privacy policy

Privacy Policy 1. Data Controller
The controller responsible for processing personal data under the General Data Protection Regulation (GDPR) is:

Home & Light e.K.
Pappelallee 78/79
10437 Berlin
Germany
Telephone: +49 (0) 30 - 920 383 50 70
Email: info@home-light.eu

We take the protection of your personal data seriously. This Privacy Policy explains which personal data we collect and process when you use our online shop, the purposes and legal bases of processing, and your rights.

Personal data means any information relating to an identified or identifiable natural person.

2. Hosting and Server Log Files
When you access our website, our server infrastructure processes technical information necessary for operating the website. This may include:

- IP address of your device
- Date and time of access
- Pages and files requested
- Amount of data transferred
- Browser type and version
- Operating system
- Referring URL
- Technical status and error messages

This processing serves to provide the website, maintain system security, identify technical errors and prevent misuse.

The legal basis is Article 6(1)(f) GDPR. Our legitimate interest is the secure and reliable operation of our online shop.

Data is retained only for as long as necessary for these purposes, unless legal obligations or legitimate grounds require longer retention.

Where external hosting or IT providers process personal data on our behalf, appropriate data processing agreements are concluded in accordance with Article 28 GDPR.

3. Cookies and Consent Management
Our website uses cookies and similar technologies to store information on, or access information from, your device.

We distinguish between strictly necessary technologies and technologies used for analytics, audience measurement or advertising.

Strictly Necessary Cookies
These technologies enable essential functions of our online shop, including the shopping basket, checkout, session management and storage of your privacy preferences.

Where storage or access is strictly necessary, it is permitted under Section 25(2) of the German Telecommunications Digital Services Data Protection Act (TDDDG). The associated processing of personal data is based, as applicable, on Article 6(1)(b) or (f) GDPR.

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Cookies and Technologies Requiring Consent
Where consent is required for analytics and advertising technologies, we use them only on the basis of your prior consent pursuant to Section 25(1) TDDDG and Article 6(1)(a) GDPR.

Our cookie consent banner allows you to grant, refuse and manage consent according to the available settings.

You may withdraw your consent at any time with effect for the future.

Information about the specific technologies, providers, purposes and retention periods must correspond to the details provided through our consent management system.

4. Google Analytics 4
We use Google Analytics 4, a web analytics service provided by Google, to analyse website usage and improve our online shop.

For users in the European Economic Area, the provider is generally Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Other Google companies may also be involved in processing.

Google Analytics 4 enables statistical analysis of:

- Page views and visitor behaviour
- Devices and browsers used
- Sources of website traffic
- Interactions with products and shop functions
- Orders and conversion events

Technical information, online identifiers and usage data may be processed.

We use Google Analytics 4 taking account of the consent choices made through our consent banner.

The legal basis for processing requiring consent is Article 6(1)(a) GDPR in conjunction with Section 25(1) TDDDG.

Retention and further processing by Google depend on the applicable technical settings and privacy provisions.

Further information: Google Privacy Policy.

5. Google Ads and Conversion Tracking
We use Google Ads to advertise our products and offers on Google Search and other advertising platforms.

Google Ads conversion tracking helps us determine whether visitors perform certain actions, such as completing a purchase, after interacting with an advertisement.

The following data may be processed:

- Information about advertising interactions
- Technical device and browser information
- Online identifiers and conversion information
- Information about specific actions within our online shop

The purpose is to measure advertising performance and optimise our campaigns.

Where consent is required, processing is based on Article 6(1)(a) GDPR and Section 25(1) TDDDG.

Further information: Google Privacy Policy.

6. Google Consent Mode
Our website uses Google Consent Mode to take visitors' consent choices into account when using Google Analytics and Google Ads.

Consent states relating to analytics and advertising are processed for this purpose.

Depending on the technical configuration, Google tags may be completely blocked when consent is refused or may transmit limited signals without analytics or advertising cookies.

Such signals may include consent status, technical connection information and event signals.

The specific processing depends on the Consent Mode configuration and your choices.

Google Consent Mode does not replace any consent required by law.

7. Google Tag Gateway
We plan to use Google Tag Gateway to deliver Google tags through our own website infrastructure.

Requests to Google services may first pass through a domain or technical infrastructure used by us before being forwarded to Google.

Using our own domain does not mean that no personal data is transferred to Google.

The consent requirements and legal bases applicable to Google Analytics and Google Ads remain unchanged by this technical transmission method.

This section will be updated after the technology has been activated and its configuration verified.

8. Customer Accounts and Order Processing
When you create a customer account or place an order, we process the personal data necessary for the relevant transaction.

This may include:

- Name and, where applicable, title
- Billing and delivery addresses
- Email address
- Telephone number, where provided or required
- Order details and purchased products
- Payment method and payment status
- Delivery and contract fulfilment information

Processing for pre-contractual measures and contract fulfilment is based on Article 6(1)(b) GDPR.

Where retention is legally required, Article 6(1)(c) GDPR also applies.

Customer account data is generally retained until the account is deleted, subject to statutory retention obligations and other lawful grounds for further processing.

9. Payment Processing
We offer various payment methods. Depending on your selection, the data necessary to process the payment is transmitted to the relevant payment service provider or financial institution.

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The legal bases are Article 6(1)(b) GDPR for contract fulfilment and, where applicable, Article 6(1)(c) GDPR for compliance with legal obligations.

PayPal
If you choose PayPal, your payment is processed through PayPal.

For customers in the European Economic Area, the provider is generally PayPal (Europe) S.à r.l. et Cie, S.C.A., Luxembourg.

Payment amounts, transaction details and necessary identification and contact data may be processed.

PayPal also processes certain data under its own responsibility as a data controller.

Further information: PayPal Privacy Statement.

Credit Card Payments via Stripe
We use Stripe to process credit card payments.

Payment amounts, transaction details, card information and necessary technical information may be processed.

Credit card data is processed through Stripe's payment infrastructure. Depending on the technical integration, payment information may be collected directly by Stripe.

Further information: Stripe Privacy Policy.

Wero
We offer Wero as an electronic payment method.

Payments are processed through the relevant Wero payment services and participating payment service providers or financial institutions.

Payment amounts, transaction identifiers and other data necessary for payment processing may be processed.

Further information: Wero.

Bank Transfer / Advance Payment
For payments by bank transfer, we process the information necessary to identify and record your payment, including the account holder's name, payment amount, payment reference and, where applicable, bank account details.

The respective financial institutions participate in payment processing.

10. Shipping and Delivery
We provide shipping, freight forwarding and logistics companies with the personal data necessary to deliver your order.

This may include your name, delivery address, telephone number and email address where required for delivery.

Some products are shipped directly by the manufacturer or its logistics partner. In such cases, the data required for fulfilment is shared with the relevant companies.

The legal basis is Article 6(1)(b) GDPR.

Additional processing for optional shipping notifications is based on the applicable legal basis.

11. Contact and Customer Service

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When you contact us by email, telephone or contact form, we process the information you provide to handle your enquiry.

This may include your name, contact details, message and information relating to existing or intended orders.

For contract-related enquiries, the legal basis is Article 6(1)(b) GDPR.

For other enquiries, the legal basis is Article 6(1)(f) GDPR. Our legitimate interest is to respond appropriately to enquiries and communicate with customers and prospective customers.

Data is deleted when no longer necessary for the relevant purpose, unless statutory retention obligations apply.

12. Newsletter via Mailchimp
You may voluntarily subscribe to our newsletter.

Our newsletter provides information about new products, collections, offers and news from Home & Light.

We use Mailchimp, a service of The Rocket Science Group LLC, part of the Intuit group, to manage subscribers and send newsletters.

Our XONIC online shop is connected to Mailchimp through a technical interface.

Only data relating to customers who have subscribed to our newsletter is transferred to Mailchimp. We do not transfer all customer email addresses indiscriminately.

Processing is based on your consent under Article 6(1)(a) GDPR.

You may withdraw your consent at any time with effect for the future, in particular by using the unsubscribe link included in each newsletter.

After unsubscribing, your data is removed from the active mailing list. Limited further retention may be necessary to document your withdrawal and prevent unwanted future mailings.

Mailchimp may process personal data in the United States.

According to Mailchimp, the service is covered by the EU-US Data Privacy Framework through the Intuit group. Additional contractual arrangements govern international data transfers.

Further information:

- Intuit Privacy Statement
- Mailchimp Data Processing Addendum

13. Transfers of Data to Third Countries
When using certain service providers, particularly Google and Mailchimp, personal data may be processed outside the European Union or the European Economic Area.

Transfers to third countries are carried out in accordance with Articles 44 et seq. GDPR.

Where an applicable adequacy decision by the European Commission exists, transfers may be based on that decision.

For certified US organisations, this may include the EU-US Data Privacy Framework.

Where necessary, other appropriate safeguards, particularly the European Commission's Standard Contractual Clauses, are used.

14. Data Retention and Deletion

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We retain personal data only for as long as necessary for the respective processing purposes.

Statutory retention obligations may also apply.

Depending on the type of records, German commercial and tax law generally provides retention periods of six, eight or ten years.

Once the applicable periods have expired, data is deleted unless another legal basis or legitimate ground justifies continued retention.

Where processing is based on consent, the relevant processing must generally cease following withdrawal unless another legal basis applies.

15. Your Rights
Subject to the applicable legal requirements, you have the following rights:

- **Access:** You may request information about the processing of your personal data under Article 15 GDPR.
- **Rectification:** You may request correction of inaccurate or completion of incomplete data under Article 16 GDPR.
- **Erasure:** You may request deletion of personal data under Article 17 GDPR, subject to statutory exceptions.
- **Restriction:** You may request restriction of processing under Article 18 GDPR.
- **Data portability:** Under Article 20 GDPR, you may request personal data you have provided in a structured, commonly used and machine-readable format.
- **Objection:** Under Article 21 GDPR, you may object to certain processing on grounds relating to your particular situation. You may object to processing for direct marketing at any time.
- **Withdrawal of consent:** Under Article 7(3) GDPR, you may withdraw consent at any time with effect for the future. This does not affect the lawfulness of processing carried out before withdrawal.
- **Automated decision-making:** You have the rights provided by Article 22 GDPR concerning solely automated decisions, including profiling, where the statutory conditions are met.

To exercise your rights, please contact info@home-light.eu.

16. Right to Lodge a Complaint
If you believe that the processing of your personal data infringes data protection law, you have the right to lodge a complaint with a supervisory authority under Article 77 GDPR.

The supervisory authority responsible for our registered office is:

Berlin Commissioner for Data Protection and Freedom of Information
www.datenschutz-berlin.de

You may also contact another competent supervisory authority, particularly in the EU Member State of your habitual residence or place of work.

17. Updates to This Privacy Policy
We may update this Privacy Policy to reflect changes in legal requirements, our processing activities or the technical services we use.

The version published on our website at the relevant time applies.

Last updated: 06 November 2026