

Information about the processing of your personal data

1 Scope of this Privacy Policy

This Privacy Policy applies to the processing of your personal data on the website www.bal-on.golf as well as to the Facebook company profile BAL.ON.GOLF at <https://www.facebook.com/BAL.ON.GOLF>, the Instagram account bal.on.golf at <https://www.instagram.com/bal.on.golf/> and the YouTube company channel BAL_ON_GOLF at <https://youtube.com/channel/UCZGN6-MM9mVq9yVChsAdaWg>.

"Personal data" is any information about an identified or identifiable natural person. You are identifiable as a person if you can be identified directly (e.g. by your name) or indirectly (e.g. by a pseudonymous e-mail address) with this information.

"Processing" means any operation or set of operations which is performed upon personal data, whether or not by automated means.

2 Controller for data processing

The controller (hereinafter also "we" or "us") of your personal data processed on this website is

Hornschuch-Markt GmbH

Salinenstraße 1

74679 Weißbach

E-Mail: contact@bal-on.golf

3 Joint Controllership with Meta for the Facebook and Instagram business profile

We operate various presences on social networks and platforms as mentioned under Section 1 in order to communicate with our customers and interested parties about our products.

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

With regard to **Facebook and Instagram Insights data** as well as processing in the context of Facebook Custom Audiences, we are joint controllers together with Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Irland („Meta“). The data processing takes place on the basis of an agreement between joint controllers pursuant to Art. 26 GDPR, which you [can access here](#). You can contact **Meta's data protection officer** via [this form](https://www.facebook.com/help/contact/540977946302970) (<https://www.facebook.com/help/contact/540977946302970>).

The data protection authority responsible for the services under Section 1 is the Data Protection Commission, 21 Fitzwilliam Square South, Dublin 2, D02 RD28, Ireland, www.dataprotection.ie.

4 Data protection requests

If you have any questions about data protection or data security, you can contact our data protection officer by writing to Continental AG, Vahrenwalder Straße 9, 30165 Hannover, Germany, or by e-mail to dataprotection@conti.de.

5 Purposes and legal bases for the processing of your personal data

5.1 Processing on our website

The purposes pursued with the data processing on our website are explained below.

Type of data	Processing purposes	Legal basis	Expected storage period
1. Product purchase <ul style="list-style-type: none"> ▪ Name ▪ Address ▪ Contact details (phone, e-mail) 	<ul style="list-style-type: none"> ▪ To process the purchase of any products you may have purchased. ▪ Transfer to a third party to fulfill your order. 	Art. 6 (1) sentence 1 lit. b GDPR (pre-contractual measures, fulfillment of a contract)	The personal data provided for the purchase in the online store will be deleted after the order has been processed, provided that there are no legal retention obligations to the contrary, or consent has been given for the processing of this data for other purposes.
2. Payment and settlement of purchased products <ul style="list-style-type: none"> ▪ E-mail ▪ Name ▪ Credit card information or PayPal address ▪ Invoice data 	<ul style="list-style-type: none"> ▪ Processing of payment for products ▪ For forwarding to the payment service providers PayPal or Adyen to process the payment. 	Art. 6 (1) sentence 1 lit. b GDPR (pre-contractual measures, fulfillment of a contract)	The personal data provided for the purchase in the online store will be deleted after the order has been processed, provided that there are no legal retention obligations to the contrary, or consent has been given for the processing of this data for other purposes.
3. Customer account registration If you visit our website and enter personal data (e-mail address and password), our website can recognize you. The following data is processed in the process: <ul style="list-style-type: none"> ▪ E-mail ▪ Name ▪ Phone ▪ Order history 	<ul style="list-style-type: none"> ▪ Simplification of the booking process so that you do not have to enter all personal data again ▪ Viewing an order history 	Art. 6 (1) sentence 1 lit. b GDPR (pre-contractual measures, fulfillment of a contract)	We store the registration data for your customer account until you delete your online account again. Unless there are other storage purposes, we delete the data 1 month after closing your customer account.
4. Registration for special conditions/benefits We may offer you the opportunity to register your product to receive special conditions. The following data will be processed for this purpose: <ul style="list-style-type: none"> ▪ Name ▪ E-mail ▪ Invoice no. 	Granting of benefits or special conditions	Art. 6 (1) sentence 1 lit. b GDPR (pre-contractual measures, fulfillment of a contract)	The personal data provided for the registration for special conditions / benefits will be deleted after the expiry of the granted special conditions or benefits, provided that there are no legal retention obligations to the contrary, or consent has been given for the processing of this data for other purposes.
5. Contact via contact form <ul style="list-style-type: none"> ▪ Your message ▪ Name 	To process and, if necessary, carry out the request you have	Art. 6 (1) sentence 1 lit. a GDPR (consent)	<ul style="list-style-type: none"> ▪ Until your declaration of consent is revoked, otherwise until your request has been finally processed.

<ul style="list-style-type: none"> E-mail <p>You can contact us through our contact form.</p>	<p>communicated and to communicate with you via the contact form.</p>	<p>You can revoke your consent at any time with effect for the future.</p>	<p>We assume that processing has been completed when the circumstances indicate that the matter in question has been conclusively clarified.</p> <ul style="list-style-type: none"> If we process your request and there is another legal basis (e.g. fulfillment of a contract), we may store your data for the duration of this other purpose.
<p>6. Newsletter</p> <ul style="list-style-type: none"> Your message Name E-mail <p>You can register to subscribe to our newsletter and receive attractive product offers and information about our products.</p>	<p>Sending of a newsletter published at regular intervals with interesting news about our products, events and our company (product news etc.).</p>	<p>Art. 6 (1) sentence 1 lit. a GDPR (consent)</p> <p>You can revoke your consent at any time with effect for the future.</p>	<ul style="list-style-type: none"> Until you revoke your declaration of consent.

5.2 Data transmission to service providers

As part of the above data processing, we transmit data to the service providers listed below:

Service provider	Address
SAP SE (Enterprise Resource Management)	Hasso-Plattner-Ring 7, 69190 Walldorf, Germany
Salesforce.com Germany GmbH. (Webshop Data Processing)	Erika-Mann-Str. 31, 80636 Munich, Germany
T-Systems International GmbH (provision of Salesforce services / broker / service provider)	Hahnstrasse 43b, 60528 Frankfurt, Germany
SendInBlue GmbH (Newsletter)	Köpenicker Straße 126, 10179 Berlin, Germany

The service providers process your data as our processors on the basis of a corresponding data processing agreement. Insofar as the service providers are located outside the European Economic Area, the transfer takes place on the basis of the standard contractual clauses provided by the EU Commission and further technical and organizational measures to safeguard the security of your data.

5.3 Processing on our social media profiles

When you visit one of our company profiles on the platforms mentioned in Section 1, your personal data will be processed by the respective platforms.

- Meta** processes your personal data on Facebook for the purposes and on the legal bases set out in the [Meta Data Policy](#).
- Instagram** processes your personal data on Instagram for the purposes and on the legal basis set out in the [Instagram Privacy Policy](#).

- **YouTube** processes your personal data on YouTube for the purposes and on the legal basis set forth in the [YouTube Privacy Policy](#).

We draw your attention in particular to the fact that

- The services mentioned in Section 1 can assign your activities on our respective company profile to your social media profile if you are logged in and also use them for their own business purposes in accordance with the respective data policy or privacy policy. You can only avoid this if you are logged out and visit our respective company profile in the private mode of your browser or contact us via other communication channels.
- User data may also be transmitted by the respective service to servers in a third country and thus processed outside the area of the European Union. The services mentioned in Section 1 use standard contractual clauses for this purpose or rely on the adequacy decisions issued by the European Commission regarding certain countries.

Processing purposes	Legal basis
<p>Insofar as we process your personal data on Facebook / Instagram, Twitter or YouTube (for example, when we share your posts on our profile, respond to your posts or carry out other intended social media actions), this is done solely for the purpose of presenting our company on the respective platform mentioned under Section 1 and presenting it to a broad public.</p>	<p>Art. 6 (1) sentence 1 lit. f GDPR (legitimate interest: public relations, company presentation)</p>
<p>We use the Facebook "Page Insights" tool provided by Meta and the YouTube Analytics tool provided by YouTube to learn more about our subscribers, how our posts have been received, and how users have reacted to them.</p> <p>You can find out which statistics Meta provides us with and on which data they are based here. You can find out which data YouTube provides us with here.</p>	<p>Art. 6 (1) sentence 1 lit. f GDPR (legitimate interest: Optimization of the posts on our Facebook / Instagram company profile, improvement of communication with guests, customers and interested parties).</p>

6 Use of cookies on our website

We use cookies on our website.

A cookie is a small data file that is stored on your device. Cookies are used to analyze user interest and to make our website more user-friendly. In principle, you can also use our website without cookies. However, if you want to use the full functionality of our website in the most user-friendly way, you should accept the cookies that enable the use of certain functions or provide comfort features. The purpose of the cookies we use is shown in the following list.

You can set your browser to notify you before accepting cookies, to accept or reject only certain cookies, or to reject all cookies. In addition, you can delete cookies from your storage device at any time.

You can view and disable currently enabled cookies in our Cookie Consent Tool.

6.1 Technically necessary cookies

These cookies are technically necessary to provide the following core functions of the website and cannot be disabled by you:

- Display the content of the website
- Anonymization of IP addresses in log files
- Cookie consent status
- Verify and identify users
- Frontend login for subpages with access restrictions

Please refer to the [Cookie Guidelines](#) and Cookie Consent Tool of our website for the specific technically necessary cookies that are used.

The legal basis for the storage of the cookie is Section 25 (2) of the German Telecommunications Telemedia Data Protection Act (TTDSG). The legal basis for the processing of personal data based on the cookie is Art. 6 (1) sentence 1 lit. f GDPR. Our legitimate interest is to provide you with the functions of our website.

6.2 Other technically unnecessary cookies

Other, technically not necessary cookies are used in order to make certain comfort functions available to you, to measure the performance of the website and user behavior or to use third-party services. However, these are not absolutely necessary for the provision of the website and must therefore be activated by you independently in the [Cookie Consent Tool](#) of our website. The legal basis for the storage of cookies that are not technically necessary is Section 25 (1) TTDSG.

For supplementary information on data processing in connection with individual cookies, please refer to the information in the [Cookie Guidelines](#) and the Cookie Consent Tool, as well as the partially supplementary information on the respective services in this Privacy Policy.

7 Deletion of your personal data

Your personal data will only be processed as long as the processing purposes specified in no. 5 exist. In addition, however, there are further retention obligations or legal bases that make longer processing necessary.

7.1 Legal retention periods

Your personal data will be stored if legal retention periods exist, in particular within the scope of the retention periods pursuant to Section 147 of the German Fiscal Code (AO), which provides for a retention period of six years for commercial and business letters including e-mails and ten years for accounting vouchers (e.g. invoices), as well as within the scope of Section 257 of the German Commercial Code (HGB), which provides for a corresponding retention period of six or ten years. Legal basis: Art. 6 (1) sentence 1 lit. c GDPR (legal obligation).

7.2 Statute of limitations

Your personal data may also be stored to preserve evidence for the assertion of or defense against legal claims under the statute of limitations. According to Sections 195 et seq. of the German Civil Code (BGB), these limitation periods can be up to 30 years, with the regular limitation period being three years. The regular limitation period begins at the end of the year in which the claim arose and the creditor

became aware of the circumstances giving rise to the claim and of the person of the debtor or should have become aware of them without gross negligence. Legal basis: Art. 6 (1) sentence 1 lit. f GDPR (legitimate interest: Assertion, exercise or defense of or against legal claim(s)).

8 Data Recipients

Your personal data may be transferred to the following categories of recipients:

- Third parties who provide the contractually agreed services on our behalf and support us in the provision of our services e.g. transport companies;
- Providers who receive data for the purpose of arranging and providing services;
- Payment service providers (e.g. PayPal or others) or service providers for the purpose of checking customer creditworthiness;
- Insurance partner of Hornschuch-Markt GmbH;
- Authorities (e.g. tax authorities);
- Lawyers and courts in the event of litigation.

9 Necessity of providing your personal data

According to our General Terms and Conditions, you are contractually obligated to provide the personal data required for the conclusion of a contract (Sections 1 and 2 under Number 5.1 of this Privacy Policy) if you wish to make use of our services offered on our website.

If you do not provide the required personal data, we will not be able to enter into a contract with you or provide you with any services.

If it is not necessary to provide personal data and you do not provide it, we will not be able to provide you with separate or individual information (e.g. we will not be able to respond to or process any request or complaint you may have sent to us or send you a newsletter).

10 Transfer of your personal data to third countries

Your personal data is processed on servers within the scope of the GDPR (in the EU / EEA). A transfer to third countries does not take place in principle, unless it is explicitly stated otherwise in this Privacy Policy.

11 More information about payment processing via PayPal

The website offers the possibility of using the payment service provider PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal L-2449, Luxembourg ("PayPal") to process payment transactions for orders. In this context, the necessary payment information, and in particular the following personal data, is passed on to PayPal as an independent data controller:

- First name, last name
- Address
- E-mail address
- Phone number

The legal basis for the data transfer is Art. 6 (1) sentence 1 lit. b GDPR (execution of the contract).

When using PayPal, personal data may be transferred to third countries outside the European Economic Area and Switzerland, where an equivalent level of data protection is not always provided.

The aforementioned processing of personal data for payment processing is neither legally nor contractually required. However, without the disclosure of your personal data, we cannot carry out a payment via PayPal.

If you wish to make your payment via PayPal, PayPal reserves the right to conduct a credit check for the payment methods credit card via PayPal, direct debit via PayPal or - if offered - "purchase by invoice" via PayPal. PayPal uses the result of the credit check with regard to the statistical probability of non-payment for the purpose of deciding on the provision of the respective payment method. The credit report may contain probability values (so-called score values). Insofar as score values are included in the result of the credit report, they have their basis in a scientifically recognized mathematical-statistical procedure. Among other things, address data is included in the calculation of the score values.

For further information on the processing of your personal data by PayPal, including information on the credit agencies used, please refer directly to PayPal's privacy policy: <https://www.paypal.com/webapps/mpp/ua/privacy-full>

12 More information about payment processing via Visa and Mastercard

When paying via Visa and Mastercard your payment details will be verified and a credit check will be performed. This is done by the company Adyen N.V. when paying via Visa and Mastercard. Adyen N.V. is a public limited company registered in the Netherlands under company number 34259528 with its registered office at Simon Carmiggeltstraat 6-50, 1011 DJ, Amsterdam, the Netherlands. If you select the relevant payment option during the ordering process in our online store, the following personal data of the data subject will be automatically transmitted to Adyen:

- First name, last name
- Credit card number
- CVC code
- Validity date
- Invoice amount

The legal basis for the data transfer is Art. 6 (1) sentence 1 lit. b GDPR (execution of the contract).

Without the disclosure of your personal data, we cannot carry out a payment by credit card.

For further data protection information on payment via the payment service provider Adyen, please refer to Adyen's privacy policy: <https://www.adyen.com/policies-and-disclaimer/privacy-policy>.

13 Google Analytics

For the purpose of statistical evaluation, we obtain information about your use of our website in order to improve our website and its functionalities on this basis. However, no personal data is transmitted or stored by which you can be identified as a user.

We use for these purposes on our website the analysis tool **Google Analytics** provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("**Google**") as provider. This tool helps us to analyze the traffic to and on our website. For this purpose, Google collects information about the time you spend on our website, your interaction with our website and your IP address based on page views. This data is analyzed by Google to create reports that may include, among other things, statements about your length of stay, approximate geographic origin, origin of visitor traffic, exit pages and usage patterns.

In Google Analytics, interactions from you as a visitor to our website are primarily recorded with the help of cookies. These cookies are used to store non-personal data and are not made accessible across domains in browsers.

Information that Google generates about your use of our website through the use of cookies is regularly transferred to data centers in the USA and stored there in anonymized form. Our website uses the IP address anonymization provided by Google for this purpose. The IP anonymization function in Google Analytics sets the last octet of your IPv4-type IP address and the last 80 bits of IPv6 addresses in memory to zero shortly after they are sent to the Google Analytics data collection network for collection. The full IP address is therefore never written to disk. This function ensures the anonymization of your IP address before it is stored and processed within Google Analytics, so that it is impossible for Google to uniquely identify you.

The legal basis for the processing of your personal data within the scope of Google Analytics is your consent pursuant to Art. 6 (1) sentence 1 lit. a GDPR, which we request via our Cookie Consent Tool.

Processing Contract

We have concluded a processing contract with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Withdrawal of your consent

You can withdraw your consent to the processing of your personal data within the scope of Google Analytics at any time with effect for the future as follows:

- **Withdrawal via our Cookie Consent Tool**

You can deactivate the processing of your personal data within Google Analytics in the settings of our Cookie Consent tool.

- **Disabling Google Analytics through browser add-on**

You can deactivate Google Analytics by installing a small program, a so-called browser add-on, which you can download from the following address: <https://tools.google.com/dlpage/gaoptout>. The add-on prevents their data from being analyzed in Google Analytics. However, using the browser add-on to disable Google Analytics does not prevent data from being sent to our website or to other web analysis services.

For more information on how Google Analytics handles user data, please see Google's [privacy policy](#) on Google Analytics.

14 Google Ads Remarketing

We use Google Ads on this website. This allows us to advertise in Google search results and on third-party websites. For this purpose, the so-called remarketing cookie is set by Google when you visit our website, which automatically enables interest-based advertising by means of a pseudonymous cookie ID and on the basis of the pages you visit.

After the end of the purpose and the end of the use of Google Ads Remarketing by us, the data collected in this context will be deleted.

The data processing is based on your consent pursuant to Art. 6 (1) sentence 1 lit. a GDPR, which we request via our Cookie Consent Tool.

Additional data processing only takes place if you have consented to Google linking your web and app browsing history to your Google account and using information from your Google account to personalize ads you see on the web. In this case, if you are logged into Google while visiting our website, Google will use your data together with Google Analytics data to create and define target group lists for cross-device remarketing. For this purpose, Google temporarily links your personal data with Google Analytics data to form target groups.

You can withdraw the consent you have given us at any time with effect for the future. Click on the Consent Management Platform, where you can withdraw your consent by removing a check mark from "Marketing". Alternatively, you can [deactivate](#) the remarketing cookie directly via this link.

15 Microsoft Bing Ads and Universal Tracking (UET)

We use Bing Ads, a Microsoft advertising program, on this website to display our online advertisements on the Bing search engine, Yahoo and Microsoft partner websites. Once you click on a Bing Ads advertisement, a cookie is set by Microsoft. A cookie is a small text file that is placed in your computer's browser. The cookie enables us and Microsoft to recognize that you have reached a previously determined Internet page of our website via the advertisement. The cookie does not collect any personal data. The information collected in the cookie is transmitted to Microsoft servers in the USA. The cookie is automatically deleted after 180 days at the latest.

In addition, we use Microsoft's Universal Event Tracking (UET): for this purpose, we have installed a tag on our website that allows us to track what users do after clicking on our Bing Ads ad on our website. For example, we see which web pages you visit on our site, the duration of the visit, or whether you make a purchase, and can thus optimize our marketing. Microsoft uses the information to display interest-based advertising to users on websites, as well as for its own purposes, such as improving Microsoft services and for performance analysis purposes.

The use of cookies and the UET function is based on your consent pursuant to Art. 6 (1) sentence 1 lit. a GDPR.

You can withdraw your consent at any time with effect for the future via our [Cookie Consent Tool](#).

Alternatively, you can specify via the settings in your browser that cookies are blocked and deleted. In addition, you can object to Microsoft's use of the data for receiving interest-based advertising by deactivating the corresponding setting via the following link: <https://account.microsoft.com/privacy/ad-settings/>

To the extent that Microsoft transfers Personal Data to the U.S. for which there is no adequacy decision by the EU Commission, the transfer will be made on the basis of standard contractual clauses pursuant to Article 46 (2) lit. c GDPR.

Bing Ads and UET are services of Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. For information on how Microsoft handles your data, please see Microsoft's privacy policy at: <https://privacy.microsoft.com/en-us/privacystatement>

16 Google Tag Manager

We use the Google Tag Manager of Google Ireland Limited, incorporated and operating under the laws of Ireland (Registered Number: 368047), Gordon House, Barrow Street, Dublin 4, Ireland, "Google") on this website.

The Google Tag Manager only manages and implements tags. This means that no personal data is collected by the Google Tag Manager. The data processed by Google Tag Manager does not contain user IP addresses or any user-specific identifiers that could be associated with a specific person. Apart from data in standard HTTP request logs, all of which is deleted within 14 days of receipt, Google Tag Manager does not collect, store or share information about visitors or our clients' properties, including page URLs visited.

More information about Google Tag Manager can be found at <https://www.google.com/analytics/terms/tag-manager/> and <https://support.google.com/tagmanager/answer/9323295?hl=en>.

17 iFraming

We used iFraming on this website to embed videos. With iFrames, external content from third-party websites can be embedded and displayed in defined areas on our websites.

Videos from the following third-party website are embedded on our website:

YouTube:

The website from which videos are embedded via iFraming is operated by YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. After calling up the external content / videos, this / these is / are marked by the YouTube logo. YouTube's privacy policy can be found here <https://policies.google.com/privacy>.

If you visit one of our websites with embedded videos, your browser does not automatically establish a connection to the server of the aforementioned website. By clicking on the embedded video, you consent to the communication with the aforementioned website and the setting of cookies by this website. After clicking on the respective embedded video, the information that you have accessed our website will be passed on to the aforementioned website operator and cookies will be set on your computer by the aforementioned website.

If you are logged in to the aforementioned website during a visit to our website, the transmitted data will be assigned to your respective user account. If you want to prevent a website operator from linking information to your user account in this way, please log out of the aforementioned website before clicking on the respective video.

Even if you have not registered with the aforementioned website or are not currently logged in, there is a possibility that your data will be stored by the operators of the aforementioned website after you click on the notice. We have no influence on the setting of cookies by the providers of the aforementioned website, nor on the content and scope of the data that this website collects and uses. Please inform yourself about this in the privacy policy of the aforementioned website.

The legal basis for the processing is your consent, Art. 6 (1) sentence 1 lit. a GDPR, which we obtain via the Cookie Consent Tool of our website. You can revoke the consent given to us at any time with effect for the future by removing the corresponding check mark in the Cookie Consent Tool.

18 Provision of the online offer and web hosting

Data and information is automatically collected from the website visitor's system and stored in the server log files. This storage includes

- the browser type and version used (if transmitted by the user),
- the operating system,
- Date and time of the server request,
- the number of visits,
- the length of time spent on the website,

- the website previously visited, (if transmitted by the user).

Your IP address is anonymized before it is stored.

The duration of the storage of IP addresses is seven (30) days. The legal basis for the processing is Art. 6 (1) sentence 1 lit. f GDPR. The legitimate interest for processing the IP address is to enable communication between our server and your terminal device as well as to ensure the general functionality of our website in order to be able to track attacks on our systems. The processing of the other data serves to create statistics.

Hosting services through a third party provider

We use a third-party provider as a data processor to host this website. For this purpose, we have concluded a processing contract with the hosting provider. This serves to protect our legitimate interests within the meaning of Art. 6 (1) sentence 1 lit. f GDPR in a correct presentation of our offer. All data collected in the course of using this website as described will be stored on its servers. Processing on other servers only takes place within the framework explained here.

Our hosting provider is:

T-Systems International GmbH, Hahnstrasse 43b, 60528 Frankfurt, Germany

19 Your rights in relation to your personal data

The GDPR grants you various rights in relation to your personal data, which we briefly explain below.

▪ Right to information

You can request information about whether your personal data is being processed. If this is the case, you can request further information, in particular about the purposes of the processing, the categories of personal data processed, the recipients, the storage period or, if this is not possible, the criteria for determining the duration, as well as to further information.

You can request a copy of your personal data, which will be provided to you in the event of a request by e-mail in a common electronic format, provided that this does not affect the rights or freedoms of other persons. For this purpose, please specify exactly which data you require.

▪ Right to rectification

You can immediately request the rectification of incorrect personal data concerning you as well as the completion of incomplete personal data.

▪ Right to erasure

You have the right to request the erasure of your personal data, in particular if the data is no longer necessary for the purposes for which it was processed. Your data will be erased immediately unless an exception applies and your data may continue to be stored. This is the case, for example, if there is an obligation to store it for tax or commercial law reasons. In this case, processing will be restricted and will then only take place for this purpose.

▪ Right to restriction of processing

You can request the restriction of the processing of your personal data, in particular if

- you dispute their accuracy and the data is verified,
- the processing is unlawful and you object to the erasure,

- the data is no longer required, but you need it for the assertion, exercise or defense of legal claims, or
- you have objected to the processing.

In the event of the restriction of the processing, your personal data may in principle only be stored and in particular only be processed with your consent or for the assertion or exercise as well as for the defense against legal claims.

- **Right to data portability**

You may request to receive the personal data concerning you that you have provided in a structured, common and machine-readable format so that you can transfer it to another controller. You also have the right to have this data transferred directly to another controller. However, the prerequisite for this right is that the processing of your data is based on consent, the implementation of pre-contractual measures or the performance of a contract.

- **Right to object**

You may object to the processing of personal data relating to you if the processing is based on a legitimate interest (Art. 6 (1) sentence 1 lit. f GDPR). Your right to object also exists in the case of any direct advertising carried out (e.g. newsletter dispatch), including any profiling that may be associated with this. The data will then no longer be processed unless compelling reasons for the processing are proven.

- **Withdraw of consent given for data processing**

If you have consented to the processing of your personal data, you can withdraw this consent at any time. Processing that has taken place up to the time of the revocation remains unaffected by the withdrawal.

- **Assertion of your rights**

If you wish to exercise the rights described above, please contact us as the data controller (para. 2).

- **Right to lodge a complaint with a supervisory authority**

You have a right to lodge a complaint with a supervisory authority.

If you have any questions or complaints, please contact us directly first (see para. 2) - surely your concern can be solved to your satisfaction.

20 Changes to this Privacy Policy

From time to time, this Privacy Policy will be updated; changes or additions will be published here. We therefore recommend that you check this page regularly.

Thank you for reading this Privacy Policy.

Status: April 2023