

Data Privacy Policy

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Thank you for your interest in our website. Protecting your privacy is very important to us. Please see below for detailed information on how we handle your data.

Name and address of the controller

Within the meaning of the **General Data Protection Regulation** and other national data protection laws of the member states as well as other data protection provisions, the controller is:

Naturana Dölker Gmbh & Co.
Kommanditgesellschaft [limited partnership]
Hinterweilerstraße 3
72810 Gomaringen
Germany

Tel.: +49 (0)7072 12-0
Email: info@naturana.de

Name and address of the data protection officer

Please contact our data protection officer for queries concerning the collection, processing, or use of your personal data, for access to, correction of, blocking or erasure of data and the withdrawal of granted consent.

You can contact our data protection officer at datenschutzbeauftragter@naturana.de or via post by including "data protection officer" in the address.

General information on the collection, processing and use of personal data.

You can visit our web pages without providing any personal information. When a web page is accessed, the web server simply automatically saves a what is known as a server log file, which, for example, includes the name of the requested file, your IP address, the date and time of retrieval, the amount of data transferred and the requesting provider (access data), and documents the retrieval.

Why do we collect this data?

This access data is solely analysed for the purposes of ensuring unimpeded operation of the site and improving our offer. This serves to safeguard of our legitimate interests in the correct presentation of our offer which is predominant within the framework of balancing interests.

How long is the data stored?

All access data is erased at the latest seven days after you have visited our sites.

Hosting services through a third-party provider

Within the framework of processing, a third-party provider provides the hosting and website

display services for us. All data collected within the framework of the use of this website or in designated forms in the online shop, as described below, will be processed on its servers.

Contacting us using the contact form or via email

When contacting us using the contact form or via email, the information is stored for the purpose of processing the request, as well as in the event that there are follow-up questions. We do not pass on this data to third parties.

Why do we collect this data?

We use the data provided by you to process your requests.

How long is the data stored?

The personal data is erased after your request has been processed, unless you have expressly consented to the further use of your data.

Personal data in the order process

We collect personal data when you share it with us within the framework of your order. Obligatory fields are marked as such because we require the data in order to fulfil the contract in these cases and you cannot complete the order without providing such information. Please see the respective input forms to see which data is

collected.

You can choose to create a customer account which we can use to save your data for later additional purchases. If you create an account under "My Account", the data provided by you will be stored on a revocable basis. All other data, including your user account, can be deleted in the customer area at any time.

We may also process the personal data provided by you to inform you of other interesting products from our portfolio or to send you emails with technical information.

In order to prevent unauthorised third-party access to your personal data, in particular financial data, the order process is encrypted using TLS technology.

Why do we collect this data?

We use the data provided by you to fulfil the contract.

How long is the data stored?

After full performance of the contract, your data will be restricted for further processing and erased upon expiry of retention periods mandated by tax and commercial law, unless you have expressly consented to the further use of your data or we reserve the right to use the data beyond these periods, as permitted by law and explained in this policy.

Data transfer for contract performance

In order to fulfil the contract, we will pass on your data to the shipping company responsible for delivery, provided that this is necessary for delivering ordered goods. Depending on which payment service provider you select during the order process, we will, for the processing of the payment, pass on the payment data collected for this purpose to the financial institution tasked with the payment and any payment service providers appointed by us or to the selected payment service.

Sometimes, the selected payment service providers also collect this data themselves if you have created an account with them. In this case, you must log into the payment service provider with your access data during the order process. The data privacy policy of the respective payment service provider will apply in this respect:

Paypal: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>
Stripe: <https://stripe.com/de/privacy>

Newsletter

You have the option of subscribing to a free newsletter on our website. For this, all we need is your email address, which will be sent to us from the input screen when you sign up to the newsletter. In doing so, your data will be passed on to an email marketing service provider within the framework of order processing. This data will not be passed on to other third parties.

To register for our email newsletter, we use what is known as the double opt-in process. This means that after you have registered, we will send you an email to the specified email address in which we will ask you to confirm that you would like to receive the newsletter. If you do not confirm your registration within seven days, your information will be automatically erased. Moreover, we will store your IP address and registration and confirmation times respectively. The purpose of this process is to verify your registration and where necessary, to be able to

inform you of a possible misuse of your personal data.

In accordance with the Telemedia Act, we are obligated to keep the content of all consent ready for retrieval at all times. Your consent to receive our newsletter reads as follows:

“Your consent to receive our newsletter can be withdrawn at any time by sending an email to info@eva-dessous.com or via the contact details provided in the site credits. The newsletter is sent in accordance with our data privacy policy and in order to promote our products and services.

Why do we collect this data?

The user’s email address is collected for the purpose of delivering the newsletter. The email marketing service provider is appointed on the basis of our legitimate interests in accordance with Article 6 (1) (f) GDPR and a processing contract in accordance with Article 28 (3) (1) GDPR.

How long is the data stored?

The data is erased as soon as it is no longer necessary for achieving the purpose of its collection. The user’s email address is therefore stored for as long as the newsletter subscription is active.

How can I cancel the newsletter?

Subscription to the newsletter can be cancelled at any time by the user concerned without providing a reason. For this purpose, a corresponding link is provided in each newsletter. Alternatively, please contact us via the contact address provided in the [site credits](#) or send us an email at info@eva-dessous.com.

Newsletter – performance measurement

We evaluate your user behaviour when sending the newsletter. For this evaluation, the emails sent include web beacons or tracking pixels, representing single-pixel image files stored on our website. To perform the evaluation, we link the data you have provided to us and the web beacons with your email address and an individual ID. Links included in the newsletter also contain this ID.

You can object to this tracking at any time by clicking on the separate link provided in each email or by informing us using another contact method. The information is stored for as long as you are subscribed to the newsletter. After logging out, we store the data anonymously for purely statistical purposes. Moreover, such tracking is not possible if you have deactivated image viewing by default in your email program. In this case, you will not be able to view the newsletter in full and might not be able to make use of all features. If you allow the images to be displayed manually, your behaviour will be tracked as stated above.

Use of cookies

Our website uses cookies. Cookies are small text files which are automatically stored on your device. This cookie contains a characteristic string which allows the browser to be clearly identified when the website is reopened.

Why do we collect this data?

We use cookies on various pages to make visiting our website attractive and to enable the use of

certain features in order to display suitable products or for market research. This serves to safeguard our legitimate interests in the optimised presentation of our offer which is predominant within the framework of a balancing of interests.

How long are cookies stored?

Some of the cookies used by us will be erased when the browser session has ended, i.e. after your browser is closed (these are called session cookies). Other cookies will remain on your device and enable us to recognise your browser when you next visit (persistent cookies). The storage duration can be found in the overview in the cookies settings of your web browser.

How can I disable cookies?

You can set your browser so that you are informed of the insertion of cookies and individually decide to accept them or exclude the acceptance of cookies for certain individual cases or in general. This feature is described in the help menu of each browser, which explains how you can change your cookie settings. However, we would like to point out that the features of our website may be restricted if cookies are not accepted.

The settings for the respective browser can be found using the following links:

- Internet Explorer™: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>
- Safari™: https://support.apple.com/kb/ph21411?locale=de_DE
- Chrome™: <http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>
- Firefox™: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>
- Opera™ : <http://help.opera.com/Windows/10.20/de/cookies.html>

Use of social media plug-ins

Social media plug-ins ("plug-ins") of the companies listed below are used on our website. These services are provided by the respective companies ("provider(s)")

- instagram™, operated by Instagram LLC, represented by Kevin Systrom and Mike Krieger, 1601 Willow Rd, Menlo Park CA 94025, USA

When you visit a page of our website containing a social media plug-in, your browser establishes a direct connection to the servers of the respective provider. The content of the plug-in is transmitted from the respective provider directly to your browser and integrated into the page. By integrating the plug-ins, the providers are informed that your browser has visited the corresponding page of our website, even if you do not have a profile or are not currently logged in. This information (including your IP address) is transmitted from your browser directly to a server of the respective provider in the USA and where it is stored. If you are logged in to one of the services, the providers can link your visit to our website with your profile with the respective provider (e.g. Instagram, Facebook). When you interact with the plug-ins, e.g. by clicking on the "like", "+1", "tweet" or "instagram" buttons, the corresponding information is also transferred directly to a server of the providers where it is stored. The information is also published in the social network, on your Twitter or Instagram account and is displayed to your contacts there.

Why do we collect this data?

This data is only collected with consent for direct marketing purposes. Please consult the providers' privacy policies for more information on this.

- instagram™: <https://help.instagram.com/155833707900388>

How long is the data stored?

Please consult the providers' privacy policies for information on this.

- instagram™: <https://help.instagram.com/155833707900388>

How can I disable social media plug-ins?

If you do not want the provider to link data collected via our website directly to your profile with the respective service, you must log out of the corresponding service before visiting our website. You can even completely prevent the loading of plug-ins with add-ons for your browser, e.g. by using the script blocker "NoScript". Please see <http://noscript.net/> for details on this.

Use of Google website analytics services

The headquarters of Google LLC are situated in the USA and the company is certified under the EU-US Privacy Shield. Please visit the following link to view a current certificate: <https://www.privacyshield.gov/list>. Owing to this agreement between the USA and the European Commission, the latter has established a suitable data protection level for companies certified under the Privacy Shield.

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. (www.google.de). Google (Universal) Analytics uses methods enabling your use

of the website, such as cookies, for example to be analysed. The information automatically

collected concerning your use of this website is generally transmitted to a Google server in the USA and stored there. By activating IP anonymisation on this website, the IP address will be shortened prior to transmission within EU member states or within other states which are party to the European Economic Area Agreement. The full IP address will only be sent to a Google server in the USA and shortened there in exceptional cases. The anonymised IP address provided by your browser within the framework of Google Analytics is in principle not merged with other Google data.

Google AdWords and Google Conversion Tracking

This website uses Google AdWords, an online advertising program of Google Inc. Conversion tracking is used within the framework of the online advertising program. After clicking on an advertisement placed by Google, a cookie will be placed for conversion tracking purposes. Google AdWords cookies cease to be valid after 30 days and are not used to personally identify users. From the cookie, Google and website operators can tell that you have clicked on an advertisement and have been redirected to our website. This allows us to know how many users have clicked on their advertisement and been redirected to pages with conversion tracking tags. However, we do not receive any information allowing users to be personally identified.

Google Remarketing

This website uses Google Inc.'s remarketing feature. The purpose of this feature is to analyse visitor behaviour and visitor interests. Google uses cookies to analyse website use, which forms the basis for the creation of interest-based advertisements. The cookies are used to record site visits and anonymised data on the use of the website. No personal data of visitors to the website is stored. If you then visit another website in the Google Display network, you will see pop-ups that are very likely to include previously viewed product and information areas.

Why do we collect this data?

Processing is carried out on the basis of Article 6 (1) (f) GDPR in the legitimate interest in the analysis of user behaviour, in order to optimise our promotions and advertising, and reach visitors to the website in a targeted manner with advertising by displaying personalised, interest-based advertisements to visitors of the provider's website when they visit other websites in the Google Display network.

How long is the data stored?

In principle, the data is erased as soon as the purpose of its collection has been fulfilled. Please refer to Google's privacy policy for details on Google's website analytics services:

<https://www.google.de/policies/privacy/>.

How can I disable Google website analytics services?

You can prevent the cookies for Google website analytics services from being installed by adjusting your browser software. In doing so, an opt-out cookie will be stored on your device. If you delete your cookies, you must click on the link again. We would like to point out that in this case, you might not be able to use all features of our website in full.

You can object to Google Analytics data collection and storage at any time with future effect by means of a Google browser plug-in. Please visit

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

You can activate or deactivate personalised Google advertising via the advertising settings in your Google account. These settings are stored in your Google account (if you are logged in) or in the browser (if you are not). Alternatively, you have the option of installing a browser plug-in, in order to deactivate personalised advertising. Please visit

<https://support.google.com/ads/answer/7395996?hl=de> for details.

Google reCAPTCHA

In order to verify and avoid interactions on our website through automated access, for example, through what are known as bots, we use Google LLC's Google reCAPTCHA on our website. Using this service, Google is able to determine from which web page a request is sent and from which IP address you use the reCAPTCHA input box. In addition to your IP address, Google may collect additional information which is necessary for the offer and to guarantee this service.

Why do we collect this data?

The legal basis is Article 6 (1) (f) GDPR. Our legitimate interest lies in the security of our website and in the defence against unwanted, automated access in the form of spam, or the like.

How long is the data stored?

In principle, the data is erased as soon as the purpose of its collection has been fulfilled. Please refer to Google's privacy policy for details on Google's website analytic services:

<https://www.google.de/policies/privacy/>.

Your rights

You have the right to access your personal data stored by us free-of-charge, and where necessary, the right to the correction, restriction of processing, data portability or the erasure of this data.

You have the right to object to the processing of your personal data for direct marketing purposes, without providing reasons.

If we process your data for the safeguarding of legitimate interests, you can object to this processing for reasons arising from your particular situation. We will then cease to process your personal data unless we are able to demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or the processing serves the establishment, exercise, or defence of legal claims.

For questions regarding the collection, processing, or use of your personal data, or if you wish to access, correct, block or erase your data, as well as revoke granted consent or object to a particular use of the data, please contact us directly using the contact details provided above. In addition, you have the right to lodge a complaint with the relevant data protection supervisory authority.

Right to lodge a complaint with a supervisory authority

You have the option to lodge a complaint with the abovementioned data protection officer or a data protection supervisory authority, if you believe that the processing of your data is unlawful. The data protection supervisory authority with jurisdiction for us is *Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit* [state representative for data protection and freedom of information] Baden-Württemberg Königstrasse 10 a 70173 Stuttgart.