

privacy policy

PRIVACY POLICY

- 1 General information

Your personal data (e.g. title, name, address, e-mail address, telephone number, bank details, credit card number) will only be processed by us in accordance with the provisions of German data protection law and the data protection law of the European Union (EU). In addition to the processing purposes, recipients, legal bases and storage periods, the following provisions also inform you about your rights and the controller responsible for your data processing. This privacy policy only applies to our websites. If you are redirected to other sites via links on our pages, please inform yourself there about the respective handling of your data.

- 2 Data processing for contract fulfillment

(1) Purpose of processing

The personal data you provide to us during the ordering process is required for the conclusion of a contract with us. You are not obliged to provide your personal data. However, we cannot send you the goods without your address. For some payment methods, we require the necessary payment data in order to pass it on to a payment service provider commissioned by us. The processing of your data entered in the ordering process is therefore carried out for the purpose of fulfilling the contract.

If you send us an inquiry by email, via a contact form, etc. before concluding a contract, we process the data received in this way to carry out pre-contractual measures and answer your questions about our products, for example.

(2) Legal basis

The legal basis for this processing is Art. 6 para. 1 b) GDPR.

(3) Categories of recipients

Payment service providers, shipping service providers, hosting providers, merchandise management system if applicable, suppliers if applicable (dropshipping).

(4) Storage period

We store the data required for contract processing until the expiry of the statutory warranty and, if applicable, contractual guarantee periods.

We store the data required under commercial and tax law for the periods specified by law, regularly ten years (cf. § 257 HGB, § 147 AO).

The data processed to carry out pre-contractual measures will be deleted as soon as the measures have been carried out and it is clear that no contract has been concluded.

privacy policy

- 3 Web analysis with Google Analytics

(1) Purpose of processing

This website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, if IP anonymization is activated on this website, your IP address will first be truncated by Google within member states of the European Union or in other states party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator.

(2) Legal basis

The legal basis for this processing is Art. 6 para. 1 f) GDPR.

(3) Legitimate interest

Our legitimate interest is the statistical analysis of user behavior for optimization and marketing purposes. To protect your interest in data protection, this website uses Google Analytics with the extension "anonymizeIP()", so that the IP addresses are only processed further in abbreviated form in order to exclude direct personal references.

(4) Categories of recipients

Google, partner companies

(5) Transmission to a third country

Google LLC, based in the USA, is certified for the US-European data protection agreement "Privacy Shield", which guarantees compliance with the data protection level applicable in the EU.

(6) Storage period

Unlimited

(7) RIGHT TO OBJECT

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link: [optout](#)

You can also prevent the collection of data by setting an opt-out cookie. If you would like to prevent the future collection of your data when you visit this website, please click here: [Deactivate Google Analytics](#)

- 4 Information about cookies
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privacy policy

(1) Purpose of processing

Technically necessary cookies are used on this website. These are small text files that are stored in or by your Internet browser on your computer system. These cookies make it possible, for example, to place several products in a shopping cart.

(2) Legal basis

The legal basis for this processing is Art. 6 (1) f) GDPR.

(3) Legitimate interest

Our legitimate interest is the functionality of our website. The user data collected by technically necessary cookies is not used to create user profiles. This safeguards your interest in data protection.

(4) Storage duration

Technically necessary cookies are usually deleted when the browser is closed. Permanently stored cookies have a different lifespan ranging from a few minutes to several years.

(5) RIGHT TO OBJECT

If you do not wish these cookies to be stored, please deactivate the acceptance of these cookies in your Internet browser. However, this may limit the functionality of our website. You can also delete permanently stored cookies at any time via your browser.

- 5 Rights of the data subject

If your personal data is processed, you are a data subject within the meaning of the GDPR and you have the following rights vis-à-vis the controller:

- **Right to information**

You can request confirmation from the controller as to whether personal data concerning you is being processed by us.

If such processing is taking place, you can request the following information from the controller

- (1) the purposes for which the personal data are processed;
- (2) the categories of personal data being processed
- (3) the recipients or categories of recipients to whom the personal data concerning you have been or will be disclosed

privacy policy

(4) the envisaged period for which the personal data concerning you will be stored, or, if specific information on this is not possible, the criteria used to determine that period

(5) the existence of a right to rectification or erasure of personal data concerning you, a right to restriction of processing by the controller or a right to object to such processing

(6) the existence of a right to lodge a complaint with a supervisory authority

(7) all available information about the origin of the data if the personal data is not collected from the data subject

(8) the existence of automated decision-making, including profiling, referred to in Art. 22 (1) and (4) GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

You have the right to request information as to whether the personal data concerning you is transferred to a third country or to an international organization. In this context, you may request to be informed of the appropriate safeguards pursuant to Art. 46 GDPR in connection with the transfer.

• Right to rectification

You have a right to rectification and/or completion vis-à-vis the controller if the processed personal data concerning you is incorrect or incomplete. The controller must make the rectification without undue delay.

• Right to restriction of processing

You may request the restriction of the processing of personal data concerning you under the following conditions:

(1) if you contest the accuracy of the personal data concerning you for a period enabling the controller to verify the accuracy of the personal data;

(2) the processing is unlawful and you oppose the erasure of the personal data and request the restriction of their use instead

(3) the controller no longer needs the personal data for the purposes of the processing, but they are required by you for the establishment, exercise or defense of legal claims; or

(4) if you have objected to processing pursuant to Art. 21 (1) GDPR pending the verification whether the legitimate grounds of the controller override your grounds.

If the processing of personal data concerning you has been restricted, this data - apart from its storage - may only be processed with your consent or for the establishment, exercise or defense of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State.

If the restriction of processing has been restricted in accordance with the above conditions, you will be informed by the controller before the restriction is lifted.

privacy policy

- **Right to erasure**

- a) Obligation to erase

You have the right to obtain from the controller the erasure of personal data concerning you without undue delay and the controller shall have the obligation to erase personal data without undue delay where one of the following grounds applies:

(1) The personal data concerning you are no longer necessary in relation to the purposes for which they were collected or otherwise processed.

(2) You revoke your consent on which the processing was based pursuant to Art. 6 para. 1 lit. a or Art. 9 para. 2 lit. a GDPR and there is no other legal basis for the processing.

(3) You object to the processing pursuant to Art. 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21 (2) GDPR.

(4) The personal data concerning you has been processed unlawfully.

(5) The deletion of personal data concerning you is necessary to fulfill a legal obligation under Union law or the law of the Member States to which the controller is subject.

(6) The personal data concerning you have been collected in relation to the offer of information society services referred to in Art. 8 (1) GDPR.

- b) Information to third parties

If the controller has made the personal data concerning you public and is obliged pursuant to Art. 17 para.1 GDPR to erase the personal data, the controller, taking account of available technology and the cost of implementation, shall take reasonable steps, including technical measures, to inform controllers which are processing the personal data that you as the data subject have requested the erasure by such controllers of any links to, or copy or replication of, those personal data.

- c) Exceptions

The right to erasure does not apply if the processing is necessary

(1) to exercise the right to freedom of expression and information

(2) for compliance with a legal obligation which requires processing by Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller

(3) for reasons of public interest in the area of public health pursuant to Art. 9 para. 2 lit. h and i and Art. 9 para. 3 GDPR;

(4) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Art. 89 para. 1 GDPR, insofar as the right referred to in section a) is likely to render impossible or seriously impair the achievement of the

privacy policy

objectives of that processing, or

(5) for the establishment, exercise or defense of legal claims.

- **Right to information**

If you have asserted the right to rectification, erasure or restriction of processing against the controller, the controller is obliged to notify all recipients to whom the personal data concerning you have been disclosed of this rectification or erasure of the data or restriction of processing, unless this proves impossible or involves a disproportionate effort.

You have the right vis-à-vis the controller to be informed about these recipients.

- **Right to data portability**

You have the right to receive the personal data concerning you, which you have provided to the controller, in a structured, commonly used and machine-readable format. You also have the right to transmit this data to another controller without hindrance from the controller to which the personal data has been provided, where

(1) the processing is based on consent pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR or on a contract pursuant to Art. 6 para. 1 lit. b GDPR and

(2) the processing is carried out by automated means.

In exercising this right, you also have the right to have the personal data concerning you transmitted directly from one controller to another, where technically feasible. The freedoms and rights of other persons must not be affected by this.

The right to data portability does not apply to the processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

- **Right to object**

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on point (e) or (f) of Article 6(1) GDPR, including profiling based on those provisions.

The controller will no longer process the personal data concerning you unless the controller demonstrates compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defense of legal claims.

If your personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such marketing, which includes profiling to the extent that it is related to such direct marketing.

privacy policy

If you object to processing for direct marketing purposes, the personal data concerning you will no longer be processed for these purposes.

You have the option, in connection with the use of information society services - notwithstanding Directive 2002/58/EC - to exercise your right to object by means of automated procedures that use technical specifications.

- **Right to revoke the declaration of consent under data protection law**

You have the right to withdraw your declaration of consent under data protection law at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

- **Automated decision-making in individual cases, including profiling**

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision

(1) is necessary for the conclusion or performance of a contract between you and the controller

(2) is authorized by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests; or

(3) with your express consent.

However, these decisions may not be based on special categories of personal data pursuant to Art. 9 (1) GDPR, unless Art. 9 (2) (a) or (g) applies and appropriate measures have been taken to protect the rights and freedoms as well as your legitimate interests.

With regard to the cases referred to in (1) and (3), the data controller shall implement suitable measures to safeguard your rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express your point of view and to contest the decision.

- **Right to lodge a complaint with a supervisory authority**

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement if you consider that the processing of personal data relating to you infringes the GDPR.

The supervisory authority with which the complaint has been lodged shall inform the complainant on the progress and the outcome of the complaint including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

privacy policy

Controller responsible for data processing:

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