

## **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>

If you have agreed to use Google Analytics and would like to disable the service, click the following link to download and install a browser plug-in:

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

## Social media plug-ins

Our website features plug-ins from various social media networks in order that you can connect to your social media channels. These social media plug-ins are identified by a logo or by the words 'social plug-in'.

When you view a web page of ours that contains such a plug-in, your browser establishes a direct link with the servers belonging to the social network in question. The plug-in contents are sent directly to your browser by the social network and are incorporated into the web page. The social network is then notified that your browser has viewed the relevant page of our website, even if you do not have a profile with said social network or even if you are not currently logged in to the network. This information (which includes your IP address) is transmitted directly from your browser to a server belonging to the social network and is stored there. If you are logged in to your account with such a social network while using our website, the social network will be able to directly attribute the

viewing of our website to your profile. If you interact with the social media plug-in, for example by clicking on a 'Like' button or by posting a comment, this information is likewise sent directly to a server belonging to the social network, where it is stored. The information is also published on your profile and is shown to your profile friends. If you do not want a social network to directly attribute the data collected via our website to your profile, you must log out of your social network account before visiting our website.

To protect your privacy, we use a technical solution when integrating social plug-ins which prevents data (such as your IP address) from being transmitted to social networks as soon as you visit our website. The social media plug-in is only activated upon your clicking on it for the first time.

You can then only fully use the share function (for example 'Like') upon clicking on the social media plug-in for a second time. If you are a member of a social network and you click on said network's social plug-in, the provider of the social network may be able to tally information regarding the visit to our website with your profile data. Please therefore find out about these functions from the operators of the social networks you use.

The following social media plug-ins are incorporated into our website:

- Twitter Tweet

Operator: Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA  
[Twitter Privacy Policy](#)

- YouTube

Operator: YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA  
[YouTube Privacy Policy](#)

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