

## **Reichel AG, Business Unit: Versand**

### **Privacy Policy Declaration**

(Version dated 5 August 2021)

## **1 Website**

### **1.1 General**

This privacy policy is intended to inform users of this website about the nature, scope and purpose of the collection and use of personal data by the website operator

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The website operator takes your privacy very seriously and will treat your personal information confidentially and in accordance with the law. As changes to this Privacy Policy may be made through new technologies and the continued evolution of this site, we encourage you to review the Privacy Policy periodically.

Definitions of the terms used (e.g. "personal data" or "processing") can be found in Art. 4 GDPR.

### **1.2 Access data**

Due to our and his legitimate interest (see Article 6.1 lit. GDPR), our web hosting provider collects data about access to the website and stores it as "server log files" on the server of the website. The following data is logged:

- Visited website
- Access time
- Amount of data sent in bytes
- Source/reference from which you came to the page
- Browser used
- Operating system used
- Used IP address

The server log files are stored by the web hosting provider for a maximum of 1 year and one month before they are deleted. The storage of the data is done for security reasons, e.g. to clarify cases of abuse. If data must be kept for reasons of proof, they are excluded from the deletion until the incident has been finally clarified.

### **1.3 Collection and processing of personal data**

The website operator collects, uses and transfers your personal data only if this is permitted by law or if you consent to the collection of data.

Personal information means all information that is used to identify your person and which can be traced back to you - such as your name, e-mail address and telephone number.

You can also visit this website without giving any personal information. To improve our online offer, however, we store your access data (without personal reference) on this website. These access data include e.g. the file you requested or the name of your Internet service provider. Due to the anonymization of the data, conclusions about your person are not possible.

## 1.4 Use of a contact form

This website has a contact form on the article pages.

The article pages are encrypted, for details see chapter "SSL encryption (HTTPS protocol)" in this privacy policy.

Furthermore, mandatory fields are marked accordingly.

For the contact form our website uses reCAPTCHA. reCAPTCHA is a captcha service operated by Google LLC since 2009. The fully automated public Turing test is designed to ensure that a given action on the Internet is made by a human rather than a bot. reCAPTCHA is also used to digitize books and magazines as well as house numbers and street names from Google Street View. For more information on how data is handled, please refer to the Google ReCaptcha privacy policy at <https://www.google.com/intl/en/policies/privacy>

## 1.5 Use of YouTube

Our website uses plugins from the Google-powered YouTube page. Site operator is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit one of our YouTube plug-in-enabled sites, you will be connected to the servers of YouTube. The YouTube server will be informed which of our pages you visited. If you're logged in to your YouTube account, you allow YouTube to associate your browsing behaviour directly with your personal profile. You can prevent this by logging out of your YouTube account.

For more information on how user data is handled, please read the YouTube Privacy Policy at <https://www.google.com/intl/en/policies/privacy>

## 1.6 Privacy Policy When Using Social Media Buttons

The c't project Shariff offers social media buttons with data protection: With Shariff, we protect your privacy from the exaggerated curiosity of social networks such as Facebook, Google+ and Twitter.

The usual social media buttons transmit the user data to Facebook or other with every page request and provide the social networks with exact information about their surfing behaviour (user tracking). You do not have to be logged in to be a member of the network. On the other hand, a Shariff button does not establish direct contact between social network and a visitor until the latter actively clicks on the share button.

This way, Shariff prevents you from leaving a digital trail on every page you visit and improves privacy.

Further information about the c't Shariff project is available at:

<http://www.heise.de/ct/artikel/Shariff-Social-Media-Buttons-mit-Datenschutz-2467514.html>

## 1.7 SSL encryption (HTTPS protocol)

In order to best protect your transmitted data, the website operators use SSL encryption. You recognize such encrypted connections with the prefix "https://" in the page link in the address bar of your browser. Unencrypted pages are identified by "http://".

All data that you submit to this website - such as inquiries or logins - cannot be read by third parties thanks to SSL encryption.

## **1.8 Use of cookies**

This website uses cookies to increase usability:

- The shopping cart function of the online shop is realized via cookies.
- The selection between consumer and B2B shop is stored in a cookie.

Popular browsers offer the preference option of not allowing cookies. Note: There is no guarantee that you will be able to access all the functions of this website without restrictions if you make the appropriate settings.

## **1.9 No use of comments and posts on this website**

You cannot leave comments and posts on this website directly. Therefore, we do not store the IP address for posts or comments.

## **1.10 No use of Google Analytics**

This website does not use Google Analytics. Therefore, no Google Analytics cookies are used on your device and no Google Analytics data collected through cookies will be sent to a Google server in the United States.

## **1.11 No use of Google AdSense**

This website does not use Google AdSense. Therefore, Google AdSense data collected through cookies, etc. will not be sent to a Google server in the United States.

## **1.12 No use of newsletter subscription**

This website does not offer you a newsletter subscription. Therefore, you do not need to enter a valid e-mail address and are free of newsletters.

## **1.13 Rights of the user**

As a user, you have the right to receive free information on request about which personal data has been stored about you. You also have the right to correct incorrect data and to delete or restrict the use of your personal data. If applicable, you can also claim your right to data portability. If you believe your data has been processed unlawfully, you can file a complaint with the appropriate regulatory authority.

### **1.13.1 Deletion of data**

If your request does not conflict with a legal duty to store data (e.g. data retention), you have the right to delete your data. Data stored by us, if they are no longer necessary for their purpose and there are no legal retention periods, will be deleted. If deletion cannot be carried out because the data is required for legitimate legal purposes, data processing is restricted. In this case, the data is locked and not processed for other purposes.

### **1.13.2 Right of objection**

Users of this website may exercise their right of objection and object to the processing of their personal data at any time.

If you would like a correction, blocking, deletion or information about the personal data stored about you, or if you have questions regarding the collection, processing or use of your personal data or if you would like to revoke your consent, please contact the following e-mail address: [mail@reichel-versand.de](mailto:mail@reichel-versand.de)

## **2 Online shop integrated on the website**

### **2.1 No user accounts**

In order to be able to place orders via the web shop integrated on this website, you must enter your data each time. The data will be sent to us by e-mail.

This website includes a web shop without user account and without login by password. The data will not be stored in the online shop. Therefore, issues such as automatic logout and password abuse are eliminated.

### **2.2 Ordering process**

All data, which are entered by the customer as part of placing an order, will be sent by e-mail from the online shop to us. Data will not be saved in the website. Data includes, in particular, customer master data and transaction data:

- first name, last name
- address
- E-Mail address
- phone number
- ordered goods
- payment data

Personal data, which is necessary to fulfill a contract may be processed. The processing takes place only for the specified purpose.

Those data, which are absolutely necessary for the delivery or order processing, are sent to third party service providers e.g. logistics service providers such as German Post, DHL Parcel, DHL Express or freight forwarding. As the storage of your data is no longer required or required by law, it will be deleted.

### **2.3 Credit check**

This website does not conduct a credit check. A credit check can be done manually by the operator of the website. In addition to an internal review of past transactions in the merchandise management system and accounting, the operator can rely on third party service providers.

Data of natural persons are currently not sent to third party service providers. Natural persons, who are new customers, therefore usually pay by prepayment, by PayPal or cash on delivery. As part of the credit check of German legal entities, data from German legal entities are generally sent to the Bundesanzeiger in order to collect data on the financial statements or financial reports. In the case of legal persons under public law, creditworthiness is considered as given, so that on the basis of assumed creditworthiness the credit check is exceptionally omitted.

**Version: 5 August 2021**