**DRAFT**

**Privacy Policy**

Thank you for visiting our website. The protection of your privacy is very important to us. The use of our website is possible without providing personal data. For the use of individual services on our site, however, different regulations may apply, which in this case are explained separately below.

Your personal data (e.g. name, address, email, telephone number, etc.) are processed by us in accordance with the provisions of Art. 6 (1) Para. 1 of the European General Data Protection Regulation (GDPR). Data are personal if they can be clearly assigned to a specific natural person. The legal basis for data protection can be found in the GDPR and, in addition, in the German Federal Data Protection Act (BDSG 2018).

Unless otherwise stated in the following information, we only store the data for as long as is necessary to achieve the processing purpose or to fulfil our contractual or legal obligations.

In this respect, the following regulations inform you about the type, scope and purpose of the collection, use and processing of personal data by the provider

**Name and Address**

| FIRST NAME LAST NAME, STREET 1, ZIP CITY |
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**Telephone**

| +1234567 |
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**Email**

| web@shop.com |
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We would like to point out that there are security gaps in internet-based data transmission and that complete protection against access by third parties is therefore impossible.

**Cookies (optional)**

| We use so-called cookies on our website to recognise multiple uses of our offer by the same user/internet connection owner. Cookies are small text files that your internet browser stores on your computer. They serve to optimise our Internet presence and our offers in accordance with Art. 6 para. 1 lit. f GDPR. These are mostly so-called "Session Cookies", which are deleted again after the end of your visit.  In some cases, however, these cookies provide information to automatically recognise you. This recognition is based on the IP address stored in the cookies. The information obtained in this way is used to optimise our offers and to provide you with easier access to our site. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. |
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**Data transfer (optional)**

| Insofar as this is necessary to fulfil the contract, we will pass on your data to third parties in accordance with Art. 6 (1) lit. b GDPR. Depending on which payment service provider you select in the ordering process, we will pass on the payment data collected for this purpose to the credit institution commissioned with the payment and, if applicable, to payment service providers commissioned by us in order to process payments. |
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**Server data (optional)**

| For technical reasons, the following data, among others, is transmitted by your Internet browser to us or to our web space provider and recorded (so-called server log files):  - Browser type and version  - Operating system used  - Website from which you visit us (referrer URL)  - Web page accessed  - Date and time of your access  - Your internet protocol (IP) address.  The processing is carried out to protect our legitimate interests and is based on Art. 6 para. 1 lit. f GDPR. This anonymous data is stored separately from any personal data you may have provided and thus does not allow any conclusions to be drawn about a specific person. They are evaluated for statistical purposes in order to optimise our website and our offers. The stored data is deleted after a maximum of seven days, unless there is a justified suspicion of unlawful use based on concrete indications and further examination and processing of the information is necessary for this reason. |
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**Newsletter (optional)**

| On our website, we offer you the possibility to subscribe to our newsletter. Based on your consent according to Art. 6 Para. 1 lit. a GDPR, we will inform you about our offers at regular intervals with this newsletter. To receive our newsletter, you need a valid email address. We will check the email address you have entered to ensure that you are indeed the owner of the email address provided or that the owner is authorised to receive the newsletter. When you register for our newsletter, we will save your IP address and the date and time of your registration. This serves as a safeguard for us in the event that a third party misuses your email address and subscribes to our newsletter without your knowledge. We do not collect any other data. The data collected in this way is used exclusively for the purpose of receiving our newsletter. It is not passed on to third parties. The data collected in this way is also not compared with data that may be collected by other components of our site. You can cancel your subscription to this newsletter at any time. You can find details of this in the confirmation email and in each individual newsletter. |
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**Contact possibility (optional)**

| On our website, we offer you the opportunity to contact us by email and/or via a contact form. In this case, the information provided by the user will be stored for the purpose of processing the contact. The data will not be passed on to third parties. The data collected in this way is also not compared with data that may be collected by other components of our site. |
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**Comment possibility (optional)**

| We offer you the opportunity to leave comments on the individual contributions on our site. The IP address of the author/contact holder is stored. This storage is for our security in the event that the author's comments infringe on the rights of third parties and/or illegal content is posted. Thus, we have a vested interest in the stored data of the author, especially since we may be prosecuted for such infringements. The data will not be passed on to third parties. The data collected in this way is also not compared with data that may be collected by other components of our site. |
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**Use of social media plugins (optional)**

| Plugins from social networks, in particular Facebook, Twitter and/or Instagram, are used on our website. When you visit our website, your browser establishes a direct connection to the servers of Facebook, Twitter and/or Instagram. The content of the plugin is transmitted directly to your browser by the respective provider and integrated into the page. By integrating the plugins, the providers receive the information that your browser has called up our website. This information (including your IP address) is transmitted by your browser directly to a server of the respective provider. |
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**Use of Google Analytics with anonymisation function (optional)**

| Insofar as you have given your consent in accordance with Art. 6 para. 1 lit. a GDPR, we use Google Analytics, a web analysis service of the company Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043 US, hereinafter "Google". Google Analytics uses "Cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by these cookies, such as the time, place and frequency of your website visit, including your IP address, is transmitted to Google in the US and stored there. We use Google Analytics with the addition "\_gat.\_anonymizeIp" on our website. In this case, your IP address will already be shortened by Google within Member States of the European Union or in other contracting states of the Agreement on the European Economic Area and thus anonymised. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not, according to its own information, associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.  Furthermore, Google offers a deactivation add-on for the most common browsers, which gives you more control over what data Google collects about the websites you visit. The add-on tells the JavaScript (ga.js) of Google Analytics that no information about the website visit should be transmitted to Google Analytics. However, the Google Analytics browser deactivation add-on does not prevent information from being transmitted to us or to other web analytics services we may use. For more information on how to install the browser add-on, please click on the following link: https://tools.google.com/dlpage/gaoptout?hl=de |
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**Use of Google+ recommendation components (optional)**

| We use the "+1" button of the provider Google+ of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 US, hereinafter "Google", on our website.  With each individual visit to our website that is equipped with such a "+1" component, this component causes the browser you are using to download a corresponding representation of the component from Google. This process informs Google which specific page of our website is currently being visited. According to the information provided by Google, no further evaluation of your visit will be carried out if you are not logged into your Google account.  If you visit our site while logged into Google, Google may collect information about your Google account, the website you recommend, your IP address and other browser-related information when you confirm the "+1" button.  In this way, your "+1" recommendation can be saved and made publicly available. Your Google "+1" recommendation thus submitted can then be displayed as a reference together with your account name and, if applicable, with your photo deposited with Google in Google services, such as in search results or in your Google account or in other places, such as on websites and advertisements on the Internet. Furthermore, Google may link your visit to our site with your data stored at Google. Google also records this information in order to further improve Google services.  If you therefore wish to prevent the aforementioned recording by Google as best as possible, you must log out of your Google account before visiting our website.  You can access Google's data protection information on the "+1" button with all further information on the collection, transfer and use of data by Google, your rights in this regard and your profile setting options here: https://developers.google.com/+/web/buttons-policy |
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**Use of Google Adwords (optional)**

| We also use the Google advertising tool "Google-Adwords" to advertise our website. As part of this, we use the "Conversion Tracking" analysis service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 US, hereinafter "Google". If you have accessed our website via a Google advertisement, a cookie will be stored on your computer. Cookies are small text files that your internet browser stores on your computer. These so-called "Conversion Cookies" lose their validity after 30 days and do not serve to identify you personally. If you visit certain pages of our website and the cookie has not yet expired, we and Google will be able to recognise that you, as a user, have clicked on one of our ads placed with Google and have been redirected to our site.  The information obtained with the help of the "Conversion Cookies" is used by Google to compile visit statistics for our website. These statistics tell us the total number of users who clicked on our ad and which pages of our website were subsequently called up by the respective user. However, we or other advertisers via "Google Adwords" do not receive any information with which users can be personally identified.  You can prevent the installation of the "Conversion Cookies" by setting your browser accordingly, for example by using a browser setting that generally deactivates the automatic setting of cookies or specifically blocks only the cookies from the domain "googleadservices.com".  You can find Google's privacy policy in this regard at the following link: https://services.google.com/sitestats/de.html |
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**Use of Google AdSense (optional)**

| We use Google AdSense on our website. Google AdSense is a service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 US, for the integration of advertisements. Google AdSense uses "Cookies", which are text files placed on your computer, to help the website analyse how users use the site. Google AdSense also uses so-called web beacons. These web beacons enable Google to analyse information such as the flow of visitors to our site. In addition to your IP address and the recording of the advertising formats displayed, this information is transmitted to Google in the US, stored there and may be passed on by Google to contractual partners. However, Google will not combine your IP address with any other data stored by you. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using our website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. |
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**Information / Revocation / Deletion**

In accordance with Art. 15 ff GDPR, you can contact us free of charge with questions regarding the collection, processing or use of your personal data and its correction (Art. 16 GDPR), blocking, deletion (Art. 17 GDPR) or a revocation of consent given. We would like to point out that you are entitled to the correction of incorrect data or the deletion of personal data, provided that this claim does not conflict with a legal obligation to retain data.