

## **Cookies, web analysis services and social media**

We want you to have a pleasant online experience with our website. To achieve this we use cookies and web analysis services in the context of Art. 6 (1) lit. f) GDPR.

To that end we use a range of cookies and services to safeguard the functionality of our website and to structure the website in as informative and user-friendly manner as possible. It is important to us that you can surf our website in comfort and for that reason the ongoing optimisation of our website has a high significance. These include for example pre-populated form fields, meaning that you do not always need to re-enter all details and also that the settings you make can be saved. It is also important to us that you see content on our website that actually interests you and simplifies the online experience for you.

However, we never lose sight of the need to handle your personal data carefully. For that reason, the following contains detailed information about the use of the cookies and services we use on this website. Of course, you have the option of deactivating all cookies and services. You may do so by blocking or deleting cookies via your Internet browser or separately deactivating them by setting a specified opt-out cookie or following a specified link. Please note that the deactivation process needs to be performed for every browser you use. Deleting all cookies in your browser also affects the corresponding opt-out cookie.

### **Functional cookies**

Cookies are small text files that are placed in your browser history and reconstruct pre-configured settings and other changes on your next visit.

These functional cookies ensure that our website works properly. They are stored for up to a maximum of two years and are then deleted automatically. Cookies enable the following functions, for example:

- Saving products that you have placed in the shopping cart or on your wish list
- Saving the settings you made during checkout or during an order so you do not need to re-enter this data
- Saving default settings such as language, location, number of search results etc.
- Saving settings for optimum video display, e.g. required buffer size and the resolution data of your screen
- Recording browser settings to display our website optimally on your screen
- Identifying abuse of our websites and services, e.g. by registering several subsequent incorrect logon attempts
- Uniform loading of the website to retain website accessibility
- Saving your login data so that you do not need to re-enter it every time

You can block the setting of these cookies and delete any cookies that have already been set. For further information, please contact the manufacturer or refer to the help function of your Internet browser. However, please note that certain functions on our website will be no longer available, or only available to a limited extent, if you reject these functional cookies.

## Analysis services for statistical purposes

To determine which content on our website is of most interest to you, we are constantly measuring visitor numbers and the most-viewed content. We use the data collected in this way for statistical purposes, for example:

- To record visitor numbers on our websites
- To record the respective visit duration of our website visitors
- To record the order in which various websites were visited
- To determine which parts of our website need to be adapted
- For website optimisation

We use the following services for statistical purposes. You may deactivate them by setting an opt-out cookie or following a link:

- **Google Analytics**

Google Analytics is a web analytics service from Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Analytics uses cookies to enable an analysis of the use of our website. The information generated by the cookie about your use of the website is usually transferred to one of Google's servers in the USA and stored there. However, your IP address will be shortened by Google within the member states of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to one of Google's servers in the USA and shortened there. Google will not merge your browser's IP address transmitted by Google Analytics with any other data. Cookies stored by Google Analytics are deleted after a maximum of 14 months.

Further information on data protection and the terms of use for Google Analytics can be obtained from: <http://www.google.com/analytics/terms/gb.html> and <https://policies.google.com/privacy?hl=en>

To deactivate Google Analytics, click the following link to download and install a browser plug-in: <https://tools.google.com/dlpage/gaoptout?hl=en>

## Embedded YouTube videos

YouTube videos are embedded on our website via a plug-in provided by YouTube (YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA). If you access a page with a YouTube plug-in, a connection to YouTube's servers is automatically generated and they are told which page was visited. YouTube can allocate your surfing behaviour to your personal profile if you are logged on to your YouTube account. This can be prevented by logging out.

Watching a YouTube video causes a cookie to be set that collects information about user behaviour.

Further information on data protection at YouTube can be obtained from: <https://www.google.de/intl/de/policies/privacy/>