

# Privacy Policy

Thank you for visiting our online shop. Protecting your privacy is very important to us. Below you will find extensive information about how we handle your data.

## 1. Access data and hosting

You may visit our website without revealing any personal information. With every visit to the website, the web server documents the request and stores automatically only a so-called server log file which contains information such as the name of the requested file, your IP address, the date and time of the request, the volume of data transferred and the requesting provider (access data).

These access data are analysed exclusively for the purpose of ensuring the smooth operation of the website and improving our offer. In accordance with Art. 6 (1) 1 lit f GDPR this serves the protection of our legitimate interests, which are overriding in the process of balancing interests, in the proper presentation of our offer. All access data are deleted no later than seven days after the end of your visit on our website.

### Third-party hosting services

Data are also processed by a third-party provider that we have engaged to render hosting and website presentation services on our behalf. This provider processes on its servers all data that are collected in the manner specified below when you visit our website or fill in forms made available for this purpose in our online shop. Data are processed on other servers only in the scope described herein.

This service provider is based in an EU or EEA member state.

## 2. Data collection and use for processing the contract and for opening a customer account

We collect personal data when you provide it in the context of your order of products and services, when contacting us (e.g.: by contact form or email), opening a customer account, for the maintenance / repair of products or management of the warranty, and to voluntarily submit warranty. Mandatory fields are marked as such because we absolutely need those data to perform the contract, process your contact request, or open your customer account, and you would otherwise not be able to complete your order and/or create your customer account or send the contact request. It is evident in each input form what data are collected. We use the data that you disclose to us to perform the contract and process your enquiries according to Art. 6 (1) 1 lit b GDPR. Upon completion of the contract or deletion of your customer account, any further processing of your data will be restricted, and your data will be deleted upon expiry of the retention period applicable under relevant regulations, unless you expressly consent to the further use of your data or we reserve the right to further use your personal data in the scope and manner permitted by law, of which we inform you in this notice. Your customer account can be deleted at any time. For this purpose you can either send a message by means of the contact option specified below or use the relevant function available in the customer account.

### Customer correspondence

We use the service of Freshdesk for customer correspondence. The service provider is Freshworks, Inc., 1250 Bayhill Drive, Suite 315, San Bruno, California 94066, USA.

Among other things, Freshworks is a service for answering, organising and analysing customer inquiries. When you enter data for the purpose of responding to requests (e.g., email address), they are stored on Freshwork servers in the United States.

### Privacy Policy of Freshworks:

For details, see the [Freshworks Privacy Policy](#).

### EU-US-Privacy Shield:

Freshworks is certified under the [EU-US Privacy Shield](#). The Privacy Shield is an agreement between the European Union (EU) and the US to ensure compliance with European privacy standards in the United States.

#### **Right to object to data collection**

Data processing is based on your consent in accordance with Art. 6 (1) 1 lit b GDPR. You can revoke this consent at any time by contacting us (for example through our contact form). The data deposited with us for the purpose of processing your inquiries will be stored by us until the notification of your revocation of consent and will be deleted after such revocation both from our servers and from the servers of Freshworks.

### **3. Transfer of data**

We disclose your data to the shipping company in the scope required for the delivery of the ordered goods according to Art. 6 (1) 1 lit. b GDPR. Depending on the payment service provider you have selected during the order process, we disclose the payment details collected for order processing purposes to the bank commissioned to handle the payment and, as the case may be, to the payment service provider commissioned by us or to the selected payment service. Some of those data are collected by the selected payment service providers themselves if you open an account with them. In such a case, during the order process you must register with the respective payment service provider using your access data. In this respect, the privacy notice of the relevant payment service provider applies.

#### **Disclosure of data to a shipping provider**

If, when or after placing your order, you have given your express consent to us doing so, we will disclose your email address and phone number to the selected shipping provider based on that consent pursuant to Art. 6 (1) 1 lit. a GDPR, in order to enable the shipping provider to contact you to advise you of the delivery or agree with you the details of the delivery.

You may revoke your consent at any time by sending a message to the contact option given below or by directly notifying the shipping provider at the contact address specified below. Following the revocation of your consent, we will delete the data disclosed for this purpose, unless you expressly consent to the further use of your data or we reserve the right to further use your personal data in the scope and manner permitted by the law, of which we inform you in this notice.

<b>Up to 50 kg</b>	<b>Hazardous Goods</b>
DHL Paket (Austria) GmbH	Tisa Speditions GmbH
Brunner Str. 65	Barnabas-Fink-Strasse 4
1230 Wien	6845 Hohenems
Austria	Austria

### **4. Email newsletter and postal advertisement**

#### **E-mail advertising if you subscribe to the newsletter**

If you subscribe to our newsletter, we will regularly send you our email newsletter based on your consent according to Art. 6 (1) 1 lit a GDPR, using the data required or disclosed by you separately for this purpose.

The newsletter is sent to you by our service provider who processes data on our behalf and to whom we disclose your email address. For the dispatch of our newsletter we use the services of MailChimp. The provider is the Rocket Science Group LLC, 675 Ponce De Leon Ave. NE, Suite 5000, Atlanta, GA 30308, USA.

Among other things, MailChimp is a service that supports the dispatch, organisation and analysis of newsletters. If you enter data for the purposes of newsletter subscription (e.g. email address), it will be stored on MailChimp's servers in the United States.

#### **MailChimp analysis**

With the help of MailChimp we can analyse our newsletter campaigns. When you open an email sent by MailChimp, a file contained in the email (called a web beacon) connects to MailChimp's servers in the United States. This way it can be determined if a newsletter message has been opened and which links have been clicked on. In addition, technical information is collected (e.g. time of retrieval, IP address, browser type and operating system). This information cannot be assigned to the respective newsletter recipient; they exclusively serve the statistical

analysis of newsletter campaigns. The results of these analyses can be used to improve future newsletters in the interests of the recipient.

#### **Privacy Policy of MailChimp**

For details, see the [privacy policy of MailChimp](#).

#### **EU-US-Privacy Shield**

MailChimp is certified under the EU-US Privacy Shield. The Privacy Shield is an agreement between the European Union (EU) and the US to ensure compliance with European privacy standards in the United States.

#### **Right to object to data collection**

If you do not want analysis of your data to be undertaken by MailChimp, please unsubscribe from the newsletter. We provide a link in each newsletter message that enables you to unsubscribe from it. Furthermore, you can unsubscribe from the newsletter directly on the website. Data processing is based on your consent (Article 6 (1) (a) GDPR). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the already completed data processing operations remains unaffected by the revocation. The data deposited with us for the purpose of obtaining the newsletter will be stored by us until it has been removed from the newsletter and, after unsubscribing from the newsletter, deleted both from our servers and from the servers of MailChimp.

#### **Postal advertising and your right to opt out**

Unless you have not opted-out or you are a consumer who consumer has a habitual residence in Spain, we reserve the right to use your first and last name and your postal address for advertising purposes, e.g. for sending interesting offers and information about our products by post. This serves the protection of our legitimate interests in promoting and advertising our products to customers according to Art. 6 (1) 1 lit. f GDPR. These interests are overriding in the process of balancing interests. The advertisements are sent to you by our service provider who processes data on our behalf and to whom we disclose your data for this purpose. You can opt out of the storage and use of your data for these purposes at any time by sending a message to us via the contact option specified below.

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

We have integrated the Trusted Shops Trustbadge on this website in order to display our Trusted Shops Trustmark and offer the Trusted Shops products to customers after placing an order.

This serves the protection of our legitimate interests in the optimal marketing of our offer according to Art. 6 (1) 1 lit. f GDPR. These interests are overriding in the process of balancing interests. The Trustbadge and the advertised Trustbadge services are offered by Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne, Germany.

With every use of the Trustbadge, the web server automatically saves a so-called server log file, which contains data such as your IP address, the date and time of the request, the volume of data transferred and the requesting provider (access data), and documents the request. Those access data are not analysed and are automatically overwritten no later than seven days after the end of your website visit.

Other personal data are transferred to Trusted Shops only if you decide to use or have already registered to use Trusted Shops products after placing an order. In such a case, the contract concluded between you and Trusted Shops applies.

## **6. Cookies and web-analysis**

To improve the user experience on our website and enable you to use its individual features, which facilitate the display of suitable products or the conducting of market research, some pages of this website use so-called cookies. This serves the protection of our legitimate interests in the optimised presentation of our offer according to Art. 6 (1) 1 lit. a GDPR. These interests are overriding in the process of balancing interests. A cookie is a small text file which is stored automatically on your end device. Some of the cookies we use are deleted after you close the browser session, i.e. when you close the browser (these are so-called session cookies). Other cookies are stored in your end-user device and enable us to recognise your browser when you visit us again (persistent cookies). To check the cookie storage period, you can use the Overview function in the cookie settings of your web browser. You can configure your browser for it to inform you whenever a page uses cookies and decide on a case-by-case basis whether to accept or reject the cookies on a given website or make a general rule to this end. Every browser has a different policy for managing cookie settings. The browser's policy is described in the Help

menu of every browser and explains how you can change your cookie settings. To find out how to change the settings in your browser, see the links below:

Internet Explorer™: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

Safari™: <https://support.apple.com/en-gb/guide/safari/sfri11471/mac>

Chrome™: <https://support.google.com/chrome/answer/95647?hl=en&hlrm=en>

Firefox™: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Opera™: <http://help.opera.com/Windows/10.20/en/cookies.html>

Please note that disabling cookies may limit your access to some features of our website.

## Use of Google (Universal) Analytics for web analytics

For the purpose of website analytics, this website uses Google (Universal) Analytics, a web analytics service provided by Google LLC ([www.google.com](http://www.google.com)). This serves the protection of our legitimate interests in the optimised presentation of our offer according to Art. 6 (1) 1 lit. f GDPR. These interests are overriding in the process of balancing interests. Google (Universal) Analytics uses methods, such as cookies, that enable an analysis of your use of the website. The information collected automatically by cookies about your use of this website is, as a rule, transmitted to and stored on a Google server in the United States. At the same time, since IP anonymisation is enabled on this website, the IP address will be shortened before being transmitted within the area of 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 USA and shortened there. Generally, Google does not associate the anonymised IP address, transmitted from your browser through Google Analytics, with any other data held by Google.

Google LLC is headquartered in the USA and is certified to the EU-US-Privacy Shield. You can see the up-to-date certificate [here](#). Based on this agreement between the USA and the European Commission, the latter has recognised entities certified to the Privacy Shield as those ensuring an adequate level of data protection.

You may prevent the data generated by cookies and related to your use of the website (incl. your IP address) from being recorded and processed by Google by downloading and installing the browser plugin available through the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en-GB>

Alternatively, you may click [this link](#), to prevent Google Analytics from recording your data on this website in the future. In this process, an opt-out cookie will be stored on your end-user device. If you clear your cookies, you will have to click the link again.

## 7. Advertisement for marketing purposes

### Google AdWords remarketing

We use Google AdWords to advertise our website in Google search results and on third-party websites. For this purpose, when you visit our website, Google's so-called remarketing cookie is set on your browser, allowing the automatic display of interest-based advertising using a pseudonymous cookie ID and information about your website visits. This serves the protection of our legitimate interests in the optimal marketing of our website according to Art. 6 (1) 1 lit. f GDPR. These interests are overriding in the process of balancing interests.

Any data processing that goes beyond that scope takes place only if you have allowed Google to associate your web and app browsing history with your Google account and to use information from your Google account to personalise ads that you see across the web. If, in such a case, you visit our website while being signed in to Google, Google will use your data together with Google Analytics data to build and define audience lists for cross-device remarketing. For this purpose, Google will temporarily join your data with Google Analytics data to build audiences.

Google AdWords remarketing is offered by Google LLC ([www.google.com](http://www.google.com)). Google LLC is headquartered in the USA and is certified to the EU-US-Privacy Shield. You can see the up-to-date certificate [here](#). Based on this agreement between the USA and the European Commission, the latter has recognised entities certified to the Privacy Shield as those ensuring an adequate level of data protection.

You can disable the remarketing cookie via [this link](#). In addition, you can obtain information about the setting of cookies from the [Digital](#)

[Advertising Alliance](#) and adjust the settings of your browser accordingly.

## Google Conversion Tracking

As part of Google AdWords, we use the so-called conversion tracking. If you click on an ad served by Google, a cookie will be set for conversion tracking. Cookies are small text files that the Internet browser stores on the user's computer. These cookies lose their validity after 30 days and are not used for the personal identification of the users. If the user visits certain pages of this website and the cookie has not expired yet, Google and myRobotcenter can recognise that the user clicked on the ad and was redirected to this page. You can configure your browser so that you will be informed about the setting of cookies and allow cookies only in individual cases, exclude the acceptance of cookies for certain cases or in general, and enable the automatic deletion of cookies when closing the browser. Disabling cookies may limit the functionality of this website. Each Google AdWords customer receives a different cookie. The cookies cannot be tracked through the websites of advertisers. The information gathered using the conversion cookie is used to generate conversion statistics for AdWords advertisers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, they do not receive information that personally identifies users.

For more information about Google AdWords and Google Conversion Tracking, see the [Google Privacy Policy](#).

### Right to object

Although we have legitimate interests in using and storing "conversion cookies", we offer the option to opt out of this. If you do not want to participate in tracking, you can opt out by in turn opting out of the Google Conversion Tracking cookie through your Internet browser under User Preferences. You will not be included in the conversion tracking statistics. The storage of "conversion cookies" is based on Art. 6 (1) lit. f GDPR. We have a legitimate interest in analysing user behaviour in order to optimise both our website and our advertising.

## Facebook remarketing / retargeting

There are remarketing tags on our pages which link to and are integrated with the social network website, Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. When you visit our pages, a direct connection is made between your browser and the Facebook server via the remarketing tags (Facebook Pixel). Through this process Facebook obtains information about the pages you have visited with your IP address. In this way Facebook can match your visit to our pages to your user account. We can use the information obtained in this way for the display of Facebook ads. Please note that we, as the host of these pages, have no knowledge of the content of the data transmitted or the usage thereof by Facebook. Further information can be found in [Facebook's data protection statement](#). If you do not want your data to be collected via Custom Audience, you can deactivate Custom Audiences here.

To prevent Facebook from assigning collected data to your user account on Facebook, please log out from Facebook before visiting our website. You can also completely prevent the Facebook plugins from loading by using add-ons to your browser, e.g. with the script blocker '[NoScript](#)'.

With the help of the remarketing tag (Facebook Pixel), Facebook is able to designate you, as a visitor of our online offer, as a target group for the display of advertisements (so-called "Facebook Ads"). Accordingly, we use the Facebook Pixel to display the Facebook Ads we have been sent only to those Facebook users who have shown an interest in our online offer or who have certain features (e.g. interests in certain topics or products visited by them) Web pages determined, which we transmit to Facebook (so-called "Custom Audiences"). With the help of the Facebook Pixel, we also want to make sure that our Facebook ads are in line with the potential interest of users and are not annoying. With the help of the Facebook Pixel, we can continue to understand the effectiveness of the Facebook ads for statistical and market research purposes, in which we see whether users were redirected to our website after clicking on a Facebook ad (so-called "conversion").

Facebook is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European data protection law.

### Right to object:

While we have legitimate interests in using the Facebook Pixel and storing "conversion cookies", we offer the option to opt out of this. You may object to the capture by the Facebook Pixel and use of your data to display Facebook Ads. To set which types of ads you see within Facebook, you can [go to the page set up by Facebook and follow the instructions on the usage-based advertising settings](#). The settings are platform independent, which means they are adopted for all devices, such as desktop computers or mobile devices. You may also object to the use of cookies for metering and promotional purposes, via the [opt-out page of the Network Advertising Initiative](#), and additionally via the [US website aboutads.info](#) or the European website [youronlinechoices.com](#). If you do not want Facebook to collect data via Custom

Audience, you can [deactivate Custom Audiences here](#).

The use of Facebook Pixel as well as the storage of "conversion cookies" is based on Art. 6 (1) 1 lit. a GDPR. We have a legitimate interest in analysing user behaviour in order to optimise both our website and our advertising.

### **uptain-Plugin**

We are using a Java-Script Plugin from uptain GmbH ('uptain-Plugin') for the improvement of the interaction with our visitors. This allows us to analyse your use of the website and improve our customer approach (e.g. via a dialogue window). We collect information about your usage behaviour, including cursor movement, length of stay, clicked links and (if applicable) information provided. The legal basis for the processing is our legitimate interest in direct marketing and providing the services run on our website. As a processor, uptain GmbH is acting on our behalf and is strictly bound by our instructions. We will not transfer the information to third parties (unless we are obliged to do so by law). If and to the extent the information collected by the uptain-Plugin contains personal data this data will be deleted immediately after your visit to our website.

You can deactivate the uptain-Plugin at any time here:

[https://www.myrobotcenter.co.uk/en\\_gb/privacy-policy/?\\_up\\_tracking\\_unsubscribe](https://www.myrobotcenter.co.uk/en_gb/privacy-policy/?_up_tracking_unsubscribe)

## **8. Usage of social media**

### **Customer correspondence via social media**

For the efficient processing of our social media channels, we use the facelift cloud. The provider is the Facelift Brand Building Technologies GmbH, Gerhofstrasse 19, 20354 Hamburg.

#### **Order data processing contract:**

We have a data processing contract with Facelift Brand Building Technologies GmbH in which we commit facelift to protect the data of our customers and not pass them on to third parties.

The basis for data processing is Art. 6 (1) 1 lit. a GDPR. We have a legitimate interest in analysing user behaviour and efficient communication to optimise our social media communications, customer service, and advertising.

### **Instagram**

Within our online offering, features and content of the Instagram service offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA, may be incorporated. For this, e.g. content such as pictures, videos or texts and buttons belong to which you can announce your favour regarding content, subscribe to the authors of the content or our contributions. If you are a member of the platform Instagram, Instagram can assign the content and functions named above to your profiles.

#### **Privacy policy of Instagram**

For more information on how to handle user data on Instagram, see the [Instagram Privacy Policy](#).

The use of Instagram is in the interest of attractively presenting our online offers and facilitating the location of the places we have indicated on the website. This constitutes a legitimate interest within the meaning of Art. 6 (1) 1 lit. a GDPR.

### **Google Maps**

We include maps from the Google Maps service provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. The processed data may include, in particular, users' IP addresses and location data, which, however, are not collected without their consent (usually as part of the settings on the mobile device). The data can be processed in the USA.

#### **Google Privacy Policy**

For more information on the handling of user data, please refer to the [Google Privacy Policy](#).

#### **Right to object to data collection**

You can prevent Google from collecting your information [by clicking on the link and opting out](#).

The use of Google Maps is in the interest of attractively presenting our online offers and facilitating the location of the places we have indicated on the website. This constitutes a legitimate interest within the meaning of Art. 6 (1) 1 lit. a GDPR.

## 8. Sending rating reminders by email

### Rating reminder by Trusted Shops

If, when or after placing your order, you have given us your express consent to do so, in accordance with Art. 6 (1) 1 lit. a GDPR, we will disclose your email address to Trusted Shops GmbH, Subbelrather Str. 15c, 50823 Cologne, Germany (www.trustedshops.com), so that they can email you a rating reminder.

You may revoke your consent at any time by sending a message to the contact option specified below or directly to Trusted Shops.

## 9. Contact options and your rights

You are entitled to be obtain free-of-charge information concerning data stored about your person and, as the case may be, to correct, restrict the processing of, enable the portability of, or delete those data.

If you have any questions about how we collect, process or use your personal data, wish to enquire about, correct, restrict or delete your data, or withdraw any consents you have given, or opt-out of any particular data use, please contact us directly using the contact information provided on our site.

You may also submit a complaint to the responsible data protection supervisory authority.

### Right to object

We process personal data as described above to protect our legitimate interests, which are overriding in the process of balancing of interests. You have the right to object to such data processing with future effect. If your data are processed for direct marketing purposes, you may exercise this right at any time as described above. If your data are processed for other purposes, you have the right to object only on grounds relating to your particular situation.

After you have exercised your right to object, we will no longer process your personal data for such purposes unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

This does not apply to the processing of personal data for direct marketing purposes. In such a case we will no longer process your personal data for such purposes.

Correct as of: 24/05/2018