

## General

The protection of personal data is an important concern for our company. Therefore, we conduct our activities in accordance with the applicable legislation on the protection of personal data and data security in accordance with the General European Data Protection Directive GDPR. Below you will find out what information we collect, how we use it and who we may provide it with.

Contact person and responsible person is the managing director, Aron Russom, Profimess GmbH, Schleusenstraße 3, 27568 Bremerhaven.

## 1. Personal data

We do not collect any personal data (eg names, addresses, telephone numbers or e-mail addresses) via the websites of Profimess GmbH, unless you voluntarily provide us with such data (e.g. by registering, Survey) or have the relevant legislation on the protection of your data permit.

## 2. Purpose

Art. 6 I lit. A GDPR serves our company as the legal basis for processing operations where we obtain consent for a particular processing purpose. If the processing of personal data is necessary to fulfill a contract of which the data subject is a party, as is the case, for example, in processing operations necessary for the supply of goods or the provision of any other service or consideration, processing shall be based on Art. 6 I lit. b GDPR. The same applies to processing operations that are necessary to carry out pre-contractual measures, for example in cases of inquiries regarding our products or services. If our company is subject to a legal obligation which requires the processing of personal data, such as the fulfillment of tax obligations, the processing is based on Art. 6 I lit. c GDPR. In rare cases, the processing of personal data may be required to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our premises were injured and his or her name, age, health insurance or other vital information would have to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d GDPR. Ultimately, processing operations could be based on Art. 6 I lit. f GDPR. On this legal basis, processing operations that are not covered by any of the above legal bases are required if processing is necessary to safeguard the legitimate interests of our company or a third party, unless the interests, fundamental rights and fundamental freedoms of the person concerned prevail. Such processing operations are particularly allowed to us because they have been specifically mentioned by the European legislator. In that regard, it considered that a legitimate interest could be assumed if the data subject is a customer of the controller (recital 47, second sentence, GDPR).

## 3. Qualifying interests in the processing that are being pursued by the controller or a third party

Is the processing of personal data based on Article 6 I lit. f GDPR is our legitimate interest in conducting our business for the benefit of all of our employees and our shareholders.

## 4. Duration for which the personal data are stored

The criterion for the duration of the storage of personal data is the respective statutory retention period under the commercial or tax law. After the deadline, the corresponding data will be routinely deleted, if they are no longer required to fulfill the contract or to initiate a contract.

## 5. Legal or contractual provisions for the provision of personal data; Necessity for the conclusion of the contract; Obligation of the affected person to provide the personal data; possible consequences of non-provision

We clarify that the provision of personal information is in part required by law (such as tax regulations) or may result from contractual arrangements (such as details of the contractor). Occasionally it may be necessary for a contract to be concluded, that an affected person have to provide us with personal data that subsequently be processed by us. For example, the data subject is required to provide us with personal information when our company enters into a contract with her. Failure to provide the personal data would mean that the contract with the person concerned could not be closed.

Before a Provision of personal data by the person concerned, the person concerned must contact one of our employees. Our employee will inform the individual on a case-by-case basis whether the provision of the personal data is required by law or contract or is required for the conclusion of the contract, whether there is an obligation to provide the personal data and the consequences of the non-provision of the personal data.

## 6. Existence of automated decision-making

As a responsible company we refrain from automatic decision-making or profiling.

## 7. Communication or usage-related information

When you access our web sites through telecommunication services, communication-related information (eg Internet Protocol address) or usage-related information (eg details of the start and duration of use as well as the telecommunication services you use) will be automatically obtained by technical means generated. This may allow inferences to personal data. Insofar as the collection, processing and use of your communication or usage-related information is absolutely necessary, it is subject to the statutory provisions on data protection.

## 8. Server log files

The provider of the pages (RouxIT GmbH & Co. KG, Sebastian Roux, Wursterstr.2, 27639 Wurster Nordseeküste) automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- browser type / browser version
- used operating system
- Referrer URL
- Host name of the accessing computer
- Time of the server request

These data can not be assigned to specific persons. A merge of this data with other data sources will not be done. We reserve the right to check this data retrospectively, if we become aware of specific indications for illegal use.

## 9. Contact form

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 in order to process the request and in case of follow-up questions. We will not share this information without your consent.

## 10. Automatically collected, non-personal data

Occasionally, when you access our web sites, information is collected automatically (not through registration) that is not associated with a specific person (for example, the Internet browser and operating system used, the domain name of the web site you came from; Number of visits, average length of stay, pages viewed). We use this information to determine the attractiveness of our websites and to improve their performance and content. For this we use both the services of Google, Bing, and Piwik. The terms and conditions and privacy policy of the respective provider apply.

#### **11. Subscription to our newsletter**

On the website of Profimess GmbH (profimess.com or profimess.com) users are given the opportunity to subscribe to the newsletter of our company. The personal data are transmitted to the data controller when the newsletter is ordered results from the input mask used for this purpose.

Profimess GmbH informs its customers and business partners at regular intervals by means of a newsletter about company offers. The newsletter of our company can only be received by the data subject if (1) the data subject has a valid email address and (2) the data subject registers for the newsletter. For legal reasons, a confirmation e-mail will be sent to the e-mail address entered by an affected person for the first time for newsletter mailing using the double-opt-in procedure.

This confirmation email is used to check whether the owner of the e-mail address as the person concerned authorized the receipt of the newsletter.

When subscribing to the newsletter, we also store the IP address of the computer system used by the person concerned at the time of registration, as well as the date and time of registration, as assigned by the Internet Service Provider (ISP). The collection of this data is necessary in order to understand the (possible) misuse of an affected person's e-mail address at a later date and therefore serves as legal safeguards for the controller.

The personal data collected in the course of registering for the newsletter (usually only the e-mail address) will be used exclusively to send our newsletter. In addition, Subscribers to the Newsletter may be notified by email, if necessary for the operation of the Newsletter Service or registration, as in the case of Changes to the newsletter offer or the change in the technical conditions could be the case. There will be no transfer of the personal data collected as part of the newsletter service to third parties. Subscription to our newsletter may be terminated by the person concerned at any time. The consent to the storage of personal data that the data subject has given us for the newsletter dispatch can be revoked at any time. For the purpose of revoking the consent, there is a corresponding link in each newsletter. It is also possible to unsubscribe from the newsletter at any time, directly on the controller's website, or to inform the controller in a different way.

#### **12. Newsletter tracking**

The newsletters of Profimess GmbH are sent via Rapidmail GmbH, Augustinerplatz 2, 79098 Freiburg i.Br. By extending the links within the mail, you can statistically record which of these links were clicked and how often. This will inform us about the success or failure of our newsletter campaigns and if and when an email was opened by an affected person.

Such the data collected in the newsletters are pure numbers and thus anonymous. They are stored and evaluated by the controller in order to optimize the distribution of newsletters and to better adapt the content of future newsletters to the interests of the data subject. This data will not be disclosed to third parties. Affected persons are at any time entitled to revoke the separate declaration of consent made via the double-opt-in procedure. After a revocation, this personal data will be deleted by the controller or by an automated process of rapidmail GmbH. A withdrawal from the receipt of the newsletter, Profimess GmbH automatically interpreted as a revocation.

#### **13. Cookies**

Cookies are informations that are automatically stored on your computer. When you visit one of our websites, we may store information in the form of a „cook-

ie“ on your computer, which will automatically recognize you on your next visit. Cookies are small files that are temporarily stored on your hard disk. Cookies allow us, for example, to customize a website according to your interests or to store your password so that you do not have to re-enter it every time. Cookies also help us to identify particularly popular areas of our website. In this way, we can tailor the contents of our website to your needs and thus improve our offer for you. Cookies can be used to determine if your computer has already communicated with our sites. These cookies make it possible to identify your computer, but not to relate to a person. Of course you can also view our website without cookies. If you do not want us to recognize your computer, please set your Internet browser to delete cookies from your computer hard drive, block all cookies, or warn you before a cookie is stored.

#### **14. Web analytics with Google**

This website uses Google Analytics and Google Remarketing, services of Google Inc. („Google“). Google Analytics and Google Remarketing also use cookies. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. The remarketing feature is designed to show interest-based ads to visitors to the site through the Google Network. The stored cookies allow Google to recognize the visitor when they visit websites that belong to the Google ad network. On these pages, visitors can then be presented with ads that relate to content that the visitor previously visited on websites that use Google's remarketing feature. Google says it does not collect any personal information during this process. However, if IP anonymisation is activated on this website, your IP address will be shortened by Google beforehand within member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator. The IP address provided by Google Analytics as part of Google Analytics will not be merged with other Google data. You can prevent the storage of cookies by a corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this website to the fullest extent possible. We store cookies or IP anonymized data in Google Analytics for a maximum of 26 months. In addition, you may prevent the collection by Google of the data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google by downloading the browser plug-in available under the following link and install:

<https://tools.google.com/dlpage/gaoptout?hl=de>

Please note that on this website Google Analytics has been extended by the code „`{ anonymize_ip : true}`“ in order to ensure the anonymized collection of IP addresses (so-called IP-Masking).

We also use Google Analytics to analyze data from AdWords and the Double-Click Cookie for statistical purposes. If you do not want to do this, you can disable it through the Ads Preferences Manager (<http://www.google.com/settings/ads/onweb/?hl=de>).

Further information on terms of use and data protection can be found here:

<http://www.google.com/analytics/terms/de.html>

<http://www.google.com/intl/de/analytics/privacyoverview.html>

#### **15. Use of webfonts**

On these websites external fonts, Google fonts are used. Google Fonts is a service of Google Inc. („Google“). The integration of these web fonts is done by a server call, usually a Google server in the USA. This will be transmitted to the server, which of our websites you have visited. Also, the IP address of the browser of the terminal of the visitor of this website is stored by Google. For more information, see the Google Privacy Policy, which you can access here:

[www.google.com/fonts#AboutPlace:about](http://www.google.com/fonts#AboutPlace:about)

[www.google.com/policies/privacy/](http://www.google.com/policies/privacy/)

## **16. Privacy Policy for deployment and Usage of Bing Ads**

Our online offerings also use conversion tracking from Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). Microsoft Bing Ads places a cookie on your computer if you have accessed our website via a Microsoft Bing ad. Microsoft Bing and we can thus recognize that someone clicked on an ad, was redirected to our website and reached a previously determined landing page (conversion page). We only hear the total number of users who clicked on a Bing ad and were then redirected to the conversion page. No personal information about the identity of the user is given. If you do not want to participate in the tracking process, you can also refuse the required setting of a cookie - for example, via a browser setting that generally disables the automatic setting of cookies. For more information about privacy and cookies used with Microsoft Bing, visit the Microsoft Web site at <https://privacy.microsoft.com/de-de> or <https://help.bingads.microsoft.com/#apex/3/de/53056/2>

## **17. Integration of the Trusted Shops Trustbadge**

To display our Trusted Shops seal of approval and any collected reviews as well as to offer the Trusted Shops products for buyers after placing an order, the Trusted Shops Trust Badge is included on this website. This serves to safeguard our legitimate interests, which predominate in the context of a weighing up of interests, in the optimal marketing of our offer pursuant to Art. 6 (1) sentence 1 lit. f GDPR. The Trustbadge and the services advertised are an offer of Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne. When the Trustbadge is called, the Web server automatically stores a so-called server log file, which contains, for example your IP address, date and time of the retrieval, transferred amount of data and the requesting provider (access data) and documents the call. These access data will not be evaluated and automatically overwritten within seven days after the end of your page visit. Other personal data will only be transferred to Trusted Shops, as far as you have consented to this, decide after the completion of an order for the use of Trusted Shops products or have already registered for utilization. In this case, the contractual agreement between you and Trusted Shops applies.

## **18. Credit card payments with Stripe**

The online shop of Profimess GmbH and <https://www.profimess-onlineshop.com> also offers credit card payments via Stripe as payment method: Stripe Payments Europe Ltd, Block 4, Harcourt Center, HarCourt Road, Dublin 2, Ireland. All data necessary for the payment processing are used by Stripe and Profimess GmbH exclusively for the execution of the payments and transmitted safely over the procedure „SSL“. Stripe is PCI DSS certified. Stripe transfers, processes and stores personal information outside the EU. In doing so, Stripe is subject to the Safe Harbor Agreement. Stripe's Privacy Policy is located here: <https://stripe.com/de/privacy>

## **19. Children**

Profimess does not knowingly collect any information from children. The definition „child“ or „children“ is based on applicable law, as well as on national and cultural rules.

## **20. Security**

Profimess takes technical and organizational security measures to protect your personal data against unintentional or unlawful deletion, alteration or loss, and against unauthorized disclosure or access.

## **21. Links to other websites**

The profimess websites may contain links to websites of other providers, to which this privacy policy does not extend. Profimess is not responsible for the privacy

policies or the content of these other websites, but expects them to follow the same guidelines.

## **22. Right to information**

Upon request, Profimess GmbH will inform you in writing in accordance with applicable law whether and which personal data about you are stored with us as soon as possible. If, despite our efforts to ensure that the information is accurate and up to date, incorrect information is stored, we will correct it at your request. If you have any questions regarding the processing of your personal data, you can directly contact our management, which will be available to you and your team in the event of requests for information, suggestions or complaints. You have the right to instruct us in writing to demonstrably delete all personal data stored about you.

## **23. Questions and comments**

Profimess will respond to all reasonable requests to view and, if necessary, correct, supplement or delete personal data. If you have any questions or comments about this privacy policy (for example, to review and update your personal information), please contact us online or by phone. As the Internet evolves, we will continue to adapt our privacy policy. Changes will be announced in time on this site. Therefore, you should visit this page regularly to learn about the current state of the privacy policy.

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