

# Marc O'Polo

EST. IN STOCKHOLM

## **Data Protection Information** **of Marc O'Polo Einzelhandels GmbH**

At MARC O'POLO, your satisfaction is always our top priority and protecting your privacy is an important part of our job. We therefore collect, process and use your personal data only in accordance with the principles described below and in compliance with the applicable data protection laws, especially the European General Data Protection Regulation (GDPR).

The controller pursuant to Article 4(7) GDPR for the website <https://www.marc-o-polo.com> and the online store on it (hereinafter referred to as the 'website') is MARC O'POLO Einzelhandels GmbH, Hofgartenstrasse 1, 83071 Stephanskirchen, Germany, [service@marc-o-polo.com](mailto:service@marc-o-polo.com) (hereinafter referred to as 'MARC O'POLO' or 'we').

You can contact our Data Protection Officer by e-mail ([dataprotection@marc-o-polo.com](mailto:dataprotection@marc-o-polo.com)) or at our postal address, stating 'Data Protection Officer'.

If you are under the age of 16, please obtain permission from a parent or guardian before you provide personal data to MARC O'POLO.

We process the personal data of various people in connection with the presentation and marketing of our goods. These people include the following in particular:

- Visitors to our website [www.marc-o-polo.com](http://www.marc-o-polo.com)
- Subscribers to our newsletter

**Section A** of this data protection information contains information about the **controller** responsible for processing your personal data as well as the **data protection officer** of the controller.

Sections **B to F** contain information about **the processing of your personal data**.

**Section G** provides more details about the **use of cookies or similar technology**.

**Section H** contains information about **your rights with regard to the processing of your personal data**.

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The definitions of the **data protection terminology used in this data protection information** are the same as in the General Data Protection Regulation. You can find more detailed information about this in **section I**.

**For Canadian residents:** Please note that the information we collect from you may be transferred to Israel, the United Kingdom (UK), the European Union and the United States.

**For users in Singapore:** Please note that the information we collect from you may be transferred to Israel, the UK, the European Union and the United States.

The below summary of this Policy will give you an overview of our practices. Please also take the time to read our full Policy for further detail in each area.

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## A. INFORMATION ABOUT THE CONTROLLERS

### I. Name and contact details of the controllers

Responsible for the **website** and **newsletter** is:

Responsible for the **online purchase**:



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## **Marc O'Polo Einzelhandels GmbH**

Hofgartenstrasse 1, 83071 Stephanskirchen, Germany

E-mail: [service@marc-o-polo.com](mailto:service@marc-o-polo.com)

Phone: 00 800 10221022 (free service hotline)

## **Global-e nl b.v,**

Krijn Taconiskade 430

1087 HW Amsterdam,

Niederlande

E-mail: [service@global-e.com](mailto:service@global-e.com)

## **II. Contact details of the data protection officer of the controllers**

### **MARC O'POLO Einzelhandels GmbH**

Hofgartenstrasse 1, 83071 Stephanskirchen, Germany

Data protection officer

E-Mail: [dataprotection@marc-o-polo.com](mailto:dataprotection@marc-o-polo.com)

### **Global-e nl b.v,**

Krijn Taconiskade 430

1087 HW Amsterdam,

E-mail: [dataprotection@global-e.com](mailto:dataprotection@global-e.com)

## **B. INFORMATION ABOUT THE PROCESSING OF THE PERSONAL DATA OF VISITORS TO OUR WEBSITE WWW.MARC-O-POLO.COM IN THE FOLLOWING COUNTRIES**

Denmark	<a href="http://www.marc-o-polo.com/en-dk">www.marc-o-polo.com/en-dk</a>
Greece	<a href="http://www.marc-o-polo.com/en-gr">www.marc-o-polo.com/en-gr</a>
Portugal	<a href="http://www.marc-o-polo.com/en-pt">www.marc-o-polo.com/en-pt</a>
Iceland	<a href="http://www.marc-o-polo.com/en-is">www.marc-o-polo.com/en-is</a>
Croatia	<a href="http://www.marc-o-polo.com/en-hr">www.marc-o-polo.com/en-hr</a>
Serbia	<a href="http://www.marc-o-polo.com/en-rs">www.marc-o-polo.com/en-rs</a>
United States	<a href="http://www.marc-o-polo.com/en-us">www.marc-o-polo.com/en-us</a>
Canada	<a href="http://www.marc-o-polo.com/en-ca">www.marc-o-polo.com/en-ca</a>
Turkey	<a href="http://www.marc-o-polo.com/en-tr">www.marc-o-polo.com/en-tr</a>
United Arab Emirates	<a href="http://www.marc-o-polo.com/en-ae">www.marc-o-polo.com/en-ae</a>

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Israel	<a href="http://www.marc-o-polo.com/en-il">www.marc-o-polo.com/en-il</a>
Qatar	<a href="http://www.marc-o-polo.com/en-qa">www.marc-o-polo.com/en-qa</a>
New Zealand	<a href="http://www.marc-o-polo.com/en-nz">www.marc-o-polo.com/en-nz</a>
India	<a href="http://www.marc-o-polo.com/en-in">www.marc-o-polo.com/en-in</a>
Singapore	<a href="http://www.marc-o-polo.com/en-sg">www.marc-o-polo.com/en-sg</a>
Japan	<a href="http://www.marc-o-polo.com/en-jp">www.marc-o-polo.com/en-jp</a>
Hong Kong (China)	<a href="http://www.marc-o-polo.com/en-hk">www.marc-o-polo.com/en-hk</a>

## I. Use of the website for informational purposes (using essential cookies)

When you use the website for informational purposes, the browser you are using on your device will send certain information such as your IP address to the server of our website for technical reasons. We process this information in order to provide the content you access on the website. Additionally, the information is stored temporarily in a server log file in order to guarantee the security of the IT infrastructure used to provide the website.

For the purpose of providing the search tools on our website, the data you enter into our search tools shall be processed temporarily on our web server.

Information about consent you have granted is stored in cookies (→ **section G**) on your device in order to provide the administrative features for consent relating to our website (e.g. consent to the use of certain cookie-based technologies). During your visit to our website, the cookies and the information stored therein can be accessed in order to determine whether you have given your consent and to what. Additionally, for the purpose of providing your chosen language, data are processed temporarily on our web server in order to provide you with the website content you access in the language you have chosen.

More detailed information about this is available below:

### 1. Information about the personal data we process

Categories of personal data we process	Personal data in the categories	Sources of data	Obligation to make the data available	Duration of storage
HTTP data.	Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS) for technical reasons when you visit the website.  These data include your IP address, the type and version of your browser, your operating system, the page you visited, the	Users of the website.	The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.	Data are stored in server log files in a format which makes it possible to identify the data subjects for up to six weeks unless a security incident occurs (e.g. a denial-of-service attack).

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	page you were on previously (referrer URL) and the date and time of your visit.		If you do not provide the data, we will be unable to provide the website content you wish to access.	If a security incident does occur, server log files shall be stored until the security incident has been overcome and fully investigated.
Search tool data.	<p>Data you enter into the search tools on our website.</p> <p>This includes all of the information you enter as search strings in each search box on the website.</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to provide the website content you wish to access.</p>	<p>Data are stored in server log files in a format which makes it possible to identify the data subjects for up to six weeks unless a security incident occurs (e.g. a denial-of-service attack).</p> <p>If a security incident does occur, server log files shall be stored until the security incident has been overcome and fully investigated.</p>
Opt-in data	<p>Data relating to consent you have granted with regard to our website.</p> <p>This includes your consent and potentially your individual selection regarding the use of cookie-based technologies.</p> <p>These data are stored in cookies on your device (→ <b>section H</b>).</p>	Users of the website	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to take consent to cookies on this website into consideration.</p>	<p>We store these data temporarily on our systems while the website is being made available. The data are stored permanently in your browser.</p> <p>(→ <b>section G.III.</b> for information about how long the cookies remain valid.)</p>
Country selection data	<p>Data which are stored in order to provide the correct country feature.</p> <p>This includes the country you select.</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to provide the website content you wish to access in the country you have chosen.</p>	<p>We store these data temporarily on our systems while the website is being made available. The data are stored locally and permanently in the user's browser for up to two weeks.</p>

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## 2. Details about the processing of personal data

Purpose of the processing of personal data	Categories of personal data we process	Automated decision-making	Legal grounds and legitimate interests	Recipient
<p>To provide the website content accessed by the user:</p> <p>Data are processed temporarily on our web server for this purpose.</p>	HTTP data.	No automated decision-making takes place.	<p>Point (f) of Article 6(1) GDPR (balance of interests).</p> <p>We have a legitimate interest in providing the website content accessed by the user.</p>	Hosting provider.
<p>To provide the search tools on our website:</p> <p>The data you enter into our search tools are processed temporarily on our web server for this purpose.</p>	Search tool data.	No automated decision-making takes place.	<p>Point (f) of Article 6(1) GDPR (balance of interests).</p> <p>We have a legitimate interest in providing the website search tools accessed by the user.</p>	Hosting provider.
<p>To provide the administrative tool for granting consent with regard to the website.</p> <p>Certain features of our website require your consent (e.g. the use of certain cookie-based technology).</p> <p>We provide an administrative tool for granting consent with regard to the website so you can grant and withdraw your consent.</p> <p>For this purpose, information about consent you have granted is stored in cookies (→ <b>section G</b>) on your device. During your visit to our website, the cookies and the information stored therein can be accessed in order to determine whether you have given your consent and to what.</p>	Opt-in data.	No automated decision-making takes place.	<p>Point (f) of Article 6(1) GDPR (balance of interests).</p> <p>We have a legitimate interest in administering the consent granted by the user with regard to this website.</p>	Hosting provider.
<p>To provide the country selection feature on the website:</p> <p>For this purpose, data are processed temporarily on our web server in order to provide you with the website content you access in the country you have chosen.</p>	Language selection data.	No automated decision-making takes place.	<p>Point (f) of Article 6(1) GDPR (balance of interests).</p> <p>We have a legitimate interest in providing the website content accessed by the user in the language selected by the user.</p>	Hosting provider, Global-E.

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To guarantee the security of the IT infrastructure used to provide the website, especially to identify, combat and document disruptions in a legally sound manner (e.g. DDoS attacks);  Data are stored temporarily in log files on our web server and evaluated for this purpose.	HTTP data,  Search tool data.	No automated decision-making takes place.	Point (f) of Article 6(1) GDPR (balance of interests).  We have a legitimate interest in guaranteeing the security of the IT infrastructure used to provide the website, especially so as to identify, combat and document disruptions in a legally sound manner (e.g. DDoS attacks).	Hosting provider.
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### 3. Details about the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Role of the recipient	Transfer to third countries and/or to international organisations	Adequacy decision or appropriate or adequate guarantees for transfers to third countries and/or international organisations
Hosting provider  (currently: ABOUT YOU GmbH, Domstrasse 10, 20095 Hamburg, Germany)	Processor.	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  ABOUT YOU has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
Global-E	Controller	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  Global-E has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.

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## II. Use of marketing technology and advertising networks (using marketing cookies)

If you have consented to marketing purposes in the [data privacy and cookie settings](https://www.marc-o-polo.com/on/demandware.store/Sites-MOP-Site/de_DE/Home-CookieSettings) ( [https://www.marc-o-polo.com/on/demandware.store/Sites-MOP-Site/de\\_DE/Home-CookieSettings](https://www.marc-o-polo.com/on/demandware.store/Sites-MOP-Site/de_DE/Home-CookieSettings)), we shall use marketing technology from various providers (Google, Microsoft, Criteo, Mediads, Stylight, Esome, Awin, Daisycon, Tracdelight, Tectumedia, Outbrain, Usemax, Emarsys, Facebook, Pinterest) for the following purposes:

- Evaluation of user actions (conversion tracking), segmentation of visitors and evaluation of campaign performance
- Strategic targeting of users of the website for advertising purposes (retargeting), including settling accounts with our retargeting partners for ad placement
- The participation of our website in various advertising networks (affiliate networks) in order to advertise our products in the most effective way possible, including displaying personalised, interest-based adverts and paying for the advertising campaigns with our promotional partners
- Evaluation of the effectiveness of our Facebook adverts and creation of target groups for our Facebook adverts by means of the Facebook pixel
- Collection and evaluation of how users use our website in order to tailor our newsletters to the interests of each subscriber

In some cases, we and the provider of the marketing technology are jointly responsible for the collection of data with this marketing technology on our website. Any further processing of the data by the provider in question for its own purposes or for the purposes of third parties is the sole responsibility of that provider. You can find information about whether we are jointly responsible with each provider and references to the privacy policies of the providers below.

We and each provider use cookies for this purpose (→ **section G Marketing**).

More detailed information about this is available below:

### 1. Information about the personal data we process

Categories of personal data we process	Personal data in the categories	Sources of data	Obligation to make the data available	Duration of storage
Google Double Click (Floodlight), Google Ads Conversion Pixel, Google Ads Remarketing, Microsoft Advertising, Criteo, Mediads, Esome, Awin, Daisycon, Tracdelight, Tectumedia, Outbrain, Usemax.				
Google Double Click (Floodlight)	Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS; e.g. Google Double Click for Google Double Click HTTP	Users of the website.	The provision of data is not required by law or by a contract and is not necessary	12 months.

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<p>Microsoft Advertising</p> <p>Criteo</p> <p>Mediads</p> <p>Esome</p> <p>Awin</p> <p>Daisycon</p> <p>Tracdelight</p> <p>Tectumedia</p> <p>Outbrain</p> <p><b>HTTP data.</b></p>	<p>data) for technical reasons when each web tracking tool is used on the website.</p> <p>These data include your <b>IP address</b>, the type and version of your <b>browser</b>, your <b>operating system</b>, the page you visited, the page you were on previously (referrer URL) and the <b>date</b> and <b>time</b> of your visit.</p>		<p>for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out web tracking or send you personalised adverts (where this is the purpose of the web tracking tool in question).</p>	
<p>Google Double Click (Floodlight)</p> <p>Microsoft Advertising</p> <p>Criteo</p> <p>Mediads</p> <p>Esome</p> <p>Awin</p> <p>Daisycon</p>	<p>Data which are stored in cookies for each web tracking tool (e.g. Google Double Click for Google Double Click cookie data) on your device.</p> <p>This includes a <b>unique ID</b> (e.g. UUID) which enables Google, for example, to recognise returning visitors – although we are unable to associate it with any individual user – as well as the following parameters: <b>Partner identification number</b> such as of our advertising partner Google, <b>page type</b> (e.g. order confirmation page, product details page, basket), <b>product numbers</b> of the viewed products, <b>order number</b>, order value, URL of the page(s) visited, names/prices of the viewed products, number of products in the basket, currency, website language setting, general location information, user agent data (browser type, device, screen size, e-mail programs, server).</p> <p>As part of the UUID generation process, the IP address is collected and transmitted to a geographical storage location. The last octet of the IP address is removed.</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out web tracking or send you personalised adverts (where this is the purpose of the web tracking tool in question).</p>	<p>Neither we nor the provider in question store the cookies themselves. However, the data in the cookies are factored into each set of profile data (e.g. Google Double Click profile data for Google Double Click; see below).</p> <p>( <b>section G.III.</b> for information about how long the cookies remain valid.)</p>

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Tracdelight  Tectumedia  Outbrain  <b>Cookie data.</b>	( <b>section G.III.</b> for more detailed information about the content of the cookies.)			
Google Double Click (Floodlight)  Microsoft Advertising  Criteo  Mediards  Esome  Awin  Daisycon  Tracdelight  Tectumedia  Outbrain  <b>profile data.</b>	Data which are generated by each web tracking tool (e.g. Google Double Click for Google Double Click cookie data) and stored separately in pseudonymised user profiles for each web tracking tool  This includes information about how you use the website, especially the <b>pages you open</b> , the <b>frequency of visits</b> and the <b>time spent on the visited pages</b> , allocated to each visitor's unique <b>visitor ID</b> contained in each set of cookie data (e.g. Google Double Click cookie data for Google Double Click), the origins of the user (i.e. through which advertising partners or campaigns a user has arrived at the website) as well as bounce rate, transactions and sales.	Generated by the provider in question (e.g. Microsoft for Microsoft Advertising).	-	We do not store these data. The partner is responsible for storing these data.
<b>Facebook and Pinterest</b>				



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Facebook,  <b>HTTP data.</b>	<p>Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS; e.g. Google Double Click for Google Double Click HTTP data) for technical reasons when each web tracking tool is used on the website.</p> <p>These data include your IP address, the type and version of your browser, your operating system, the page you visited, the page you were on previously (referrer URL) and the date and time of your visit.</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out web tracking or send you personalised adverts (where this is the purpose of the web tracking tool in question).</p>	We do not store these data. The partner is responsible for storing these data.
Facebook pixel,  Pinterest pixel,  <b>Cookie data.</b>	<p>Data which are stored in cookies on the user's device for each tracking pixel (e.g. the Facebook pixel for Facebook).</p> <p>This includes a unique ID which makes it possible to recognise returning visitors.</p> <p>Additionally, we incorporate the following information into the cookies through our data layer in order to help the provider of each tracking pixel display the right adverts for each user:</p> <ul style="list-style-type: none"> <li>• Order value (OrderValue)</li> <li>• Purchased products (Product Ids)</li> <li>• Viewed products (Product Ids)</li> <li>• Searched products (Product Ids)</li> <li>• Page type (what page the user was on, e.g. category or confirmation page, product detail page, search results page).</li> </ul> <p>(→ <b>section G.III.</b> for more detailed information about the content of the cookies.)</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, the tracking pixels might not function properly or at all.</p>	<p>We do not collect or store these data ourselves.</p> <p>The provider of each tracking pixel (e.g. Facebook for the Facebook pixel) is responsible for collecting and processing these data.</p> <p>(→ <b>section G.III.</b> for information about how long the cookies remain valid.)</p>
Facebook pixel,  Pinterest pixel,	Data collected by each provider through its tracking pixel (e.g. Facebook for the Facebook pixel).	Users of the website.	The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No	We do not collect or store these data ourselves.

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<b>Event data.</b>	<p>These data include actions (also known as events) which take place on the website. This includes, for example, the completion of a purchase, registration, the addition of payment information, initiation of the checkout process, the addition of products to the basket or a wish list, searches and the viewing of content.</p> <p>This also includes information (parameters) associated with each recorded event. This information includes, for example, the value of purchases.</p>		<p>obligation to make the data available exists.</p> <p>If you do not provide the data, the tracking pixels might not function properly or at all.</p>	The provider of each tracking pixel (e.g. Facebook for the Facebook pixel) is responsible for collecting and processing these data. We do not know how long the data are stored.
<p>Facebook pixel,</p> <p>Pinterest pixel,</p> <p><b>Analytics data.</b></p>	<p>Data which the provider of each tracking pixel (e.g. Facebook for the Facebook pixel) generates separately on the basis of the information collected by each tracking pixel.</p> <p>This includes information about the effectiveness of advertisements through the provider in question and the allocation of users to target groups for advertisements through the provider.</p> <p>Using the collected information, the provider in question can potentially generate other data for its own purposes or for the purposes of third parties. We have no knowledge of the details of the data generated by the provider.</p>	Generated independently by each provider.	-	<p>Each provider merely provides us with aggregated and anonymised data. We cannot associate these data with a natural person.</p> <p>The provider in question is responsible for collecting and processing personal data. We do not know how long the data are stored.</p>
<b>Emarsys eMarketing Systems AG</b>				
Emarsys HTTP data	<p>Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS) for technical reasons when the Emarsys web tracking tool is used.</p> <p>The following data are collected:</p> <ul style="list-style-type: none"> <li>- Browser and version number</li> <li>- Operating system</li> <li>- Referrer URL</li> <li>- IP address (encrypted and truncated)</li> </ul>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out web tracking with Emarsys.</p>	One year.

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	<ul style="list-style-type: none"> <li>- Session and cookie IDs</li> <li>- Country</li> </ul>			
Emarsys cookie data	<p>Data which are stored in Emarsys cookies for the web tracking tool on your device.</p> <p>Fundamentally, the cookies collect the two following types of information:</p> <p>Information about the service</p> <ul style="list-style-type: none"> <li>- IP address</li> <li>- Browser</li> <li>- Cookie identifiers</li> <li>- Pseudonymised identifiers (external IDs or an encrypted e-mail address) from visitors who are logged in.</li> </ul> <p>Information about surfing habits</p> <ul style="list-style-type: none"> <li>- Product numbers of viewed products</li> <li>- Product numbers of products added to basket</li> <li>- Product numbers of purchased products</li> </ul>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out web tracking or send you personalised adverts (where this is the purpose of the web tracking tool in question).</p>	<p>The typical expiry date is one year with the exception of the session cookie which is erased at the end of every session.</p> <p>( <b>section G.III.</b> for information about how long the cookies remain valid.)</p>

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Emarsys profile data	The Emarsys database regularly updates data which it has collected during visitor sessions. The pseudonymised identifiers for these sessions are allocated to the identifier keys stored in the contact database of Emarsys.	Generated by Emarsys.		The Web Extend JavaScript commands capture and record website activity in our database for an indefinite period of time.
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## 2. Details about the processing of personal data

Purpose of the processing of personal data	Categories of personal data we process	Automated decision-making	Legal grounds and legitimate interests	Recipient	
Evaluation of user actions (conversion tracking) by means of Google Double Click / Google Ads Conversion Pixel / Google Ads Remarketing					
Evaluation of user actions (conversion tracking).  The behaviour of users on our website is captured and analysed in a pseudonymised format. Users of the website are tagged in a pseudonymised format to make it possible to recognise you on the website or partner websites in future. Pseudonymised user profiles are derived from this information. The pseudonymised user profiles are not merged with data relating to the bearer of the pseudonym. The objective of the process is to gauge how effectively a targeted group of people are moved to perform desired actions.	Google Double Click HTTP data,  Google Double Click cookie data,  Google Double Click profile data.	No automated decision-making takes place.	Point (a) of Article 6(1) GDPR (consent).	Google LLC.	

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<p>We use the web tracking tool Google Double Click which is provided by Google for this purpose. Google might process data for other purposes within its own sphere of responsibility of which we have no knowledge. Therefore, please also refer to its privacy policy: <a href="https://policies.google.com/privacy?hl=us">https://policies.google.com/privacy?hl=us</a></p> <p>The web tracking tool uses cookies for these purposes.</p> <p>(→ <b>section G.III.</b> for detailed information about the purposes of the cookies.)</p>				
<b>Strategic targeting of users of the website for advertising purposes (retargeting), including settling accounts with our retargeting partners for ad placement by means of Google Double Click / Google Ads Conversion Pixel / Google Ads Remarketing / Microsoft Advertising / Criteo Pixel / Mediards / Tectumedia/ Outbrain/ Pinterest</b>				
<p>Strategic targeting of users of the website for advertising purposes (retargeting) through various retargeting partners, including settling accounts with each retargeting partner for ad placement.</p> <p>The behaviour of users on our website is captured and analysed in a pseudonymised format. Users of the website are tagged in pseudonymised format with a unique ID assigned by each retargeting partner so <b>they can be recognised on our website and on websites which display adverts from each retargeting partner (i.e. publisher), as well as on websites operated by each of our</b> retargeting partners.</p> <p>Pseudonymised user profiles are derived from this information and stored by the retargeting partner in question together with the unique ID assigned by that retargeting partner. The pseudonymised user profiles are not merged with data relating to the bearer of the pseudonym. The objective of the process is to make a user who has already shown interest in a website or product aware of the website or product again in order to increase the relevance of adverts and in turn the click and conversion rate (e.g. the order rate).</p> <p>We use web tracking tools from the following retargeting partners on our website for this purpose:</p> <ul style="list-style-type: none"> <li>● Google (Google Double Click / Google Ads Conversion Pixel / Google Ads Remarketing)</li> <li>● Microsoft (Microsoft/Bing Advertising)</li> <li>● Criteo (Criteo Pixel)</li> </ul>	<p><u>For Google:</u></p> <p>Google Double Click HTTP data</p> <p>Google Double Click cookie data</p> <p>Google Double Click profile data</p> <p><u>For Microsoft:</u></p> <p>Microsoft Advertising HTTP data</p> <p>Microsoft Advertising cookie data</p> <p>Microsoft Advertising profile data</p> <p><u>For Criteo:</u></p> <p>Criteo HTTP data</p> <p>Criteo cookie data</p>	<p>No automated decision-making takes place.</p>	<p>Point (a) of Article 6(1) GDPR (consent).</p>	<p><u>For Google:</u></p> <p>Google Ireland Limited</p> <p><u>For Microsoft:</u></p> <p>Microsoft Ireland Operations Limited</p> <p><u>For Criteo:</u></p> <p>Criteo SA</p> <p><u>For Mediards:</u></p> <p>mediards GmbH</p> <p><u>For Tectumedia:</u></p> <p>Tectumedia GmbH</p> <p><u>For Outbrain:</u></p> <p>Outbrain UK Ltd.</p> <p><u>For Pinterest:</u></p>

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<ul style="list-style-type: none"> <li>• Mediards (tr.mediards.com)</li> <li>• Tectumedia</li> </ul> <p>The information obtained from each web tracking tool is also used by the retargeting partner to evaluate the adverts which direct users to our website through it so as to be able to measure, in pseudonymised format, the number of visits to our website through those adverts and the purchases made in this way for billing purposes. Using this information, each retargeting partner is also able to stop displaying adverts to users who have already purchased the product in question. In this process, we only learn the total number of users who have clicked on a certain advert from our retargeting partners and were then redirected to a page on our website (conversion page). No personal information relating to the identity of the user is shared.</p> <p>Additionally, the web tracking tool from our retargeting partner <b>Mediards</b> uses the collected data as part of predictive targeting. On the basis of the user and his or her preferences, Mediards creates statistical twins in order to make them aware of our website and products that might potentially be of interest.</p> <p>The web tracking tool uses cookies for these purposes. (→ <b>section G.III.</b> for detailed information about the purposes of the cookies.)</p> <p>In this context, we and each retargeting partner are responsible for processing personal data with regard to the data protection regulations. Our advertising partners might process data for other purposes within their own spheres of responsibility of which we have no knowledge. Additionally, for more information from our retargeting partners about the processing of personal data, please see their privacy policies:</p> <ul style="list-style-type: none"> <li>• Google: <a href="https://policies.google.com/privacy?hl=us">https://policies.google.com/privacy?hl=us</a></li> <li>• Microsoft Ads: <a href="https://privacy.microsoft.com/en-us/privacystatement">https://privacy.microsoft.com/en-us/privacystatement</a></li> <li>• Criteo: <a href="https://www.criteo.com/privacy/">https://www.criteo.com/privacy/</a></li> <li>• Mediards: <a href="https://www.mediards.de/#datenschutz">https://www.mediards.de/#datenschutz</a></li> <li>• Tectumedia: <a href="https://www.tectumedia.com/privacy-policy/">https://www.tectumedia.com/privacy-policy/</a></li> <li>• Outbrain: <a href="https://www.outbrain.com/legal/privacy#privacy-policy">https://www.outbrain.com/legal/privacy#privacy-policy</a></li> </ul>	<p>Criteo profile data</p> <p><u>For Mediards:</u></p> <p>Mediards HTTP data</p> <p>Mediards cookie data</p> <p>Mediards profile data</p> <p><u>For Tectumedia:</u></p> <p>Tectumedia HTTP data</p> <p>Tectumedia cookie data</p> <p>Tectumedia profile data</p> <p><u>For Outbrain:</u></p> <p>Outbrain HTTP data</p> <p>Outbrain cookie data</p> <p>Outbrain profile data</p> <p><u>For Pinterest:</u></p> <p>Pinterest HTTP data</p> <p>Pinterest cookie data</p> <p>Pinterest profile data</p>			Pinterest Europe Ltd.
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<ul style="list-style-type: none"> <li>• Pinterest: <a href="https://policy.pinterest.com/en/privacy-policy">https://policy.pinterest.com/en/privacy-policy</a></li> </ul> <p>On request, we are happy to provide you with the key details of the agreement between us and each retargeting partner (for contact information, see → <b>section A.I.</b>).</p>				
<b>Facebook pixel</b>				
<p>Evaluation of the effectiveness of our Facebook adverts and creation of target groups for our Facebook adverts:</p> <p>The Facebook pixel captures the actions of users on our website (e.g. making a purchase) and reports the actions to Facebook. If you are registered with a Facebook service, Facebook might be able to link the visit with your account. Even if you are not registered or logged into Facebook, it is possible that Facebook will gain access to and store your IP address and other identifiers.</p> <p>On the basis of the information it collects, Facebook provides us with aggregated, anonymised measurements relating to our Facebook adverts. In particular, we can tell whether users who see our Facebook adverts perform certain actions on our website, e.g. making a purchase (these are known as conversions).</p> <p>Additionally, on the basis of the information it collects, Facebook enables us to reach people who have visited our website or carried out a certain action on our website through Facebook adverts within six months of their last visit to our website and optimise our types of target group (audiences). Such adverts can be shown to the users of our website when they visit the social network Facebook or other websites which also use this method.</p> <p>Facebook also enables us to create 'lookalike audiences' on the basis of the information collected by Facebook so we can show our Facebook adverts to people who have similar characteristics to the users of our website.</p> <p>Facebook merely provides us with aggregated and anonymised assessments or other information generated on the basis of the collected data. We cannot attribute the information provided to us to any natural person. Facebook is responsible for collecting and processing personal data. We have no knowledge of the details of how Facebook processes the data within its own sphere of responsibility. For information</p>	<p>Facebook pixel HTTP data, Facebook pixel cookie data, Facebook pixel event data, Facebook pixel analytics data.</p>	<p>We do not use automated decision-making within our own sphere of responsibility.</p> <p>We have no knowledge of the details of how Facebook processes the data within its own sphere of responsibility, especially with regard to automated decision-making.</p>	<p>Legal grounds for facilitating the collection of personal data by Facebook on our website:</p> <p>Point (a) of Article 6(1) GDPR (consent).</p> <p>We do not process personal data within our own sphere of responsibility. We have no knowledge of the details of how Facebook processes the data within its own sphere of responsibility, especially with regard to the legal grounds on which Facebook processes the data.</p>	<p>Facebook Ireland Limited</p>

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about how Facebook processes personal data, see the Facebook privacy policy at <a href="https://www.facebook.com/about/privacy/">https://www.facebook.com/about/privacy/</a> .					
<p>Evaluation of the activity of users of our website for the purposes of Facebook or third parties:</p> <p>Facebook can also use the information collected by the Facebook pixel for its own purposes or the purposes of third parties, e.g. to create target groups for other clients who wish to display adverts.</p> <p>Facebook is responsible for collecting and processing personal data. We have no knowledge of the details of how Facebook processes the data within its own sphere of responsibility. For information about how Facebook processes personal data, see the Facebook privacy policy at <a href="https://www.facebook.com/about/privacy/">https://www.facebook.com/about/privacy/</a>.</p>	Facebook pixel HTTP data, Facebook pixel cookie data, Facebook pixel event data, Facebook pixel analytics data.	<p>We do not use automated decision-making within our own sphere of responsibility.</p> <p>We have no knowledge of the details of how Facebook processes the data within its own sphere of responsibility, especially with regard to automated decision-making.</p>	<p>Legal grounds for facilitating the collection of personal data by Facebook on our website:</p> <p>Point (a) of Article 6(1) GDPR (consent).</p> <p>We do not process personal data within our own sphere of responsibility. We have no knowledge of the details of how Facebook processes the data within its own sphere of responsibility, especially with regard to the legal grounds on which Facebook processes the data.</p>	Facebook Ireland Limited	
<b>Esome container (conversion tracking with Facebook)</b>					
<p>Evaluation of user actions (conversion tracking), segmentation of visitors and evaluation of campaign performance:</p> <p>For the purposes of evaluating user actions (conversion tracking), the behaviour of users on our website is captured and analysed in a pseudonymised format. Users of the website are tagged in a pseudonymised format to make it possible to recognise you on the website in future. Pseudonymised user profiles are derived from this information. The pseudonymised user profiles are not merged with data relating to the bearer of the pseudonym.</p> <p>The objective of the process is to gauge how effectively a targeted group of people are moved to perform desired actions. We use the web tracking tools provided by Facebook which we embed into our website using the tag manager of our advertising partner Esome. Facebook is jointly responsible with us. Facebook might process data for other purposes within its own sphere of responsibility of which we have no knowledge. Therefore, please also refer to its privacy policy: <a href="https://www.facebook.com/about/privacy/">https://www.facebook.com/about/privacy/</a></p>	Esome HTTP data, Esome cookie data, Esome profile data.	No automated decision-making takes place.	Point (a) of Article 6(1) GDPR (consent).	<p>Esome advertising technologies GmbH</p> <p>For Facebook:</p> <p>Facebook Ireland Limited</p>	



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<p>Strategic targeting of users of the website for advertising purposes (retargeting) through various retargeting partners, including settling accounts with each retargeting partner for ad placement.</p> <p>The behaviour of users on our website is captured and analysed in a pseudonymised format. Users of the website are tagged in pseudonymised format with a unique ID assigned by each retargeting partner so <b>they can be recognised on our website and on websites which display adverts from each retargeting partner (i.e. publisher), as well as on websites operated by each of our</b> retargeting partners.</p> <p>The web tracking tools use cookies for these purposes. (→ <b>section G.III.</b> for detailed information about the purposes of the cookies.)</p>					
<b>Participation in the advertising networks of Awin, Daisycon (only relevant to our Dutch shop) and Tracdelight</b>					
<p>The participation of our website in various advertising networks (affiliate networks) in order to advertise our products in the most effective way possible, including displaying personalised, interest-based adverts and paying for the advertising campaigns with our promotional partners:</p> <p>We participate in the advertising networks of the following advertising partners:</p> <ul style="list-style-type: none"> <li>Awin (formerly Affilinet)</li> <li>Daisycon (only for the Dutch store on our website)</li> <li>Tracdelight</li> </ul> <p>Tracking pixels from our advertising partners are incorporated into our website so our website can participate in each advertising network. Cookies from our advertising partners are also used in this context. (→ <b>section G.III.</b> for detailed information about the purposes of the cookies.)</p> <p>The tracking pixels enable our advertising partners to collect information about how users use our website.</p> <p>The information obtained in this way is used to evaluate adverts which link to our website from the advertising partner in question so as to be able to measure, in</p>	<p>For Awin:</p> <p>Awin HTTP data, Awin cookie data, Awin profile data:</p> <p>For Daisycon:</p> <p>Daisycon HTTP data, Daisycon cookie data, Daisycon profile data:</p> <p>For Tracdelight:</p> <p>Tracdelight HTTP data, Tracdelight cookie data, Tracdelight profile data</p>	No automated decision-making takes place.	Point (a) of Article 6(1) GDPR (consent).	<p>For Awin:</p> <p>AWIN AG</p> <p>For Daisycon:</p> <p>Daisycon B.V.</p> <p>For Tracdelight:</p> <p>tracdelight GmbH</p>	

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<p>pseudonymised format, the number of visits to our website through those adverts for billing purposes.</p> <p>Additionally, our advertising partners capture the actions of users on our website and analyse this behaviour in a pseudonymised format. Users of the website are tagged in pseudonymised format so they <b>can be recognised on our website as well as other websites which participate in the advertising network in question</b>. Pseudonymised user profiles are derived from this information. The pseudonymised user profiles are not merged with data relating to the bearer of the pseudonym. The objective of the process is to determine the interests of a user on the basis of his or her surfing behaviour in order to allocate the user to specific target groups for advertising. This way, the advertising partner in question can show the user more relevant, interest-based and in turn more interesting adverts.</p> <p>In this context, we and each advertising partner are responsible for processing personal data with regard to the data protection regulations. Our advertising partners might process data for other purposes within their own spheres of responsibility of which we have no knowledge. Additionally, for more information from our advertising partners about the processing of personal data, please see their privacy policies:</p> <ul style="list-style-type: none"> <li>• <a href="https://www.awin.com/gb/privacy">https://www.awin.com/gb/privacy</a></li> <li>• <a href="https://www.daisycon.com/en/Privacy/">https://www.daisycon.com/en/Privacy/</a></li> <li>• <a href="https://www.tracdelight.io/datenschutz/">https://www.tracdelight.io/datenschutz/</a></li> </ul> <p>On request, we are happy to provide you with the key details of the agreement between us and the other controllers (for contact information, see section A.I.).</p>				
Emarsys eMarketing Systems AG				
<p>Collection and evaluation of how users use the website in order to tailor our newsletters and direct mail to the interests of each subscriber.</p> <p>Your activity shall only be captured and evaluated by the Emarsys analytics tool if</p> <ul style="list-style-type: none"> <li>• you have consented to marketing in our <a href="#">data privacy and cookie settings</a> and</li> </ul>	<p>Emarsys HTTP data</p> <p>Emarsys profile data</p> <p>Emarsys cookie data</p>	<p>No automated decision-making takes place.</p>	<p>Point (a) of Article 6(1) GDPR (consent).</p>	<p>Emarsys eMarketing Systems AG</p>

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<ul style="list-style-type: none"> <li>• have subscribed to our newsletter (--&gt; <b>section D</b>) and/or are a participant in our customer loyalty scheme (--&gt; <b>section E</b>).</li> </ul> <p>In this case, a user profile shall be generated from your user behaviour and click data in order to derive your interest in our products from it. In order to send you personalised content (newsletters or direct mail), we shall store these interests as data categories (e.g. the last category clicked on or products added to the basket, but no unique click paths) in the customer profile that we have for you as a participant in our customer loyalty scheme. We use cookies for these purposes.</p> <p>(→ <b>section G.III.</b> for detailed information about the purposes of the cookies.)</p>	<b>Online user profile data (--&gt; section E)</b>			
<p>Adverts on partner websites</p> <p>As described above, we use your user profile and the categories of data added to your customer profile to display adverts and carry out strategic advertising campaigns on partner websites that are part of the Google Display Network and Facebook.</p> <p>With such lists of customers, for example, we can show you the same content in adverts on a partner website that you have already received in one of our newsletters. These lists also enable us to exclude you from certain advertising campaigns on our partner websites, such as if you have already purchased products from the category in question.</p> <p>We compare our customer profiles with Google Ads and Facebook for this purpose. We send your cryptographically hashed e-mail address to Google and Facebook who then perform a comparison with hashed e-mail addresses belonging to their users. If you have created a Google/Facebook account with the e-mail address you used to create your customer account with us, Google/Facebook will add you to our customer list in order to display adverts as described above. The encrypted e-mail addresses are then deleted immediately. As Google and Facebook do not provide us with information about who has actually been added to the customer list and who has actually been shown each advert, we are unable to determine whether you have an account with Google/Facebook.</p> <p>Based on the customer lists generated by Google/Facebook, we are also able to create customer lists containing similar customer groups with similar characteristics. If, for example, there are characteristics such as interests in cooking or sports, new</p>	<p>Emarsys profile data</p> <p>Customer master data (only e-mail address), segment profile data (--&gt; section E)</p>	<p>No automated decision-making takes place.</p>	<p>Point (a) of Article 6(1) GDPR (consent).</p>	<p>Emarsys eMarketing Systems AG</p> <p>Cryptographically hashed e-mail addresses:</p> <p>Facebook</p> <p>Google</p>

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customers are sought in these areas and are then shown an advert via the marketing channels described above.				
The processing only takes place if web tracking by Emarsys is used in line with the criteria described in the preceding row.				

### 3. Details about the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Role of the recipient	Transfer to third countries and/or to international organisations	Adequacy decision or appropriate or adequate guarantees for transfers to third countries and/or international organisations
Google Double Click / Google Ads Conversion Pixel / Google Ads Remarketing			
Google LLC			
Google Ireland Limited  Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland	(Joint) controller.  We process data in cooperation with Google Ireland. Google Ireland might transfer data to third countries such as the USA within its own sphere of responsibility.	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  Google has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
Microsoft Advertising			
Microsoft Ireland Operations Limited  One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, D18 P521	(Joint) controller.	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  Microsoft has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
Criteo			

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Criteo SA  32 Rue Blanche, 75009 Paris, France	(Joint) controller.	EU.	-
<b>Tectumedia</b>			
Tectumedia GmbH  Eichhornstrasse 3 10785 Berlin, Germany	(Joint) controller.	EU.	
<b>mediards</b>			
mediards GmbH  Im Mediapark 8, 50670 Cologne, Germany.	(Joint) controller.	EU.	-
<b>Facebook</b>			
Facebook Ireland Limited  4 GRAND CANAL SQUARE, D2 Dublin, Ireland	(Joint) controller.	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  Facebook has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
<b>Esome container (conversion tracking with Facebook)</b>			
Esome advertising technologies GmbH	(Joint) controller.	EU.	-
<b>Daisycon</b> (only relevant to our Dutch shop)			
Daisycon B.V.  Alnovum Gebäude, P.J. Oudweg 5, 1315 CH Almere, Netherlands.	(Joint) controller.	EU.	-
<b>Awin</b>			

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AWIN AG  Eichhornstrasse 3, 10785 Berlin, Germany.	(Joint) controller.	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  AWIN AG has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
<b>Tracdelight</b>			
tracdelight GmbH  Arabellastrasse 23, 81925 Munich, Germany.	(Joint) controller.	EU.	-
<b>Emarsys eMarketing Systems AG</b>			
Emarsys eMarketing Systems AG  Hans-Fischer-Str. 10, 80339 Munich, Germany	Processor.	EU and UK.	-
<b>Outbrain</b>			
Outbrain UK Limited  5th Floor, The Place 175 High Holborn, London, WC1V 7AA, UK	(Joint) controller.	EU, UK and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  Outbrain has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
<b>Pinterest</b>			
Pinterest Europe Limited, based at 2nd Floor, Palmerston House, Fenian Street, Dublin 2, Ireland,	(Joint) controller.	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  Pinterest has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.

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### III. Use of web analytics technologies (using analytics cookies)

If you have consented to analytical purposes in the data privacy and cookie settings ([https://www.marc-o-polo.com/on/demandware.store/Sites-MOP-Site/de\\_DE/Home-CookieSettings](https://www.marc-o-polo.com/on/demandware.store/Sites-MOP-Site/de_DE/Home-CookieSettings)) we shall use web analytics technologies for the following purpose:

- To improve the website, including through A/B testing (a comparison of user behaviour on different versions of our website)
- to reach website targets more effectively (e.g. increase the number of page views) and
- to calculate the remuneration of advertising partners (affiliates)

we use the web analytics technologies Google Analytics, Google Optimize and Triple A from Artefact. We use cookies for this purpose (**section G Analytics**).


More detailed information about this is available below:

#### 1. Information about the personal data we process

Categories of personal data we process	Personal data in the categories	Sources of data	Obligation to make the data available	Duration of storage
Google Analytics,  TripleA,  Google Optimize,  <b>HTTP data.</b>	<p>Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS) for technical reasons when a web analytics tool (e.g. Google Analytics) is used on the website.</p> <p>These data include your IP address, the type and version of your browser, your operating system, the page you visited, the page you were on previously (referrer URL) and the date and time of your visit.</p> <p>Additionally, links from our advertising partners on our website can contain certain parameters with which we can determine the origins of our users more effectively (e.g. the identification numbers of certain advertising media or campaigns)</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out web analytics with the web analytics tool in question.</p>	<p><u>For Google Analytics:</u></p> <p>IP anonymisation is active on this website for the web analytics tool Google Analytics. This means that the IP address sent by your browser for technical reasons is truncated (the last octet of the IP address is deleted) in order to anonymise it before it is stored.</p> <p>We shall store the other data for 38 months.</p> <p><u>For TripleA:</u></p> <p>30 days.</p>

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	Visitors can also be categorised in A/B tests with Google Optimize. While an A/B test is being carried out, one user sees a different version of the website to another user. However, this happens randomly and is not personalised.			<p><u>For Google Optimize:</u></p> <p>30 days.</p>
<p>Google Analytics,</p> <p>TripleA,</p> <p>Google Optimize,</p> <p><b>Cookie data.</b></p>	<p>Data which are stored in cookies for the web analytics tool (e.g. Google Analytics) on your device.</p> <p>This includes a unique ID in each case which makes it possible to recognise returning visitors.</p> <p>(<b>section G.III.</b> for more detailed information about the content of the cookies.)</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out web analytics with the web analytics tool in question.</p>	<p><u>For Google Analytics:</u></p> <p>38 months.</p> <p><u>For TripleA:</u></p> <p>30 days.</p> <p><u>For Google Optimize:</u></p> <p>30 days.</p> <p>( <b>section G.III.</b> for information about how long the cookies remain valid.)</p>
<p>Google Analytics,</p> <p>TripleA,</p> <p>Google Optimize,</p> <p>profile data.</p>	<p>Data which are generated by each web analytics tool (e.g. Google Analytics) and stored separately in pseudonymised user profiles for each web analytics tool.</p> <p>This includes information about how you use the website, especially page visits, the frequency of visits, the time you spend on pages you visit and the origin of the visitor (i.e. which promotional partners or initiatives brought the user to the website), allocated to the unique user ID of each visitor contained in the Google Analytics cookie data.</p>	Generated independently.	-	<p><u>For Google Analytics:</u></p> <p>38 months.</p> <p><u>For TripleA:</u></p> <p>30 days.</p> <p><u>For Google Optimize:</u></p> <p>30 days.</p>



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	Google Optimize is MARC O'POLO's A/B testing tool. With Google Optimize, the collected data are used to allocate you to a test group when you visit.			
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## 2. Details about the processing of personal data

Purpose of the processing of personal data	Categories of personal data we process	Automated decision-making	Legal grounds and legitimate interests	Recipient
<b>Google Analytics and Optimize as well as Artefact TripleA</b>				
<p>To improve the website such as with A/B testing using Google Optimize, to reach website targets more effectively (e.g. increase the number of page views) and to calculate the remuneration of advertising partners (affiliates).</p> <p>The behaviour of users on our website is captured and analysed in a pseudonymised format. Users of the website are tagged in a pseudonymised format to make it possible to recognise you on the website in future. Pseudonymised user profiles are derived from this information. The pseudonymised user profiles are not merged with data relating to the bearer of the pseudonym. The objective of the process is to investigate where users come from (e.g. from which advertising partners and advertising campaigns), what sections of the website are visited and how often sub-pages and categories are viewed, including for how long. This way, we can improve our website by tailoring it to the needs of our users, control campaigns more effectively and calculate how much remuneration is due to our advertising partners (affiliates).</p> <p>We use the following web analytics tools for this purpose:</p> <ul style="list-style-type: none"><li>Google Analytics and Google Optimize from Google</li><li>The analytics tool TripleA from Artefact</li></ul>	<p><u>For Google Analytics:</u></p> <p>Google Analytics HTTP data, Google Analytics cookie data, Google Analytics profile data.</p> <p><u>For Google Optimize:</u></p> <p>Google Optimize HTTP data, Google Optimize cookie data, Google Optimize profile data.</p> <p><u>For TripleA:</u></p> <p>TripleA HTTP data, TripleA cookie data, TripleA profile data.</p>	No automated decision-making takes place.	<p>Point (f) of Article 6(1) GDPR (balance of interests).</p> <p>We have a legitimate interest in improving the website, reaching website targets more effectively (e.g. increasing the number of page views) and calculating the remuneration of advertising partners (affiliates).</p>	<p><u>For Google Analytics and Optimize:</u></p> <p>Google Ireland Limited</p> <p><u>For Artefact TripleA:</u></p> <p>Artefact GmbH.</p>

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<p>We use Google Optimize to conduct A/B testing in this regard. This is a method of comparing different versions of our website in order to determine which version performs better. This method of testing enables us to show various website users different versions of the same page automatically and evaluate details relating to user behaviour on these different versions. The results enable us to determine what version works better.</p> <p>The web analytics tools use cookies for these purposes.</p> <p>(section G.III. for detailed information about the purposes of the cookies.)</p>				
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### 3. Details about the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Role of the recipient	Transfer to third countries and/or to international organisations	Adequacy decision or appropriate or adequate guarantees for transfers to third countries and/or international organisations
<b>Google Analytics and Google Optimize</b>			
<p>Google Ireland Limited</p> <p>Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland</p>	Processor.	EU and USA.	<p>There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.</p> <p>Google has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.</p>
<b>Artefact Triple A</b>			
<p>Artefact Germany GmbH</p> <p>Philosophenweg 21, 47051 Duisburg, Germany.</p>	Processor.	EU.	-

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### IV. Use of personalisation technologies (use of personalisation cookies)

If you have consented to personalisation purposes in the [cookie settings](https://www.marc-o-polo.com/on/demandware.store/Sites-MOP-Site/de_DE/Home-CookieSettings) (https://www.marc-o-polo.com/on/demandware.store/Sites-MOP-Site/de\_DE/Home-CookieSettings), we shall use personalisation technology for the following purposes:

- To display personalised content in the online store
- Insert containing personalised content for print advertising

We use cookies for this purpose (→ **section H Personalisation**).

More detailed information about this is available below:

#### 1. Information about the personal data we process

Categories of personal data we process	Personal data in the categories	Sources of data	Obligation to make the data available	Duration of storage
<b>Adnymics GmbH</b>				
Adnymics HTTP data.	<p>Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS) for technical reasons when the web tracking tool Adnymics is used on the website.</p> <p>These data include your IP address, the type and version of your browser, your operating system, the page you visited, the page you were on previously (referrer URL) and the date and time of your visit.</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out web tracking with Adnymics.</p>	We do not store these data. The partner is responsible for storing and anonymising these data.
Adnymics cookie data	<p>Data which are stored in cookies for the web tracking tool Adnymics on your device.</p> <p>This includes a unique ID which allows Adnymics to recognise logged-in customers who return as well as a product code.</p>	Users of the website.	The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.	We do not store the cookies themselves or the information in the cookies.

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			If you do not provide the data, we will be unable to carry out web tracking with Adnymics.	(◆◆ section H.III. for information about how long the cookies remain valid.)
Adnymics profile data	<p>Data which we generate through the web tracking tool Adnymics and are stored in user profiles.</p> <p>This includes information about how you use the website, especially the pages you open, the frequency of visits and the time spent on the visited pages, allocated to each user's unique ID contained in the Adnymics cookie data and to their customer account if they are a participant in the customer loyalty scheme.</p>	Generated independently.	-	<p>We shall store these data for as long as you remain part of the customer loyalty scheme.</p> <p>We shall also store the data in an anonymised format.</p>
<b>Dynamic Yield</b>				
Dynamic Yield HTTP data.	<p>Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS) for technical reasons when the web tracking tool Dynamic Yield is used on the website.</p> <p>These data include your IP address, device, the type and version of your browser, your operating system, the page you visited, the page you were on previously (referrer URL) and the date and time of your visit.</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out web tracking with Dynamic Yield.</p>	<p>On this website, the IP address is shared with Dynamic Yield and converted into a location. Dynamic Yield does not store the IP address; it merely uses it to identify the location.</p> <p>We do not store the other data; these data are only stored in Dynamic Yield cookies in your browser (see 'Dynamic Yield cookie data' below).</p>
Dynamic Yield cookie data.	<p>Data which are stored in cookies for the web tracking tool Dynamic Yield on your device.</p> <p>This includes a unique ID which makes it possible to recognise returning visitors. This also includes information about the types of page you visit (e.g. an order confirmation page, a product details page or a basket), article numbers of the viewed products and the number of products in the basket.</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out</p>	<p>We do not store the cookies themselves or the information in the cookies.</p> <p>(→ <b>section G.III.</b> for information about how long the cookies remain valid.)</p>

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	(→ <b>section G.III.</b> for more detailed information about the content of the cookies.)		web tracking with Dynamic Yield.	
Dynamic Yield profile data.	<p>Data which we generate through the web tracking tool Dynamic Yield and are stored in pseudonymised user profiles.</p> <p>This includes information about how you use the website, especially the pages you open, the frequency of visits and the time spent on the visited pages, allocated to each user's unique visitor ID contained in the Dynamic Yield cookie data.</p>	Generated independently.	-	Erased after one year
<b>Fit Analytics</b>				
Fit Analytics HTTP data	<p>Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS) for technical reasons when the fit advisor tool Fit Analytics is used on the website.</p> <p>These data include your IP address, the type and version of your browser, your operating system, the page you visited, the page you were on previously (referrer URL) and the date and time of your visit.</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to offer you sizing advice.</p>	<b>90 days</b>
Fit Analytics cookie data	<p>Data which are stored in cookies for the fit advisor tool Fit Analytics on your device.</p> <p>This includes a unique ID which makes it possible to recognise the person using the fit advisor tool.</p> <p>(→ <b>section G.III.</b> for more detailed information about the content of the cookies.)</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to offer you sizing advice.</p>	<p>We do not store the cookies themselves or the information in the cookies.</p> <p>(→ section H.III. for information about how long the cookies remain valid.)</p>
Fit advisor data	<p>Data generated when you use the fit advisor:</p> <p>This includes information you provide when you use the fit advisor (gender, body size, weight, age (optional),</p>	Users of the fit advisor.	The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No	90 days.

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	reference article or brand (optional), bra size (optional), figure type, clothing preferences), allocated to the unique ID contained in the Fit Analytics cookie data. Transaction and returns data are used in the calculation.		obligation to make the data available exists.  If you do not provide the data, we will be unable to offer you sizing advice	
<b>AB Tasty SAS</b>				
AB Tasty HTTP data	<p>Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS) for technical reasons when the A/B testing tool is used on the website.</p> <p>This includes your IP address, the type and version of your browser, the number of pages you have viewed, the number of visits, the sequence of your visit, the duration of your visit, interactions such as adding and removing products to and from a basket, records of how you use individual websites etc.</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to optimise or personalise the website for you.</p>	<p>The IP address is shared with AB Tasty and converted into a location. AB Tasty does not store the IP address; it merely uses it to identify the location.</p> <p>We do not store the other data; these data are only stored in AB Tasty cookies in your browser (see 'AB Tasty cookie data' below).</p> <p>Additionally, we shall store these anonymised data in order to evaluate them for statistical purposes.</p>
AB Tasty cookie data	<p>Data which are stored in cookies for the web tracking tool AB Tasty on your device.</p> <p>This includes a unique ID for recognising (return) visitors, test and variant IDs and a time stamp.</p> <p>(→ section H.III. for more detailed information about the content of the cookies.)</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to optimise or personalise the website for you.</p>	13 months or the data are stored temporarily in your browser for the duration of each session.

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## 2. Details about the processing of personal data

Purpose of the processing of personal data	Categories of personal data we process	Automated decision-making	Legal grounds and legitimate interests	Recipient
<b>Adnymics GmbH</b>				
<p>The click and purchasing behaviour of users is recorded and analysed in order to make it possible to generate a parcel insert with personalised product recommendations for the user if an order is placed, provided that you are a participant in our customer loyalty scheme and were logged into your customer account when you placed the order.</p> <p>We shall use your user behaviour to generate a user profile in order to determine what products might be of interest to you. In order to send you personalised parcel inserts along with your order, we shall store these interests as data categories (e.g. the last category clicked on or products added to the basket, but no unique click paths) in the customer profile that we have for you as a participant in our customer loyalty scheme (→ <b>section E</b>).</p> <p>We use cookies for these purposes.</p> <p>(→ <b>section H.III.</b> for detailed information about the purposes of the cookies.)</p>	Adnymics HTTP data, Adnymics cookie data, Adnymics profile data.	No automated decision-making takes place	Point (a) of Article 6(1) GDPR (consent).	Adnymics GmbH
<b>Dynamic Yield</b>				
<p>To show the user product recommendations at specific points in the online store.</p> <p>The behaviour of users on our website is captured and analysed in a pseudonymised format. Users of the website are tagged in a pseudonymised format to <b>make it possible to</b> recognise you on our website in future. Pseudonymised user profiles are derived from this information. The pseudonymised user profiles are not merged with data relating to the bearer of the pseudonym. The objective of the process is to make a user who has already shown interest in a website or product aware of the product</p>	Dynamic Yield HTTP data, Dynamic Yield cookie data, Dynamic Yield profile data	No automated decision-making takes place.	Point (a) of Article 6(1) GDPR (consent).	Dynamic Yield

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<p>again on our website in order to increase the relevance of adverts and in turn the click and conversion rate (e.g. the order rate).</p> <p>Dynamic Yield provides a variety of analyses.</p> <p>(→ <b>section G.III.</b> for detailed information about the purposes of the cookies.)</p>				
<p>To advertise to users on the basis of their location</p> <p>The location of users on our website is captured and analysed in a pseudonymised format. The location information can be used to enrich weather data, for example.</p>	<p>Dynamic Yield HTTP data, Dynamic Yield cookie data, Dynamic Yield profile data</p>	<p>No automated decision-making takes place.</p>	<p>Point (a) of Article 6(1) GDPR (consent).</p>	<p>Dynamic Yield</p>
<b>Fit Analytics</b>				
<p>To provide the fit advisor on the website:</p> <p>After the user enters his or her data once, the sizes for certain categories of clothing are recommended to the user of our fit advisor on the basis of real cut data provided by MARC O'POLO Fit Analytics Form.</p> <p>For this purpose and in order to ensure the security of the IT infrastructure used to provide the fit advisor, pseudonymised data are processed temporarily on our web server in order to provide you with the fit advisor.</p> <p>For this purpose, information about your use of the fit advisor is stored in cookies (→ <b>section G</b>) on your device.</p> <p>If you wish to do so, you can erase the data stored by us and in cookies on your device at any time by clicking on the link below or via our cookie banner:</p> <p><a href="https://widget.fitanalytics.com/widget/optout/">https://widget.fitanalytics.com/widget/optout/</a></p> <p>The privacy policy of Fit Analytics is available here:</p> <p><a href="https://widget.fitanalytics.com/documents/privacy_en.html?_ga=2.174433323.884785080.1601282041-459982832.1589185780">https://widget.fitanalytics.com/documents/privacy_en.html?_ga=2.174433323.884785080.1601282041-459982832.1589185780</a></p>	<p>Fit Analytics HTTP data, Fit Analytics cookie data, fit advisor data</p>	<p>No automated decision-making takes place</p>	<p>Point (a) of Article 6(1) GDPR (consent).</p>	<p>Fit Analytics GmbH</p>
<b>AB Tasty</b>				



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To optimise the website for a better user experience. It is technically necessary to collect the data and use the tool in order to ensure that we are able to continuously optimise features, depictions and the transparency of necessary notices for visitors to our store. Users are shown a version with the optimisations in order to determine whether that version is more useful to them.	AB Tasty HTTP data, AB Tasty cookie data	No automated decision-making takes place.	Point (a) of Article 6(1) GDPR (consent).	AB Tasty
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### 3. Details about the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Role of the recipient	Transfer to third countries and/or to international organisations	Adequacy decision or appropriate or adequate guarantees for transfers to third countries and/or international organisations
<b>Adnymics GmbH</b>			
adnymics GmbH Denisstr. 1b 80335 Munich, Germany	Processor.	EU.	-.
<b>Dynamic Yield</b>			
Dynamic Yield Prinzessinnenstrasse 8–14, 10969 Berlin, Germany	Processor.	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  Dynamic Yield has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
<b>Fit Analytics</b>			
Fit Analytics GmbH Voigtstr. 3 10247 Berlin Germany	Processor.	EU, UK and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  Fit Analytics has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
<b>AB Tasty</b>			
AB TASTY SAS 3 impasse de la Planchette 75003 Paris, France	Processor.	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.

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			AB Tasty has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
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## C. INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA OF CUSTOMERS ON OUR ONLINE STORE

You can use our MARC O'POLO online stores on our website, different versions of which are available for different countries at country-specific URLs (e.g. [www.marc-opolo.com/de-de/](http://www.marc-opolo.com/de-de/) for Germany).

As our partner Global E is responsible (as a separate controller) for the processing of personal data in relation to the online purchase, please refer to the privacy policy of Global E: [https://globale-prod.s3-eu-west-1.amazonaws.com/GlobaleLegalDocuments/GlobalePrivacyPolicy/Global-e\\_Privacy\\_Policy.pdf](https://globale-prod.s3-eu-west-1.amazonaws.com/GlobaleLegalDocuments/GlobalePrivacyPolicy/Global-e_Privacy_Policy.pdf)

## D. INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA OF SUBSCRIBERS TO OUR E-MAIL NEWSLETTER

You can subscribe to our e-mail newsletter on the website. The newsletter provides information about new outfits and current product trends and also tells you about our special events, promotions and competitions. Likewise, we make it possible for you to subscribe to our newsletter on the social networks such as Facebook and Instagram directly.

Through your orders from our online store (**section C**) or as part of our MARC O'POLO MEMBERS programme (**section E**), we can tailor the content of the newsletter (where we have such data) precisely to you (e.g. based on your purchase history or Member points). If, in addition to your newsletter subscription, you have consented to marketing in our data privacy and cookie settings (**section B.II**), we will add even more customised content to the newsletter (e.g. about products in your basket or which we recommend based on the product category you viewed most recently).

When you subscribe to the newsletter, certain information such as your e-mail address shall be collected. We process this information in order to confirm your subscription and to deliver the newsletter. Additionally, we shall store this information to serve as evidence for the purposes of filing, exercising or defending against legal claims. If you also participate in customer surveys, we shall process the data collected through the survey for market research purposes.

When you use the form on the website to subscribe to and unsubscribe from our newsletter, the browser you are using on your device will send certain information such as your IP address to the server of our website for technical reasons. We shall process this information in order to provide the form on the website to subscribe to and unsubscribe from our newsletter.

More detailed information about this is available below:

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


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## 1. Information about the personal data we process

Categories of personal data we process	Personal data in the categories	Sources of data	Obligation to make the data available	Duration of storage
Newsletter form HTTP data.	<p>Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS) for technical reasons when you open the form for subscribing to and unsubscribing from our newsletter on the website.</p> <p>These data include your IP address, the type and version of your browser, your operating system, the page you visited, the page you were on previously (referrer URL) and the date and time of your visit.</p>	Users of the website.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to provide the website content you wish to access.</p>	<p>Data are stored in server log files in a format which makes it possible to identify the data subjects for up to seven days unless a security incident occurs (e.g. a denial-of-service attack).</p> <p>If a security incident does occur, server log files shall be stored until the security incident has been overcome and fully investigated.</p>
Newsletter subscription data.	<p>Data we collect when you subscribe to the newsletter.</p> <p>This includes the following information: E-mail address, first name and surname and potentially your title, whether you would like to receive the newsletter with content for men or women.</p>	Newsletter subscribers.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to send you the newsletter.</p>	<p>We shall store these data for as long as you remain subscribed to our newsletter.</p> <p>We shall store these data as evidence for the purposes of filing, exercising or defending against legal claims for a transition period of three years from the end of the year in which you left the scheme or until the end of any ongoing legal disputes.</p>
Newsletter opt-in data.	<p>Log data which are generated for technical reasons when you subscribe to and unsubscribe from the newsletter.</p> <p>This includes the date and time of your subscription to the newsletter, the date and time the subscription e-mail was sent as part of the double opt-in procedure, the date and time your subscription was confirmed as part of the double opt-in procedure, the IP address of the device used to confirm the subscription</p>	Newsletter subscribers.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to send you the newsletter.</p>	<p>We shall store these data for as long as you remain subscribed to our newsletter.</p> <p>We shall store these data as evidence for the purposes of filing, exercising or defending against legal claims for a transition period of three years from the end of the year in which you left the scheme</p>

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	and the date and time you unsubscribe from the newsletter, if applicable.			or until the end of any ongoing legal disputes.
Market research data	Information we obtain through customer surveys for market research purposes in order to analyse the satisfaction of our customers in a pseudonymised manner, for example, and improve the content of our website.	Newsletter subscribers.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out surveys or analyses for market research purposes.</p>	<p>We shall store these pseudonymised data for up to 38 months.</p> <p>Additionally, we shall store these anonymised data in order to evaluate them for internal statistical purposes.</p>
Segment profile data	<p>Information we collect from your click behaviour in order to send personalised newsletters such as a basket abandonment e-mail (products you have added to your basket but not purchased). Your click behaviour shall only be collected if you also consent to marketing cookies in the cookie banner.</p> <p>(  section E.I. for more detailed information about the personal data we process.)</p>	Newsletter subscribers.	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to carry out personalisation based entirely on click behaviour.</p>	One year.
Basket abandonment data.	<p>Information from click data which is sent to remind you about products that are still in your basket.</p> <p>This includes products you have added to your basket and similar products.</p> <p>(  section B.II.1 for more detailed information about the content of the cookies.)</p>	Generated independently.	-	We store these data as part of your click history for one year.

## 2. Details about the processing of personal data

Purpose of the processing of personal data	Categories of personal data we process	Automated decision-making	Legal grounds and legitimate interests	Recipient
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<p>To provide the form on the website to subscribe to and unsubscribe from our newsletter:</p> <p>Newsletter form HTTP data are processed temporarily on our web server for this purpose.</p>	<p>Newsletter form HTTP data.</p>	<p>No automated decision-making takes place.</p>	<p>Point (f) of Article 6(1) GDPR (balance of interests).</p> <p>We have a legitimate interest in providing the website content accessed by the user.</p>	<p>Hosting provider, e-mail newsletter provider, system and service e-mail provider.</p>
<p>To provide a form which enables you to subscribe to our newsletter on social networks.</p>	<p>Newsletter form HTTP data.</p>	<p>No automated decision-making takes place.</p>	<p>Point (f) of Article 6(1) GDPR (balance of interests).</p> <p>We have a legitimate interest in providing the content accessed by the user on social networks.</p>	<p>Transmission service provider, e-mail newsletter provider, system and service e-mail provider.</p>
<p>To guarantee the security of the IT infrastructure used to provide the form, especially to identify, combat and document disruptions in a legally sound manner (e.g. DDoS attacks):</p> <p>Data are stored temporarily in log files on our web server and evaluated for this purpose.</p>	<p>Newsletter form HTTP data.</p>	<p>No automated decision-making takes place.</p>	<p>Point (f) of Article 6(1) GDPR (balance of interests).</p> <p>We have a legitimate interest in guaranteeing the security of the IT infrastructure used to provide the form, especially so as to identify, combat and document disruptions in a legally sound manner (e.g. DDoS attacks).</p>	<p>Hosting provider, e-mail newsletter provider, system and service e-mail provider.</p>
<p>Double opt-in procedure to confirm the subscription:</p> <p>For this purpose, we send an e-mail asking you to confirm the e-mail address you provided when you registered. A subscription will only be activated when the subscriber confirms the e-mail address by clicking on the confirmation link in the e-mail.</p>	<p>Newsletter subscription data, newsletter opt-in data.</p>	<p>No automated decision-making takes place.</p>	<p>Point (f) of Article 6(1) GDPR (balance of interests).</p> <p>We have a legitimate interest in documenting your consent to receive the newsletter for legal reasons.</p>	<p>System and service e-mail provider.</p>
<p>To send the newsletter to the e-mail address provided by the subscriber. The newsletter contains information about the products and services of Marc O'Polo Einzelhandels GmbH (e.g. clothing,</p>	<p>Newsletter subscription data, newsletter opt-in data.</p>	<p>No automated decision-making takes place.</p>	<p>Point (a) of Article 6(1) GDPR (consent).</p>	<p>E-mail newsletter provider, communication agency.</p>

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<p>footwear and accessories, bags, children's fashion, living or the MARC O'POLO MEMBERS scheme including cross-channel services), including information about currently trending products, special events, invitations to take part in customer surveys, special offers or competitions. We shall use your name to address you in person and control gender-specific content in our newsletter.</p> <p>Through your orders from our online store (<b>section C</b>) or as part of our MARC O'POLO MEMBERS programme (<b>section E</b>), we can tailor the content of the newsletter (where we have such data) precisely to you (e.g. based on your purchase history or Memberberry points). If, in addition to your newsletter subscription, you have consented to marketing in our <u>data privacy and cookie settings</u> (<b>section B.II</b>), we will add even more customised content to the newsletter (e.g. about products in your shopping basket or which we recommend based on the product category you viewed most recently).</p> <p>If we also have your consent to marketing, we can then send you a newsletter about products you have added to your basket but not ordered (these are known as basket abandonment e-mails).</p>	<p>We also use the following categories of data for personalisation purposes:</p> <ul style="list-style-type: none"> <li>- The categories you most recently viewed, clicked on and added to your basket</li> <li>- The products you most recently viewed, clicked on and added to your basket</li> <li>- Your last purchase, the total price in your basket, the number of products and the products you purchased.</li> </ul>		<p>If, when you subscribed to the newsletter, you did not consent to the personalisation of newsletter content, the content shall be personalised on the basis of point (f) of Article 6(1) GDPR (balance of interests). We have a legitimate interest in tailoring the newsletter to your interests. (However, content is only personalised as described herein on the basis of your surfing habits on our website if you consent to marketing in our <u>data privacy and cookie settings</u> in addition to subscribing to the newsletter (<b>section B.II</b>).</p>	
To carry out customer surveys for market research purposes and pseudonymised analyses of market research data in order	Market research data.	No automated decision-making takes place.	Balance of interests (point (f) of Article 6(1) GDPR). We have a legitimate interest	Survey agency.

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to develop and improve the content of our website.			in the development and improvement of our website.	
Storage and processing to serve as evidence for the purposes of filing, exercising or defending against legal claims.	Newsletter subscription data, newsletter opt-in data.	No automated decision-making takes place.	Point (f) of Article 6(1) GDPR (balance of interests).  We have a legitimate interest in filing, exercising or defending against legal claims.	E-mail newsletter provider, system and service e-mail provider.

### 3. Details about the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Role of the recipient	Transfer to third countries and/or to international organisations	Adequacy decision or appropriate or adequate guarantees for transfers to third countries and/or international organisations
<p>Hosting provider</p> <ul style="list-style-type: none"> <li>Hosting CRM currently:  Microsoft Ireland Operations Ltd (South County Business Park, Dublin, D18, Ireland)</li> <li>Hosting online store currently:  (currently: ABOUT YOU GmbH, Domstrasse 10, 20095 Hamburg, Germany).</li> </ul>	Processor.	<p>EU and USA.</p> <p>EU and USA.</p>	<p>There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.</p> <p>Microsoft has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.</p> <p>-</p> <p>There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.</p> <p>ABOUT YOU has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.</p>
<p>E-mail newsletter provider</p> <p>Emarsys eMarketing Systems AG</p>	Processor.	EU and UK.	-



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Hans-Fischer-Strasse 10 80339 Munich, Germany			
System and service e-mail provider  (currently: Amazon SES, Amazon Web Services EMEA SARL, 5 rue Plaetis, Luxembourg, L-2338, Luxembourg).	Processor	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  Amazon has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
Survey agency  (currently: SurveyMonkey Europe UC, 2nd Floor, 2 Shelbourne Buildings, Shelbourne Road, Dublin, Ireland)	Processor.	EU and USA.	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  SurveyMonkey has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.
Communication agency  (currently: Defacto relations GmbH, Am Pestalozziring 1-2, 91058 Erlangen, Germany).	Processor.	Germany (EU)	-
Transmission service provider from social networks  Zapier Inc., 548 Market St #62411, San Francisco, California 94104, USA	Processor.	USA ('Google').	There is no adequacy decision from the European Commission in the sense of Article 45(3) GDPR.  Zapier has standard contractual clauses (SCC) which have been adopted in accordance with Article 46 GDPR.

## E. INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA OF PARTICIPANTS IN THE CUSTOMER LOYALTY SCHEME

Not available

## F. INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA OF USERS OF OUR CUSTOMER SERVICE

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On the website, we provide you with the means of contacting our customer service via a contact form or chat. Furthermore, we provide you with the means of speaking with a customer service employee on our customer hotline or contacting our customer service by e-mail.

We process the information you provide to our customer service in order to process your enquiry, such as questions about an order. Additionally, we might store the information as evidence for the purposes of filing, exercising or defending against legal claims or in order to comply with statutory storage obligations, especially those imposed by tax and commercial law. If you are a verified participant in our Customer Loyalty Scheme, we shall also store these data for 12 months from the date on which your enquiry was closed so as to be able to take it into consideration if you make any further enquiries.

Where necessary in order to process your enquiry, we shall also make use of any other information we might already have in connection with your orders in the online shop (section C) or your participation in our Customer Loyalty Scheme (section E).

When you use the contact forms / chat on the website, the browser you are using on your device will send certain information such as your IP address to the server of our website for technical reasons. We process this information in order to provide the contact forms / chats on the website and ensure the security of the IT infrastructure used to provide them.

In order to measure the quality of our customer service, we generate aggregated evaluations of the nature of an enquiry and of the time taken to process each one. With your consent, we shall also record your phone conversations with our customer service staff and evaluate these recordings in order to improve our customer service.

More detailed information about this is available below:

### 1. Information about the personal data we process

Categories of personal data we process	Personal data in the categories	Sources of data	Obligation to make the data available	Duration of storage
HTTP data.	Log data which are generated by the Hypertext Transfer Protocol Secure (HTTPS) for technical reasons when you access contact forms or chats on the website.	User of the website	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists.</p> <p>If you do not provide the data, we will be unable to provide the website content you wish to access.</p>	<p>Data are stored in server log files in a format which makes it possible to identify the data subjects for up to seven days unless a security incident occurs (e.g. a denial-of-service attack).</p> <p>If a security incident does occur, server log files shall be stored until the security incident has been overcome and fully investigated.</p>

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E-Mail data.	Log data which are generated for technical reasons when e-mails are received. This includes the date and time of the e-mail, the e-mail address, IP addresses and information about the servers involved in the e-mail correspondence.	Users for e-mail correspondence	The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists. If you do not provide the data, you will be unable to contact us by e-mail	Data are stored in server log files in a format which makes it possible to identify the data subjects for up to seven days unless a security incident occurs (e.g. a denial-of-service attack). If a security incident does occur, server log files shall be stored until the security incident has been overcome and fully investigated.
Enquiry data.	Data you share with our customer service in contact forms on the website, in chat, by phone or by e-mail in connection with enquiries. This includes the information you send us over the channel of communication in question. It can include the following data in particular: Your name, date of birth, address, phone number, e-mail address and the content of your enquiry.	Customer service users.	The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists. If you do not provide the data, we will be unable to process your enquiry.	Data shall be stored until we finish handling your enquiry. If you become a verified participant in our Customer Loyalty Scheme, we shall also store the data as customer service enquiry data for up to 12 months (section E). We shall store these data as evidence for the purposes of filing, exercising or defending against legal claims for a transition period of 12 months from the date on which your enquiry was closed or until the end of any ongoing legal disputes. Furthermore, we shall store the data for longer if we are subject to a statutory storage obligation, especially under tax or commercial law. Depending on the nature of the documents, we may be obliged to store the data for six or ten years in accordance with tax and commercial law (Section 147 AO and Section 257 HGB).

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	<p>This includes our own documentation of your enquiry such as summaries of the communication between you and us, phone logs and, in the case of enquiries in writing (i.e. the contact form and e-mail), our assessment of the nature and urgency of the enquiry.</p>	<p>Generated independently.</p>	-	
Phone data	<p>This includes log data such as your phone number and the duration of the call.</p>	<p>Customer hotline users.</p>	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists. If you do not provide the data, you will be unable to contact us by phone.</p>	<p>We shall store the data for as long as necessary in order to achieve the purposes described below.</p>
Phone recording data	<p>This includes the recording of the phone calls between you and our customer service as well as documentation of your consent and the transcript of the conversation which is automatically generated from the recordings</p>	<p>Customer hotline users.</p>	<p>The provision of data is not required by law or by a contract and is not necessary for the conclusion of a contract. No obligation to make the data available exists. If you do not provide the data, we cannot use the data to improve our customer service.</p>	<p>We shall store the data for as long as necessary in order to achieve the purposes described below.</p>

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### 2. Details about the processing of personal data

Purpose of the processing of personal data	Categories of personal data we process	Automated decision-making	Legal grounds and legitimate interests	Recipient
To provide our contact and chat forms on the website and receive enquiries on these channels. HTTP data are processed temporarily on our web server for this purpose.	HTTP data, Enquiry data.	No automated decision-making takes place.	Point (f) of Article 6(1) GDPR (balance of interests). We have a legitimate interest in providing the website content accessed by the user.	CRM service provider Also for the contact form: Hosting provider.
To guarantee the security of the IT infrastructure used to provide the form, especially to identify, combat and document disruptions in a legally sound manner (e.g. DDoS attacks). Data are stored temporarily in log files on our web server and evaluated for this purpose.	HTTP data.	No automated decision-making takes place.	Point (f) of Article 6(1) GDPR (balance of interests). We have a legitimate interest in guaranteeing the security of the IT infrastructure used to provide the form, especially so as to identify, combat and document disruptions in a legally sound manner (e.g. DDoS attacks).	Hosting provider.
To provide a customer hotline and receive enquiries by phone. Log data are processed temporarily on our systems for this purpose.	Phone data, Enquiry data.	No automated decision-making takes place.	Point (f) of Article 6(1) GDPR (balance of interests). We have a legitimate interest in providing a customer hotline so as to offer personal advice.	Customer service provider.
To provide an e-mail system in order to make it possible to contact our customer service and receive enquiries by e-mail. Log data are processed temporarily on our systems for this purpose.	E-mail data, Enquiry data.	No automated decision-making takes place.	Point (f) of Article 6(1) GDPR (balance of interests). We have a legitimate interest in providing an e-mail system in order to make it possible to contact our customer service.	E-mail service provider
To measure the quality of our customer service: We generate aggregated evaluations of the nature of an enquiry and of the time taken to process each one in order to determine how long it takes on average for our customer service staff to process each type of enquiry. These aggregated evaluations do not contain any personal data relating to our customers.	Phone data, enquiry data.	No automated decision-making takes place.	Point (f) of Article 6(1) GDPR (balance of interests). We have a legitimate interest in measuring the quality of our customer service. .	CRM service provider, customer service provider

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<p>To process your enquiry. If you are a verified customer, we can retrieve stored data concerning you in order to process the enquiry. For example, this might be your purchase history in order to process a return. In the case of written enquiries (i.e. the contact form and e-mail), we perform an automated evaluation of the nature and urgency of enquiries in order to prioritise the order in which we process them. For this reason, our system identifies certain key words in the enquiry in order to evaluate the nature of the enquiry (e.g. a question about an order or advice about a product) and its urgency on the basis of the 'mood' of the wording.</p>	<p>Enquiry data Depending on the enquiry in question, potentially also the following data concerning your orders, even if you check out as a guest: Contact details, Shipping data, Order data, Customer data, Transaction e-mail data, Order and return values, Advert management data (for more details, see section C.1) Depending on the enquiry in question, potentially also the following data concerning your participation in our Customer Loyalty Scheme: Customer master data, Participant details, Purchase history, Article data, Customer service enquiry data, Service usage data, Segment profile data, Advert management data (for more details, see section E.1)</p>	<p>No automated decision-making takes place.</p>	<p>Where your enquiry concerns a contract to which you are party or steps prior to entering into a contract: Point (b) of Article 6(1) GDPR (performance of a contract or in order to take steps prior to entering into a contract). Otherwise: Point (f) of Article 6(1) GDPR (balance of interests). In this case, we have a legitimate interest in processing your enquiry efficiently.</p>	<p>Customer service provider, CRM service provider</p>
<p>To record and evaluate telephone calls in order to improve our customer service: With your consent, we record your phone calls with our customer service and automatically convert the audio recordings into transcripts. We evaluate these transcripts automatically – and in some cases manually – and use the findings to train our customer service employees. We do not process any personal data relating to our customers for such training.</p>	<p>Phone recording data</p>	<p>No automated decision-making takes place.</p>	<p>Point (a) of Article 6(1) GDPR (consent).</p>	<p>Customer service provider</p>
<p>Storage and processing to serve as evidence for the purposes of filing, exercising or defending against legal claims.</p>	<p>Enquiry data.</p>	<p>No automated decision-making takes place.</p>	<p>Point (f) of Article 6(1) GDPR (balance of interests). We have a legitimate interest in filing.</p>	<p>Customer service provider.</p>

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			exercising or defending against legal claims.	
Storage of data in order to comply with statutory storage obligations, especially those imposed by tax or commercial law. Depending on the nature of the documents, we may be obliged to store the data for six or ten years in accordance with tax and commercial law (Section 147 AO and Section 257 HGB).	Enquiry data.	No automated decision-making takes place.	Point (c) of Article 6(1) GDPR (compliance with a legal obligation).	Customer service provider.

### 3. Details about the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Role of the recipient	Transfer to third countries and/or to international organisations	Adequacy decision or appropriate or adequate guarantees for transfers to third countries and/or international organisations
Hosting provider. (currently: ABOUT YOU GmbH, Domstrasse 10, 20095 Hamburg, Germany).	Processor.	EU.	-
CRM service provider (currently: Microsoft Ireland Operations Ltd, South County Business Park, Dublin, D18, Ireland)	Processor.	EU.	-
Customer service provider (currently: tricontes360 GmbH, Ströer Allee 1, 50999 Cologne, Germany)	Processor.	EU.	-
E-mail service provider (currently: Emarsys eMarketing Systems AG, Hans-Fischer-Strasse 10, 80339 Munich, Germany)	Processor.	EU.	-

## G. INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA OF PARTICIPANTS IN OUR COMPETITIONS

Not available

## H. INFORMATION ABOUT THE USE OF COOKIES

We use cookies in connection with our website and the products and services provided on our website. We use the processing and storage features of the browser on your device and collect information from your browser cache. More detailed information about this is available below.



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### I. General information about cookies

Cookies are small text files containing information which can be stored on your device by your browser when you visit a website. If you visit a website again using the same device, the cookie and the information stored in it can be read.

#### 1. First-party and third-party cookies

First-party cookies and third-party cookies differ depending on where the cookie originated from:

First-party cookies	Cookies which are stored and read by the operator of the website as the controller or by a processor engaged by the operator of the website.
Third-party cookies	Cookies which are stored and read by other controllers than the operator of the website who are not acting as processors on behalf of the operator of the website.

#### 2. Session and persistent cookies

Session and persistent cookies also differ in terms of their period of validity:

Session cookies	Cookies which are erased automatically when you close your browser.
Persistent cookies	Cookies which remain on your device for a period of time after you close your browser.

#### 3. Cookies which require and are exempt from consent

Depending on their function and purpose, the use of certain cookies can be subject to the consent of the user. As such, cookies differ depending on whether or not their use requires the consent of the user:

Cookies which are exempt from consent	Cookies whose sole purpose is to transmit a communication over an electronic communications network.
	Cookies which are strictly necessary in order to provide an information society service explicitly requested by the subscriber or user ('strictly necessary cookies').

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Cookies which require consent

Cookies for all other purposes than those described above.

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## II. Administration of the cookies used on this website

### 1. Consent to the use of cookies and administration of cookies through the privacy and cookie settings

Where the use of certain cookies requires the consent of the user, we shall only use those cookies when you use the website if you have previously consented to it. For information about whether the use of a cookie requires consent, see the information about the cookies used on this website in **section G.III** of this privacy policy.

When you visit our website, a cookie banner will appear in which you can click on a button to consent to the use of cookies on this website. By clicking on the designated button, you can consent to the use of all cookies described individually in **section G.III** of this privacy policy. Alternatively, you can click on the button [Cookie Settings](https://www.marc-o-polo.com/on/demandware.store/Sites-MOP-Site/de_DE/Home-CookieSettings) (LINK TO [https://www.marc-o-polo.com/on/demandware.store/Sites-MOP-Site/de\\_DE/Home-CookieSettings](https://www.marc-o-polo.com/on/demandware.store/Sites-MOP-Site/de_DE/Home-CookieSettings)) to make a custom selection of cookies and make changes to your selection at a later date. Likewise, we shall store your consent and any individual selection of cookies you make in the form of a cookie (an opt-in cookie) on your device in order to determine whether you have already granted consent if you visit the website again in future. The opt-in cookie has a limited validity period of six months.

Strictly necessary cookies cannot be deactivated using the cookie administration tool on this website. However, you can deactivate such cookies at any time through your browser settings.

### 2. Administration of cookies through browser settings

You can also manage the use of cookies in your browser settings. Different browsers provide different means of configuring the cookie settings in the browser. For example, you can find more detailed information about this at <https://www.allaboutcookies.org/manage-cookies/>

However, please note that some of the features of the website might no longer work properly or at all if you deactivate all cookies in your browser.

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## III. Cookies used on this website

The following cookies can be used on this website:

### 1. Essential cookies for use of the website for informational purposes.

These cookies do not require consent.

Name	First party / third party	Purpose and content	Period of validity
About You Cloud			
privacy	First party	<p>This cookie is necessary to provide the administrative tool for granting consent with regard to the website (🔒🔒section B.I).</p> <p>This cookie stores information about whether you have granted consent and on what dates in order to activate the relevant tools and cookies in line with your consent.</p>	Two weeks if you have not consented to all cookie settings. Six months otherwise
ai_session	First party	This cookie is linked with Microsoft Application Insights which collects statistical usage and telemetry data for	One day

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		applications developed on the basis of the Azure cloud platform. It is a unique, anonymous cookie for identifying sessions	
ai_user	First party	This cookie is linked with Microsoft Application Insights which collects statistical usage and telemetry data for applications developed on the basis of the Azure cloud platform. It is a unique, anonymous cookie for identifying sessions	One day
csmopb	First party	This cookie stores your basket. Necessary for store functionality	Four weeks
csmcg	First party	This cookie stores the customer segment of the MARC O'POLO customer.	Four weeks
csmopat	First party	Cookie storage checkout authentication token in order to obtain customer data	Four weeks
csmopr	First party	A cookie which Reco stores (Dynamic Yield or Amazon Web Services)	Six months

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csmoprs	First party	A cookie which stores the Reco session (DY or AWS)	Session
csmopw	First party	A cookie which stores information about your wish list	Four weeks
csmtc	First party	A cookie which stores your chosen main categories (men and women)	Four weeks
csmia	First party	A cookie which checks whether you are logged into your account	Four weeks
lang	First party	A cookie which identifies the user language	Four weeks
privacy-opt-out-performance	First party	This cookie contains information about the approval ratings of the selected categories	Four weeks

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customerStub	First party	A cookie which recognises customers at the checkout in order to show returning customers an auto-completed registration form. Is only activated at the checkout and not on the store page	Six weeks
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## 2. Marketing cookies for the use of marketing technology and advertising networks

These cookies require your consent.

### Google Ads remarketing cookies

These cookies are used by the web tracking tool Google Ads Remarketing which strategically targets users of the website for the purposes of (re)targeting (**section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.

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NID  SID  DIE  IDE  ANID  DSID  FLC  AID  TAID  exchange_uid  __gads  gac	First party	<p>These cookies are used by the Google Ads remarketing pixel, a web tracking tool which strategically targets users of the website (this is known as (re)targeting; see <b>section B</b>).</p> <p>We have incorporated the Google Ads remarketing pixel into our store; when a visitor visits our store, the pixel is loaded and it stores a cookie (tag) in the user's browser to tag that user.</p> <p>Information is stored in the cookie depending on what pages of the store the customer has visited; if, for example, the customer has viewed various products, this information is stored so product adverts can be shown to the customer on other websites. In this case, the product IDs are stored in the cookie.</p> <p>In general, we add the product ID, the price, the page type and the number of products to the cookies for this reason.</p> <p>Besides the cookie settings on our website, the user can deactivate personalised advertising from Google in general: <a href="https://adssettings.google.com/authenticated">https://adssettings.google.com/authenticated</a></p>	Persistent:  60 days
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## Microsoft Advertising

These cookies are used by the web tracking tool Microsoft Advertising which strategically targets users of the website for the purposes of (re)targeting (**section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.



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MUID  MUIDB	Third party	<p>These cookies are used by the Google Ads remarketing pixel, a web tracking tool which strategically targets users of the website (this is known as (re)targeting; see <b>section B</b>).</p> <p>We have incorporated the Google Ads remarketing pixel into our store; when a visitor visits our store, the pixel is loaded and it stores a cookie (tag) in the user's browser to tag that user.</p> <p>Information is stored in the cookie depending on what pages of the store the customer has visited; if, for example, the customer has viewed various products, this information is stored so product adverts can be shown to the customer on other websites. In this case, the product IDs are stored in the cookie.</p> <p>In general, we add the product ID, the price, the page type and the number of products to the cookies for this reason.</p> <p>Besides the cookie settings on our website, the user can deactivate personalised advertising from Microsoft Ads in general: <a href="https://support.microsoft.com/en-us/microsoft-edge/microsoft-edge-browsing-history-for-personalized-advertising-and-experiences-37aa831e-6372-238e-f33f-7cd3f0e53679">https://support.microsoft.com/en-us/microsoft-edge/microsoft-edge-browsing-history-for-personalized-advertising-and-experiences-37aa831e-6372-238e-f33f-7cd3f0e53679</a></p>	One year
<p><b>Criteo cookies</b></p> <p>These cookies are used by the web tracking tool Criteo which strategically targets users of the website for the purposes of (re)targeting (section B.II). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in <b>section B.II</b>.</p>			

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ASP.NET_Sessionid	Third party	The session ID is used to identify a browser on the server unequivocally.	Session
r.ack	Third party	A cookie which is mainly used for Safari.	1 hour
uid	Third party	Identifies users for the purposes of remarketing (displaying dynamic banners with the most important product-specific recommendations on the basis of statistical data and data collected through surfing)	One year
optout	Third party	Opt-out cookie. Enables the user to opt out of the Criteo service.	Five years
uic	Third party	Identifies the context of the user, e.g. what stage of the purchase process the user is in, if the user has viewed one or more products or if a product has been added to the basket. It enables us to evaluate, for example, how likely the user is to make a purchase on the basis of his or her browser history and actions on the website.	Six months
evt	Third party	Event cookie. This contains information about the last page visited on our website. It is used in the product recommendation during the banner display process.	Six months

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udc	Third party	Dynamic inventory selection. It contains a list of sellers where the user is profitable and supports tagging and de-tagging functionality. Criteo works with a very large number of sellers in Germany. A seller usually has one or more websites on which Criteo displays its adverts. De-tagging a user means that a user who, for example, has purchased a product is de-tagged for that product.	Six months
acdc	Third party	Advanced Criteo data collection. It contains (optional) additional data in connection with the user, e.g. whether the user is visiting the website from a mobile or stationary end device. It is used to improve campaign performance continuously.	Six months
zdi	Third party	Passback loop detection. This registers how often a user triggers a passback in a zone of a publisher. Publishers are a variety of marketers within our network where we display adverts for our customers.	Six months
eid	Third party	External ID. This contains the user ID of our publishers/marketers. It is used to sell our mid-market inventory. We have a variety of marketers in our network. If it is not used, it is our policy to re-sell the inventory we have purchased.	Six months

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opt	Third party	The opt cookie contains information about whether a user has opted out of our service or the service of one of the marketers on our network and therefore no longer wishes to receive personalised adverts.	One year
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## Mediards cookies

These cookies are used by the web tracking tool Mediards which strategically targets users of the website for the purposes of (re)targeting (**section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.

Tr.mediards.com  mdrds	Third party	This cookie stores the following: <ul style="list-style-type: none"><li>· PageLanguageCode (dede)</li><li>· Product IDs</li><li>· OrderID</li><li>· OrderValue</li><li>· Currency and</li><li>· the page URL.</li></ul>	90 days
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## Facebook pixel cookies

These cookies are used on our website for the Facebook pixel (**section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.

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c_user	First party	Is used together with the xs cookie to authenticate your identity with Facebook (user ID).	90 days
datr	First party	Browser ID and time stamp  Identifies the browser for the purposes of security and website integrity, including account restoration and the identification of potentially compromised accounts.	Persistent:  Two years
sb	First party	Browser ID and time stamp  Identifies the browser for the purposes of log-in authentication	Persistent:  Two years
wd	First party	Screen or window dimensions  Makes it possible to optimise the display on the user's monitor	Persistent:  Seven days
xs	First party	Session ID, creation time, authentication value, secure session status, caching group ID. Is used together with the C_user cookie to authenticate the identity of the user with Facebook.	Persistent:  90 days

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## Esome container (conversion tracking with Facebook)

These cookies are used by the web tracking tool Facebook which is incorporated into the website by means of the Esome container to evaluate user actions (conversion tracking), segment visitors and evaluate campaign performance (see **section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.

Activate Agent segmentation	First party	Each of these cookies may store the following:  · Time stamp  · Unique ID to recognise returning visitors	365 days
Facebook audiences	First party		365 days

## Daisycon cookies, only NL

These cookies are used by the advertising network operated by Daisycon to advertise our products as effectively as possible, including displaying personalised, interest-based adverts and paying for the advertising campaigns with our promotional partners (**section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.

PHPSESSID	Third party	Guarantees the unique nature of the visitor and measures whether the click generates a transaction for the advertiser during the session.	One year
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DCI,  PDC	Third party	Guarantees the unique nature of the visitor and measures whether the click generates a transaction for the advertiser during a 30-minute session.	One year
ci_{program_ID} , ca_{program_ID} , si_{program_ID}	Third party	Measures whether the click generates a transaction for the advertiser.	One year
__cfduid	Third party	<p>This cookie uses the service Cloudflare to capture secure Internet traffic.</p> <p>It is placed for the advertiser when you click and is retrieved with the conversion pixel.</p>	One year
<p><b>Awin</b></p> <p>These cookies are used by the advertising network operated by Awin to advertise our products as effectively as possible, including displaying personalised, interest-based adverts and paying for the advertising campaigns with our promotional partners (<b>section B.II</b>). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in <b>section B.II</b>.</p>			
bId	Third party	Defines a browser-specific ID in order to identify a new click in the same browser.	One year

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<p>aw*****</p> <p>(Although the cookie name is different for every advertiser, the letters are 'aw' followed by an ID representing the advertiser, e.g. aw1001.)</p>	Third party	Activates when you click on one of our links. It stores IDs for referring websites, adverts you click on, groups of adverts to which the advert belongs, the time you clicked on it, the ID of the type of advert, the ID of the product and all references which the referring website adds to the click.	30 days
<p>AWSESS</p>	Third party	Stores when you see an advert in order to ensure that we do not always show you the same advert. An ID for the advert you have seen. Expires at the end of the session when you close your browser	Session
<p>awpv*****</p> <p>(Although the cookie name is different for every advertiser, the letters are 'aw' followed by an ID representing the advertiser, e.g. awpv1001.)</p>	Third party	Activates when you see an advert. Stores an ID for the website on which the advert is displayed and the time when you saw the advert.	24 hours



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<p>_aw_m_***** (Although the cookie name is different for every advertiser, the letters are 'aw' followed by an ID representing the advertiser, e.g. _aw_m_1001.)</p> <p>Tracking cookies which are used by the advertiser for AWIN in the advertiser's domain.</p>	Third party	Activates when you click on one of our links. It stores IDs for referring websites, adverts you click on, groups of adverts to which the advert belongs, the time you clicked on it, the ID of the type of advert, the ID of the product and all references which the referring website adds to the click.	30 days
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## Tracelight cookies

These cookies are used by the advertising network operated by Tracelight to advertise our products as effectively as possible, including displaying personalised, interest-based adverts and paying for the advertising campaigns with our promotional partners (**section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.

<p>Click cookies (parameters: revenue, OID, publisher advertising space, click time, transaction time)</p> <p>td.oo34</p>	First party	The cookie contains a randomly generated ID which tracelight links with the information from the affiliate link (publisher, advertiser, product).	<p>Persistent:</p> <p>30 days.</p>
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## Google Ads conversion pixel cookies

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These cookies are used the Google Ads conversion pixel, a web tracking tool which evaluates user actions (conversion tracking) (see **section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.

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Conversion  AID  DSID  TAID	First party	<p>These cookies are used the Google Ads conversion pixel, a web tracking tool which evaluates user actions (conversion tracking) (see <b>section B.II</b>). They contain placeholders for the following information:</p> <ul style="list-style-type: none"><li>· Unique ID to recognise returning visitors</li><li>· Page type (e.g. order confirmation page, product details page, basket),</li><li>· Order number</li><li>· Net basket price (excluding delivery costs, excluding VAT, excluding payment costs, excluding vouchers)</li><li>· Product numbers and prices</li></ul> <p>The conversion pixel stores the purchasing and surfing habits of users. This includes the following information:</p> <ul style="list-style-type: none"><li>· What product the customer purchased and at what price</li><li>· What pages the customer navigated to</li><li>· What was the total price of products in the basket</li></ul> <p>This information is used to gauge the success of the adverts (e.g. whether the use of banners and videos generated revenue). Additionally, these data are used to pseudonymised customers and add them to retargeting lists in order to show them personalised adverts or exclude them from campaigns (e.g. excluding men from a campaign for women).</p> <p>(see also 'Google Ads remarketing cookies' above)</p>	<p>Persistent:</p> <p>60 days</p>
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## DoubleClick/Floodlight

These cookies are used by the web tracking tool Doubleclick/Floodlight which strategically targets users of the website for the purposes of (re)targeting and conversion tracking (**section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.

DSID	Third party	Campaign optimisation.	14 days
IDE	Third party	Contains a randomly generated user ID. Google can use this ID to recognise the user across various websites and domains and show personalised adverts.	One year
vscr_vid	Third party	Campaign optimisation.	One year
_fbp	Third party	Campaign optimisation.	30 days

## Tectumedia

These cookies are used by the web tracking tools Google, Display.me, Mervellousmachine, mpnrs.com and Doubleclick which are incorporated into the website by means of the Tectumedia container (**section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.

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dsply_nth_3749	Third party	Campaign optimisation.	One year
dsply_nin_3793	Third party	Campaign optimisation.	One year
dsply_dkl_3793	Third party	Campaign optimisation.	Six months

dsply_ost_3749	Third party	Campaign optimisation.	One year
dsply_ost_3793	Third party	Campaign optimisation.	Six months
dsply_kc_3749	Third party	Campaign optimisation.	One year
dsply_kc_3793	Third party	Campaign optimisation.	One year

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dsply_dlkl_3749	Third party	Campaign optimisation.	One year
dsply_vid	Third party	Campaign optimisation.	One year
ata	Third party	Campaign optimisation.	One year
<p><b>Outbrain</b></p> <p>These cookies are used by the advertising network operated by Outbrain to advertise our products as effectively as possible, including displaying personalised, interest-based adverts and paying for the advertising campaigns with our promotional partners (<b>section B.II</b>). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in <b>section B.II</b>.</p>			
OBUID	Third party	Contains the pseudonymised user ID of the user and is used to track user actions, e.g. to click on an advert, conversion tracking or to carry out retargeting campaigns.	3 months
AUID	Third party	Contains the pseudonymised user ID of the user and is used to track user actions on mobile devices, e.g. to click on an advert, conversion tracking or to carry out retargeting campaigns.	90 days

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## Pinterest

These cookies are used on our website for the Pinterest Pixel (**section B.II**). At the time this privacy policy was generated, the following cookies were used for this purpose. In the meantime, our advertising partner might have added new cookies or modified the purposes, content and durations of storage of its cookies within its own field of responsibility. Therefore, for more information, please also refer to the privacy policy of our advertising partner; a link can be found in **section B.II**.

_pin_unauth	First party	Used by Pinterest to track how users use the services.	One year
_pinterest_sess	Third party. www.pinterest.com	The Pinterest login cookie is used to store the log-in status of a user in a browser. It is updated when a user logs into Pinterest (or logs out). This cookie contains the Pinterest ID of the user (a random pseudonymised integer) as well as the user's authentication token (if the user is logged into Pinterest).	Session
_pinterest_ct, _pinterest_ct_rt	Third party. www.pinterest.com	These are identical in terms of content; they only contain a user ID and the time stamp that was generated for the cookie.	One year

## Emarsys eMarketing Systems AG

scarab.visitor	First party	Browser-ID – Identifies the browser for the purposes of log-in authentication	One year
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cdv	Third party	Browser-ID – Identifies the browser for the purposes of log-in authentication	One year
scarab.profile	First party	Information about the user profile, searched products etc. as well as script performance metrics (load/run speed etc.) – these cookies are encrypted	One year
xp	Third party	Information about the user profile, searched products etc. as well as script performance metrics (load/run speed etc.) – these cookies are encrypted	One year
scarab.mayAdd & scarab.mayViewed	First party	Session cookies which we use to track click paths and articles in the basket.	Duration of the web session
s	Third party	Session cookies which we use to track click paths and articles in the basket.	Duration of the web session

### 3. Analytics cookies for web analytics technologies

These cookies require your consent.



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Artefact Triple A cookies			
<p>meta_{ID KAMPAGNE},</p> <p><i>{{ID KAMPAGNE}} stands for an identification number which represents the corresponding market (e.g. Germany or Austria.)</i></p>	First party	<p>These cookies are used by the web analytics tool Google Analytics to capture and analyse user behaviour on our website in order to improve the website (see <b>section B</b>). They contain placeholders for the following information:</p> <ul style="list-style-type: none"><li>• Country code, e.g. AT, DE, CH</li><li>• Unique ID to recognise returning visitors</li><li>• Order number</li><li>• Net basket price (excluding delivery costs, excluding VAT, excluding payment costs, excluding vouchers)</li><li>• Number of products in the basket</li><li>• Product numbers</li><li>• Product categories</li><li>• Size of the products</li><li>• Status as new or existing customer</li><li>• Payment method (invoice, cash on delivery, credit card, PayPal, iDeal)</li><li>• Whether or not a voucher has been used, voucher code, type and value</li><li>• Whether or not the user has subscribed to the newsletter</li><li>• Gender</li></ul>	<p>Persistent:</p> <p>30 days.</p>
<p>meta[RFI]_{ID KAMPAGNE}s</p> <p><i>{{ID KAMPAGNE}} stands for an identification number which represents the corresponding market (e.g. Germany or Austria.)</i></p>	First party		<p>Transient.</p>

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## Google Analytics cookies

These cookies are used by the web analytics tool Google Analytics to capture and analyse user behaviour on our website in order to improve the website (see **section B**).

_ga	First party	This cookie contains a unique visitor ID and is used to tell users apart.	Persistent:  Two years.
_gid	First party	This cookie contains a unique visitor ID and is used to tell users apart.	Persistent:  24 hours.
_gat	First party	This cookie is used to throttle the demand rate.	Transient.
__utma	First party	This cookie stores the number of visits by every visitor and the date and time of the first visit, earlier visits and the current visit.	Persistent:  Two years.
__utmt	First party	This cookie is used to throttle the demand rate.	Transient.

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__utmb	First party	<p>This cookie is used to track how long a visitor spends on a website, i.e. when the visit starts and ends.</p> <p>The cookie stores the time when a visitor accesses a page.</p>	Transient.
__utmc	First party	<p>This cookie is used to track how long a visitor spends on a website, i.e. when the visit starts and ends.</p> <p>The cookie stores the time when a visitor leaves a page.</p>	Persistent:  30 minutes.
__utmv	First party	<p>This cookie stores the visitor category to which a user belongs.</p>	Persistent:  Two years.
__utmz	First party	<p>This cookie stores the source or campaign which explains how a user has arrived on the website.</p>	Persistent:  Six months.
<b>Google Optimize</b>			
_gaexp	Your domain  (First party)	<p>Is used for trial purposes to check whether the browser allows cookies. Does not contain any identifying features.</p>	90 days

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_opt_utmc	Your domain (First party)	This cookie stores information about the marketing campaign through which a user has arrived at the website most recently.	24 hours
_opt_awcid	Your domain (First party)	Contains a randomly generated user ID. Google can use this ID to recognise the user across various websites and domains and show personalised adverts.	24 hours
_opt_awmid	Your domain (First party)	This cookie is used when a user clicks on a Google advert to arrive at the website. It contains information about the person from whose customer account the advert was served.	24 hours
_opt_awgid	Your domain (First party)	This cookie is used when a user clicks on a Google advert to arrive at the website. It contains information about the advertising campaign to which the advert belongs.	24 hours
_opt_awkid	Your domain (First party)	This cookie is used when a user clicks on a Google advert to arrive at the website. It contains information about the selection criteria under which the advert was served, e.g. what keyword was typed into Google.	24 hours

#### 4. Personalisation cookies for personalisation technologies

These cookies require your consent.

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adnymics GmbH			
AWSALB	Third party	The click and buying behaviour of users is analysed so a parcel insert containing personalised product recommendations can be generated for each user if an order is placed.	13 months
AWSALBCORS	Third party		13 months
Dynamic Yield cookies			
DYID	First party	The Dynamic Yield recommendation tool is used to optimise our website in order to make your visit to the site a personal experience through tailored recommendations and content. We use the page content the user has accessed to recommend comparable or related products or other content that may be relevant to them.	Persistent:  14 months
DYSES	First party		Session
_cfduid	First party		Persistent: 365 days

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Fit Analytics GmbH			
connect.sid	Third party	Session cookie which improves functionality and identifies the user	90 days.
fita.config	Third party	Cookie which stores the local user preferences for opting out	90 days.
fita.sid.marcopolo	First party	Copy of the cookie connect.sid yet contains our domain name	90 days.
__cfduid	Third party	A server security, hacker detection and performance optimisation cookie	90 days.
AB Tasty			
ABTasty	First party	The AB Tasty cookie is used to send test data (user ID, test and variant IDs and time stamps).	13 months

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ABTastySession	First party	The AB Tasty session cookie is used to send information about the start, duration and end of the session.	Session-based
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## H. INFORMATION ABOUT THE RIGHTS OF DATA SUBJECTS

As a data subject, you have the following rights with regard to the processing of your personal data:

- Right of access (Article 15 GDPR)
- Right to rectification (Article 16 GDPR)
- Right to erasure ('right to be forgotten') (Article 17 GDPR)
- Right to restriction of processing (Article 18 GDPR)
- Right to data portability (Article 20 GDPR)
- Right to object (Article 21 GDPR)
- Right to withdraw consent (Article 7(3) GDPR)
- Right to lodge a complaint with a supervisory authority (Article 77 GDPR)

If you wish to exercise your rights, you can contact us using the information provided in **section A**.

For information about any particular methods and mechanisms that make it easier for you to exercise your rights, especially your rights to data portability and to object, please refer to the information about how personal data are processed in **sections B to F** of this privacy policy.

Below you will find more detailed information about your rights with regard to the processing of your personal data:

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## **I. Right of access**

As a data subject, you have a right to access information in line with the requirements of Article 15 GDPR.

In particular, this means that you have the right to obtain from us confirmation as to whether or not personal data concerning you are being processed. If this is the case, you also have a right to information about these personal data and to the information set out in Article 15(1) GDPR. In particular, this information includes the purposes of the processing, the categories of personal data concerned and the recipients or categories of recipient to whom the personal data have been or will be disclosed (points (a), (b) and (c) of Article 15(1) GDPR).

For full details about your right of access, please refer to Article 15 GDPR at <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

## **II. Right to rectification**

As a data subject, you have a right to rectification in line with the requirements of Article 16 GDPR.

In particular, this means that you have the right to obtain from us without undue delay the rectification of inaccurate personal data concerning you, as well as the right to have incomplete personal data completed.

For full details about your right to rectification, please refer to Article 16 GDPR at <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

## **III. Right to erasure ('right to be forgotten')**

As a data subject, you have a right to erasure ('right to be forgotten') in line with the requirements of Article 17 GDPR.

This means that you have the right to obtain from us the erasure of personal data concerning you without undue delay, and we have the obligation to erase personal data without undue delay where one of the grounds set out in Article 17(1) GDPR applies. For example, this can be the case when personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed (point (a) of Article 17(1) GDPR).

Where we have made the personal data public and are obliged to erase the personal data, we, 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 the data subject has requested the erasure by such controllers of any links to, or copy or replication of, those personal data (Article 17(2) GDPR).



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In an exceptional case, the right to erasure ('right to be forgotten') does not apply to the extent that the processing is necessary for the reasons set out in Article 17(3) GDPR. For example, this can be the case where the processing is necessary for compliance with a legal obligation or for the establishment, exercise or defence of legal claims (points (b) and (e) of Article 17(3) GDPR).

For full details about your right to erasure, please refer to Article 17 GDPR at <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

## IV. Right to restriction of processing

As a data subject, you have a right to restriction of processing in line with the requirements of Article 18 GDPR.

This means that you have the right to obtain from us restriction of processing if one of the criteria set out in Article 18(1) GDPR is met. This can be the case, for example, if you contest the accuracy of the personal data. In this case, processing shall be restricted for a period enabling us to verify the accuracy of the personal data (point (a) of Article 18(1) GDPR).

Restriction means the marking of stored personal data with the aim of limiting their processing in the future (Article 4(3) GDPR).

For full details about your right to restriction of processing, please refer to Article 18 GDPR at <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

## V. Right to data portability

As a data subject, you have a right to data portability in line with the requirements of Article 20 GDPR.

This means that you have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from us, where the processing is based on consent pursuant to point (a) of Article 6(1) GDPR or point (a) of Article 9(2) GDPR or on a contract pursuant to point (b) of Article 6(1) GDPR, and the processing is carried out by automated means (Article 20(1) GDPR).

For information about whether processing is based on consent pursuant to point (a) of Article 6(1) GDPR or point (a) of Article 9(2) GDPR or on a contract pursuant to point (b) of Article 6(1) GDPR, please refer to the information about the legal grounds on which processing is based in **sections B to F** of this privacy policy.

In exercising your right to data portability, you also have the right to have the personal data transmitted directly from us to another controller, where technically feasible (Article 20(2) GDPR).

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For full details about your right to restriction of processing, please refer to Article 20 GDPR at <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

## VI. Right to object

As a data subject, you have a right to object in line with the requirements of Article 21 GDPR.

We shall expressly make you aware of your right to object when we first communicate with you at the very latest.

More detailed information about this is available below:

### 1. Right to object for reasons arising from the particular situation of the data subject

As a data subject, you have the right, on grounds relating to your particular situation, to object 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 these provisions.

For information about whether processing is taking place on the basis of point (e) or (f) of Article 6(1) GDPR, please refer to the information about the legal grounds on which processing is based in **section B to F** of this privacy policy.

If you object on grounds relating to your particular situation, we shall no longer process the personal data concerning you 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.

For full details about your right to object, please refer to Article 21 GDPR at <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

### 2. Right to object to direct marketing

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

For information about whether and to what extent personal data are being processed for direct marketing purposes, please refer to the information about the purposes of processing in **sections B to F** of this privacy policy.

If you object to processing for direct marketing purposes, we shall no longer process your personal data for such purposes.

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For full details about your right to object, please refer to Article 21 GDPR at <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

## **VII. Right to withdraw consent**

If processing is based on consent in accordance with point (a) of Article 6(1) GDPR or point (a) of Article 9(2) GDPR, you, the data subject, have the right to withdraw your consent at any time pursuant to Article 7(3) GDPR. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. We shall make you aware of this before you grant consent.

For information about whether processing is taking place on the basis of consent in accordance with point (a) of Article 6(1) GDPR or point (a) of Article 9(2) GDPR, please refer to the information about the legal grounds on which processing is based in **sections B to F** of this privacy policy.

## **VIII. Right to lodge a complaint with a supervisory authority**

As a data subject, you have a right to lodge a complaint with a supervisory authority in line with the requirements of Article 77 GDPR.

The following supervisory authority has jurisdiction over us:

Bayerisches Landesamt für Datenschutzaufsicht / Bavarian Data Protection Authority  
Promenade 18, 91522 Ansbach  
[poststelle@lda.bayern.de](mailto:poststelle@lda.bayern.de)  
+49 (0) 981 180093-0

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## I. INFORMATION ABOUT THE TERMINOLOGY FROM THE GENERAL DATA PROTECTION REGULATION USED IN THIS DATA PROTECTION INFORMATION

The definitions of the terminology used in this privacy policy are the same as in the General Data Protection Regulation.

For full details about the definitions in the General Data Protection Regulation, please refer to Article 4 GDPR at <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

Below you will find more detailed information about the most important key terms of the General Data Protection Regulation on which this privacy policy is based:

- **‘Personal data’** means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;
- **‘Data subject’** is the identified or identifiable natural person to whom personal data relate;
- **‘Processing’** means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
- **‘Profiling’** means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person’s performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements;
- **‘Controller’** means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law;
- **‘Processor’** means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller;
- **‘Recipient’** means a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing;

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- **'Third party'** means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data;
- **'International organisation'** means an organisation and its subordinate bodies governed by public international law, or any other body which is set up by, or on the basis of, an agreement between two or more countries;
- **'Third country'** means a country that is not a Member State of the European Union (EU) or European Economic Area (EEA);
- **'Special categories of personal data'** means data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, as well as genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

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## J. SPECIFIC COUNTRY PROVISIONS

### California Residents.

This section applies solely to individuals who reside in the State of California. We adopted this section to comply with the California Consumer Privacy Act of 2018 ('CCPA') and any terms defined in the CCPA have the same meaning when used in this section. We have collected the following categories of Information from consumers within the last twelve (12) months:

- a) Identifiers and Information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)). These include online identifier Internet Protocol address.
- b) Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with the Service.
- c) Geolocation data, such as physical location.
- d) Inferences drawn from any of the information identified to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, preferences, predispositions, behavior, attitudes, intelligence, abilities and aptitudes.

We obtain the categories of Information listed above from the following categories of sources directly and indirectly from you and your activity on our Service. We collect for one or more of the following business purposes:

- a) To fulfill the reason for which the Information is provided.
- b) To provide you with our products and services and to further develop and improve our products and services.
- c) To enforce our terms and as necessary to protect our rights.
- d) To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.

We disclose Information to third parties for business purposes as described above under the sub-sections titled "Details about the processing of personal data".

In the preceding twelve (12) months, We have disclosed the following categories of Information for business purposes: Identifiers, which we have shared with the following categories of third parties: service providers involved in the performance of the fulfillment of the service rendered to you. In the preceding twelve (12) months, we have not sold Information.

**Your California Rights:** If you are a California resident, you may be entitled to the following specific rights under the CCPA regarding your Information:

1. Access to Specific Information and Data Portability Rights

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You have the right to request that we will disclose certain information to you about our collection and use of your Information over the past 12 months. Upon confirmation of your request, We will disclose to you:

The categories of Information we collected about you

The categories of sources for the Information we collected about you

Our business or commercial purpose for collecting that Information

The categories of third parties with whom we share that Information

The categories of Information that we disclosed for a business purpose, and the categories of third parties to whom we disclosed that particular category of Information

The specific pieces of Information We collected about you

If We disclosed your Information for a business purpose, we will provide you with a list which will identify the Information categories that each category of recipient obtained.

## 2. Deletion Rights

You have the right to request that we delete any of your Information. Upon confirmation of your request, we will delete (and direct our service providers to delete) your Information from our records, unless an exception applies.

## 3. Nondiscrimination Right

You have the right not to be discriminated against for exercising any of the aforementioned rights.

## 4. Exercising Your Rights

- To exercise the access, data portability, and deletion rights described above, please submit your request to us by sending an email to: [dataprotection@marc-o-polo.com](mailto:dataprotection@marc-o-polo.com).
- Only you or a person authorized to act on your behalf, may make a request related to your Information. You may also make a verifiable consumer request on behalf of your minor child. If you submit your request through an authorized agent, we may request that the agent provide proof of your prior authorization, as well as information necessary to verify your identity.
- A request for access can be made by you only twice within a 12-month period.

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- We may ask you to provide additional information in order to verify your identity before we respond to your request. We cannot respond to your request or provide you with the requested Information if we cannot verify your identity or authority to make the request and confirm the Information relates to you. We will only use the Information provided in your request to verify your identity or authority to make the request.
- We will do our best to respond to your request within 45 days of its receipt. If we require more time (up to additional 45 days), we will inform you of the reason and extension period in writing. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.
- Any disclosures we provide will only cover the 12-month period preceding receipt of your request.
- The response we provide will also explain the reasons we cannot comply with a request, if applicable.
- For data portability requests, we will select a format to provide your Information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance, specifically by electronic mail communication.
- We do not charge a fee to process or respond to your request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will inform you of the reasons for such decision and provide you with a cost estimate before completing your request.

## **Hong Kong**

Under the Personal Data(Privacy) Ordinance, individuals must be notified at the point of collection of the purposes for which the data was collected and thereafter the data can only be used for those purposes unless consent is obtained for a new purpose. If you are not happy with this Policy, you may submit a complaint to the Office of the Privacy Commissioner for Personal Data. As a Hong Kong data subject you have legal rights in relation to the Information we hold about you (to the extent permitted under applicable laws and regulations). You are entitled to make a subject access request to receive a copy of the data we process about you, a data correction request as well as a right to reject to the use of your Information for direct marketing purposes by contacting our Data Protection Officer at [dataprotection@marc-o-polo.com](mailto:dataprotection@marc-o-polo.com). A fee may be chargeable by us for complying with a data access request.

## **India**

Where we permit any third parties to collect and use information, we shall take reasonable measures to ensure that the third parties do not further disclose such information. To the extent provided by applicable laws and regulations, you may withdraw any consent you previously provided to us for certain processing activities by contacting us at [dataprotection@marc-o-polo.com](mailto:dataprotection@marc-o-polo.com). Where consent is required to process your Information, if you do not consent to the processing or if you withdraw your consent we may not be able to deliver the expected service.

## **Japan**

By clicking “accept”, you consent to the cross-border transfer of your information to any jurisdiction where we have databases or affiliates and, in particular, to Germany. You may request us to notify you about the purposes of use of, to disclose, to make any correction to, to discontinue the use or provision of, and/or to delete any and all of your Information which is stored by us, to the extent provided by the Act on the Protection of Personal Information of Japan. When you wish to make such requests, please contact us at [dataprotection@marc-o-polo.com](mailto:dataprotection@marc-o-polo.com).

## **New Zealand**



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We take reasonable steps to ensure that third party recipients of your Information located outside New Zealand handle your Information in a manner that is consistent with New Zealand privacy laws. However, you acknowledge that we do not control, or accept liability for, the acts and omissions of these third party recipients. If you are under the age of 16, you undertake that you have the consent of your parent or legal guardian to register an account on and use the Service. If you are dissatisfied with our response to your request for access to, or correction of, your Information or your privacy complaint in respect of your Information, you may contact the Office of the New Zealand Privacy Commissioner ([www.privacy.org.nz](http://www.privacy.org.nz)).

While we take reasonable steps to ensure that third party recipients of your Information comply with privacy laws that are similar to those of your jurisdiction, you acknowledge and agree that we cannot control the actions of third party recipients and so cannot guarantee that they will comply with those privacy laws.

## **Singapore**

By using the Services, you signify that you have read and understood this Policy. To the extent required under applicable law, you also provide your consent to us collecting, using and disclosing your personal information in accordance with this Policy. Under the Personal Data Protection Act 2012, individuals must be notified at the point of collection of the purposes for which the data was collected and thereafter the data can only be used for those purposes unless consent is obtained for a new purpose. As a Singaporean data subject you have legal rights in relation to the Information we hold about you (to the extent permitted under applicable laws and regulations). You are entitled to make a subject access request to receive a copy of the data we process about you, a data correction request as well as a right to reject to the use of your Information for direct marketing purposes. We will not charge any fee for complying with a data access request.

## **K. STATUS AND CHANGES TO THIS PRIVACY POLICY**

This privacy policy is dated October 26<sup>th</sup> 2021.

Due to technical advancements and/or changes to statutory and/or official requirements, it might become necessary to amend this privacy policy.

The current version of the privacy policy is always available at [www.marc-o-polo.com](http://www.marc-o-polo.com).