal data for advertising and data analysis purposes at any time. You can inform us about your contradictions in advertising via the following contact details:

moreco GmbH, Urbanstraße 71, 10967 Berlin, Germany, Phone: +49 30 / 403 645 040, E-Mail: wecare@moreco.com.

7. Use of our Webshop

(1) If you want to order in our webshop, it is necessary for the conclusion of the contract, that you provide your personal data, which we need for the processing of your order. Mandatory data necessary for the execution of the contracts is marked separately, further details are voluntary. We process the data provided by you to process your order. The legal basis for it is Art. 6 (1) s. 1 letter b GDPR.

(2) We transmit your address to the company commissioned with the delivery. If it is necessary to implement the contract, we will also provide your e-mail address or telephone number to coordinate a delivery date (Avis) to the company commissioned with the delivery.

(3) We transmit your transaction data (name, date of order, method of payment, shipping and / or date of receipt, amount and payee, bank details or credit card information if necessary) to the payment service provider responsible for making the payment.

(4) You can voluntarily create a customer account, through which we can save your data for later purchases. If you create an account under "My Account", the data you provide will be stored revocably. You can always delete all other data, including your user account, in the customer area.

We may also process the information you provide to inform you of other interesting products from our portfolio or to send you e-mails with technical information.

(5) We are obliged to store your address, payment and order data for a period of ten years due to trade and tax regulations. However, after three years, we limit processing, i.e. your data is used only to comply with legal obligations.

(6) To prevent unauthorized access by third parties to your personal data, in particular financial data, the ordering process is encrypted using TLS technology.

8. Use of social media plug-ins

(1) We currently use the following social media plug-ins: Facebook, Instagram.

We use the so-called two-click solution. This means that when you visit our website, initially no personal data will be passed on to the providers of the plug-ins. The provider of the plug-ins can be

identified by the marking on the box above the first letter or the logo. We give you the opportunity to communicate directly with the provider of the plug-ins via the button. Only if you click on the marked field and thereby activate it, the plug-in provider receives the information that you have called the corresponding website of our online offer. In addition, the data referred to in point V. of this declaration will be transmitted. In the case of Facebook, the IP address is anonymized immediately after collection according to the details of the respective providers in Germany. By activating the plug-in, personal data are also transferred from you to the respective provider of plug-in and stored there (at US American providers in the USA). Since the plug-in provider carries out the data collection, in particular via cookies, we recommend that you delete all cookies before clicking on the box grayed out via the security settings of your browser.

(2) The plug-in provider stores the data collected about you as usage profiles and uses them for purposes of advertising, market research and / or needs-based website design. Such an evaluation is carried out in particular (also for non-logged-in users) for the presentation of needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the formation of these user profiles, whereby you must turn to the plug-in provider in order to exercise it. Through the plug-ins we offer you the opportunity to interact with the social networks and other users, so that we can improve our offer and make it more interesting for you as a user.

The legal basis for the use of plug-ins is Art. 6 (1) s. 1 letter f GDPR.

(3) The data transfer takes place regardless of whether you own an account with the plug-in provider and are logged in there. If you are logged in to the plug-in provider, your data collected from us will be assigned directly to your account existing at the plug-in provider. If you press the activated button and, for example, if you link the page, the plug-in provider also stores this information in your user account and shares it publicly with your contacts. We recommend that you log out regularly after using a social network, but especially before activating the button, as this will prevent you from being assigned to your profile with the plug-in provider.

(4) For more information on the purpose and scope of the data collection and their processing by the plug-in provider, please refer to the data protection declarations of these providers provided below. There you will also find further information about your rights and settings options for the protection of your privacy.

(5) Addresses of the respective plug-in providers and URL with their data protection information:

a) Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA; <http://www.facebook.com/policy.php> ; further information about the data collection: <http://www.facebook.com/help/186325668085084> , <http://www.facebook.com/about/privacy/your-info-on-other#applications> as well as <http://www.facebook.com/about/privacy/your-info#everyoneinfo> . Facebook has submitted to the EU-US data Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework> .

(b) Instagram-Plugin, of Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA

Certification under:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

For further information: <https://help.instagram.com/155833707900388>

9. Use of Google Analytics

(1) This website uses Google Analytics, a web analysis service of Google Inc.. („Google“). Google Analytics uses the so called “Cookies”, text files, which will be recorded in your computer and which enable the analysis of website used by you. The information generated by the cookie about your use of this web site is transferred to a Google server in the USA, where it is saved. In case of activation of IP anonymisation on this website, the IP address is truncated by Google. Within the member states of the European Union or in other contracting states of the agreement over the European Economic Area, however, it is truncated beforehand. Only in exceptional cases,

the full IP address is sent to a Google server in the USA and is truncated there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to evaluate reports on the website activities and to provide other services related to the website usage and internet usage to the website operator.

(2) As part of Google Analytics provided by your browser IP address will not be merged with other data from Google.

(3) You may refuse the use of cookies by selecting the appropriate settings on your browser software, however please note that if you do this you may not be able to use the full functionality of this website. Furthermore, you can prevent the acquisition of the data created by the cookie and related to your use of the website (incl. your IP address) by Google, as well as the processing of this data by Google, by downloading and installing the browser plug-in available through the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

(4) This website uses Google Analytics, a web analytics service with the “_anonymizeIp()” extension. This means that IP addresses are further processed in abbreviated form in order to exclude any possibility of personal identification. Insofar as the data collected about you has a personal reference, it will be immediately excluded and the personal data will be deleted immediately.

(5) We use Google Analytics to analyse the use of this website and to be able to improve it. With the obtained statistics we can improve our offer and make it more interesting for you as an user. For the exceptional cases in which personal data is transferred to the US, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

The legal basis for the use of Google Analytics is Art. 6 (1) s. 1 letter f GDPR.

(6) Third-party provider information: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. User Conditions: <http://www.google.com/analytics/terms/de.html>, Data protection overview: <http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as Data protection declaration: <http://www.google.de/intl/de/policies/privacy>.

10. Use of Google Adwords Conversion

(1) We use the offer of Google Adwords to draw attention to our attractive offers with the help of advertising materials (the so called Google Adwords) on external websites. In relation to the data of the advertising campaigns, we can determine how successful the individual advertising measures are. We are interested in showing you advertisements that are of interest to you, to make our website more interesting to you and to achieve a fair calculation of advertising costs.

(2) These advertising materials are supplied by Google via the so-called "Ad servers". To do this, we use Ad server cookies, to measure certain parameters for performance measurements, such as flashes of the adverts or user clicks. If you reach our website via a Google ad, Google Adwords will save a cookie in your PC. These cookies usually lose their validity after 30 days and are not intended to identify you personally. This cookie typically stores the Unique Cookie ID, Number of Ad Impressions per Placement (Frequency), Last Impression (relevant to Post View Conversions), and Opt out information (Mark that the user does not want to be addressed anymore) as analysis values.

(3) These cookies allow Google to recognise your internet browser next time. If a user visits certain pages of the website of an Adwords customer and the cookie stored on their computer has not yet expired, Google and the customer can recognize that the user has clicked on the ad and has been redirected to this page. Each Adwords customer is assigned a different cookie. Cookies can not be retraced via the websites of Adwords customers. We ourselves do not collect and process any personal data in the aforementioned advertising measures. We receive only statistical evaluations provided by Google. On the basis of these evaluations, we can identify which of the advertising measures used are particularly effective. We do not receive any further data from the use of the advertising media, in particular we can not identify the users on the basis of this information.

(4) Due to the marketing tools used, your browser automatically establishes a direct connection to the Google server. We have no influence on the extent and the further use of the data, which are collected by using this tool by Google and inform you therefore according to our knowledge level: By incorporating AdWords Conversion, Google receives the information that you have called up the relevant part of our website or have clicked on an ad from us. If you are registered with a service provided by Google, Google can assign the visit to your account. Even if you are not registered with Google or have not logged in, there is a chance that the provider will find out and store your IP address.

(5) You can prevent participation in this tracking process in several ways:

a) by a suitable setting your browser software, in particular, the suppression of third-party cookies will prevent you from receiving any ads of third-party providers;

b) By disabling the cookies for conversion tracking by setting your browser to block cookies from the domain "www.googleadservices.com", <https://www.google.de/settings/ads> , and this setting will be deleted when you delete your cookies;

c) by disabling the interest-based ads of the providers that are part of the self-regulation "About Ads" campaign via the link <http://www.aboutads.info/choices> , and this setting will be deleted when you delete your cookies;

d) by permanent deactivation in your browsers Firefox, Internet Explorer or Google Chrome under the link <http://www.google.com/settings/ads/plugin> . We would like to point out that you may not use all functions of the offer in its entirety in that case.

(6) The legal basis for the processing of data is Art. 6 (1) s. 1 letter f GDPR.

For more information about privacy at Google, click here: <http://www.google.com/intl/de/policies/privacy> and <https://services.google.com/sitestats/de.html> . Alternatively, you can visit the Network Advertising Initiative (NAI) under <http://www.networkadvertising.org> . Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework> .

11. Remarketing

In addition to Adwords Conversion, we use the Google Remarketing application. This is a process by which we would like to address you again. This application allows you to display our ads after visiting our website as you continue to use the Internet. This is done by means of cookies stored in your browser, through which your usage behaviour when visiting various websites is recorded and evaluated by Google. This is how Google determines your previous visit to our website. A combination of the data collected during the remarketing with your personal data, which may be stored by Google, does not occur according to Google's own statement. In particular, pseudonymization is used in remarketing, according to Google.

12. DoubleClick by Google

(1) This website also uses the online marketing tool DoubleClick by Google. DoubleClick uses cookies to serve ads that are relevant to users, to improve reporting on campaign performance, or to prevent a user from seeing the same ads multiple times. Google uses a cookie ID to determine which ads are shown in which browser and can prevent them from being displayed multiple times. In addition, DoubleClick uses cookie IDs to track the so-called conversions related to ad requests. For example, if a user sees a DoubleClick ad and later calls up the advertiser's website with the same browser and buys something there. According to Google, DoubleClick cookies do not contain personally identifiable information.

(2) Due to the marketing tools used, your browser automatically establishes a direct connection to the Google server. We have no influence on the extent and the further use of the data, which are collected by using this tool by Google and inform you therefore according to our knowledge level:

By incorporating Double Click, Google receives the information that you have called up the relevant part of our website or have clicked on an ad from us. If you are registered with a service provided by Google, Google can assign the visit to your account. Even if you are not registered with Google or have not logged in, there is a chance that the provider will find out and store your IP address.

(3) You can prevent participation in this tracking process in several ways:

a) by a suitable setting your browser software, in particular, the suppression of third-party cookies will prevent you from receiving any ads of third-party providers;

b) By disabling the cookies for conversion tracking by setting your browser to block cookies from the domain "www.googleadservices.com", <https://www.google.de/settings/ads> , and this setting will be deleted if you delete your cookies;

c) by disabling the interest-based ads of the providers that are part of the self-regulation "About Ads" campaign via the link <http://www.aboutads.info/choices> , and this setting will be deleted when you delete your cookies;

d) by permanent deactivation in your browsers Firefox, Internet Explorer or Google Chrome under the link <http://www.google.com/settings/ads/plugin> . We would like to point out that you may not use all functions of the offer in its entirety in that case.

(4) The legal basis for the processing of data is Art. 6 (1) s. 1 letter f GDPR. More information about DoubleClick by Google you can find at <https://www.google.de/doubleclick> and <http://support.google.com/adsense/answer/2839090> , as well as to the data protection with Google in general: <https://www.google.de/intl/de/policies/privacy> . Alternatively, you can visit the Network Advertising Initiative (NAI) under <http://www.networkadvertising.org> . Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework> .

13. Duration of data storage

We store personal data - as long as no information has been provided for this purpose - only as long as it is necessary for the purposes for which it is processed or if you have revoked your consent. As far as statutory storage obligations are concerned, the storage period for certain data can be up to 10 years, regardless of the processing purposes.

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