

Privacy policy domaindiscount24.com/Key-Systems GmbH

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The protection of your personal data (also referred to as "data") is important to us. We would therefore like to inform you below which categories of data we process for which purposes when you visit our website.

Please note that our privacy policy may change over time due to the implementation of new technologies or changes in the law.

Please also note our separate privacy policy for the registration of domain names regarding the processing of personal data for the registration of domain names. This privacy policy is intended to inform you about how personal data is processed when registering a domain.

A. General information

1. Responsible Body

Joint controllers pursuant to Art. 4 No. 7, Art. 26 EU General Data Protection Regulation ("GDPR") are Key-Systems GmbH, Kaiserstraße 172-174, 66386 St. Ingbert, Germany, and Team Internet Group PLC, registered in England & Wales (Registration Number 08576358), address: 4th Floor, Saddlers House, 44 Gutter Lane, London, EC2V 6BR. E-mail: hello@teaminternet.com.

Within the Team Internet Group, certain tasks and departments are shared between the group companies. The aforementioned controllers jointly determine the purpose and means of processing your personal data on this website as described below and in the privacy policy for

domain name registration. When we use the name "Team Internet" below, this refers to the joint controllers, unless one or more entities are explicitly mentioned. If you have any questions about data protection or wish to assert data protection claims, you can contact any of the group companies mentioned in this privacy policy and on our website.

2. Data protection officer

Katharina Zander
Key-Systems GmbH
Kaiserstrasse 170-174
66386 St. Ingbert
St. Ingbert, Germany
Phone: +49-68949396850
Email: datenschutz(at)key-systems(dot)net

If you have any questions or comments about this privacy policy or about data protection in general, please contact us by e-mail at datenschutz@key-systems.net or by post at the above address.

The Data Privacy Officer of Team Internet Group PLC can be contacted by post at: Data Privacy Officer, Team Internet Group PLC, 4th Floor, Saddlers House, 44 Gutter Lane, London, EC2V 6BR. He can be contacted by e-mail at privacy@teaminternet.com

3. Your rights

In accordance with the statutory provisions, you can assert the following rights against the data controller free of charge:

- Withdrawal of your consent (Art. 7 (3) GDPR);
- Right to information (Art. 15 GDPR);
- Right to rectification or erasure (Art. 16 and Art. 17 GDPR);
- Right to restriction of processing (Art. 18 GDPR);
- Right to data portability (Art. 20 GDPR);
- Right to object to processing (Art. 21 GDPR).

To assert claims under the GDPR, please use the contact details of the controller listed above or alternatively contact the data protection officer. If you wish to contact us by e-mail, please use an address stored in our system so that we can identify you.

If you believe that the processing of your personal data violates data protection law, you have the right to lodge a complaint with a data protection supervisory authority of your choice in accordance with Art. 77 (1) GDPR.

4. Legal bases

In principle, we only process data if we have a legal basis for doing so. We go into more detail on the individual bases in the individual processing operations. In general, however, the following applies:

- Insofar as we obtain the consent of the data subject for the processing of personal data, Art. 6 (1) s. 1 lit. a) EU General Data Protection Regulation (GDPR) serves as the legal basis.
- When processing personal data that is required to fulfill a contract, Art. 6 (1) s. 1 lit. b) GDPR serves as the legal basis. This also applies to processing operations that are necessary for the performance of pre-contractual measures.
- If the processing is necessary to fulfill a legal obligation to which we are subject, Art. 6 (1) s. 1 lit. c) GDPR serves as the legal basis for the processing.
- If the processing is necessary to safeguard a legitimate interest of our company or a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the former interest, Art. 6 (1) s. 1 lit. f) GDPR serves as the legal basis for the processing.

5. Storage period

We delete the data processed by us or restrict the processing in accordance with the statutory provisions, in particular Articles 17 and 18 GDPR. Unless expressly stated in this privacy policy, we delete stored data as soon as it is no longer required for the intended purpose. Data will only be stored after the purpose has ceased to apply if this is necessary for other and legally permissible purposes or if the data must be stored due to statutory retention obligations. In these cases, processing is restricted, i.e. blocked and not processed for other purposes.

Statutory retention obligations arise, for example, from Section 257 (1) HGB (6 years for trading books, inventories, opening balance sheets, annual financial statements, commercial letters, accounting documents, etc.) and from Section 147 (1) AO (10 years for books, records, management reports, accounting documents, commercial and business letters, documents relevant for taxation, etc.).

6. Children

Our website is not intended for children under the age of 16.

7. Recipients, third country transfers, linked third party websites

In the following, we would like to inform you about the third parties and processors to whom we transfer personal data. We use various third-party services on our website. These have different purposes, which we will go into in more detail in the individual descriptions. In principle, however, these services serve to make our website functional, secure and visually appealing and to constantly optimize its content. In general, we transfer personal data to the following categories of third parties:

Billing service providers, printing and postal service providers, insurance companies, telecommunications service providers, insurance brokers and experts for the examination and settlement of claims, authorities, insofar as a justified request has been made, credit institutions and payment service providers for the processing of payments, external accountants, auditors, service providers for hosting and other services in connection with our website, legal advisors and auditors.

If personal data is transferred to a third country or an international organization, we will inform you separately about the transfer and the underlying justification standard. The transfer is secured with standard contractual clauses in accordance with Art. 46 GDPR or other suitable transfer safeguards in accordance with Art. 44 et seq. GDPR.

If we use processors to process data, who are of course bound by our instructions, they are carefully selected, commissioned and regularly monitored by us. The commissions are based on agreements on order processing in accordance with Art. 28 GDPR. Processing for the processor's own purposes does not take place.

Processors include, in particular, IT service providers (maintenance and support), telemedia service providers for the operation of IT systems (web hosters for the provision of online platforms, providers of cloud software and backup services), service providers for the professional disposal of data waste.

Our website may contain links to third-party websites. We would like to emphasize that we are not responsible for the processing of your personal data on these websites within the meaning of Art. 4 No. 7 GDPR. Please refer to the privacy policies of the respective websites before disclosing personal data.

8. Data security

We use technical and organizational measures to protect your personal data against loss, manipulation, destruction or other attacks by unauthorized persons. We are constantly improving our security measures in line with the current state of the art. When transmitting your personal data via this website, we use transport encryption technology (TLS).

9. Automated decision-making including profiling

Automated decision-making, including profiling, does not take place.

B. Collection and processing of your personal data when using our website

1. Technical provision of the website, hosting

Each time the content of the website is accessed, data is temporarily stored in so-called log files, which may allow identification. The following data is collected:

- Date and time of retrieval
- IP address of the accessing computer
- Host name of the accessing computer
- Website from which the website was accessed
- Websites accessed via the website
- Visited page on our website
- Amount of data transferred
- Message as to whether the retrieval was successful
- Information about the browser type and version used
- Operating system

The temporary storage of the data is necessary for the course of a website visit in order to enable delivery of the website. Further storage of the log files takes place to ensure the functionality of the website and the security of the information technology systems. Your IP address is shortened as quickly as possible so that it is no longer possible to identify you personally. The legal basis for temporary storage is Art. 6 (1) s. 1 lit. b) GDPR. The legal basis for further storage with a shortened IP address is Art. 6 (1) s. 1 lit. f) GDPR. Our legitimate interest is the protection of our information technology systems (in particular in the event of abusive attacks, so-called DDoS attacks). In addition, as part of our legitimate interest in protecting our information technology systems, we use technical measures to detect and defend against attacks on our systems or suspected illegal or improper use. In this context, the aforementioned categories of data or categories of data relating to the login may be processed. In justified cases, the complete IP

addresses and the associated data may be stored further, in particular for legal prosecution. Personal data will not be analyzed for marketing purposes without prior consent.

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the provision of the website, this is the case when the respective session has ended. The log files are only kept accessible to administrators.

In order to operate this website, we, Key-Systems GmbH, Kaiserstraße 172-174, 66386 St. Ingbert, Germany, host it ourselves and process meta and communication data of our website users on the basis of our legitimate interests in the efficient and secure provision of this website in accordance with Article 6 (1) s. 1 lit. f).

2. Security and performance

Google reCAPTCHA

We use Google reCAPTCHA to prevent automated programs/bots from using our contact form. This increases the security of our website and avoids SPAM. This is also our legitimate interest and fulfills our legal obligation, Art. 6 (1) s. 1 lit. c) GDPR.

The data collected is hardware and software information, e.g. device and application data as well as the results of security checks. This data is transmitted to Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The data is not used for personalized advertising.

Further information can be found in Google's privacy policy at <https://policies.google.com/privacy>. Further documents can be found at <https://developers.google.com/recaptcha/> and at <https://www.google.com/recaptcha/admin/create>.

3. Other plugins and integrated content

Google Fonts

On our website, we use Google Fonts from Google (service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Parent company: Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043, USA). This is an interactive directory with more than 800 fonts provided by Google LLC for free use.

Google Fonts is an important component in ensuring the quality of our website. Google Fonts allows us to use fonts without having to upload them to our own server. Google fonts are automatically optimized for the web, which saves data volume and ensures faster loading times.

Google Fonts supports all common browsers and works reliably on most modern mobile operating systems.

The legal basis is Art. 6 (1) s.1 lit. f) GDPR, our legitimate interest. In this case, our legitimate interest lies in presenting our website in the most attractive, uniform and secure way possible.

No cookies are stored in your browser for the use of Google fonts. The files are requested via the Google domains fonts.googleapis.com and fonts.gstatic.com; according to Google, the requests are separate from all other Google services, including your Google account, if you have one.

Google records the use of CSS (Cascading Style Sheets) and the fonts used and stores this data securely. Google stores requests for CSS assets for one day on your servers, which are mainly located outside the EU. Insofar as Google Ireland Limited transfers personal data to the US parent company Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, Google guarantees that it will comply with EU data protection standards by means of standard contractual clauses. Google thus pursues the goal of fundamentally improving the loading time of websites by having the fonts already in the cache when millions of websites refer to the same fonts.

In addition, each Google Font request also automatically transmits information such as IP address, language settings, screen resolution, name and version of the browser to the Google servers in order to ensure a correct graphic display.

<https://policies.google.com/privacy>.

4. Newsletter

With your consent, we will use your personal data to send you our newsletter to inform you about news from our company, new services and products and events tailored to your interests. This includes information about current or future service and product offers as well as events involving our company or Group companies (e.g. trade fairs). In order to send you the newsletter, we need your e-mail address. The legal basis for the processing is your consent in accordance with Art. 6 (1) s. 1 lit. a), Art. 7 GDPR. We use the personal data you provide during registration exclusively for sending our newsletter. After registering your e-mail address, you will receive an e-mail from us in which you must confirm that you wish to receive the newsletter by clicking on a link. If you do not confirm by clicking on the hyperlink within 7 days, your data will be blocked and deleted after one month. We are also entitled to store your IP addresses, registration and confirmation times in order to verify your registration and to clarify any possible misuse of your personal data.

We can analyze our newsletter campaigns. When you open an email, a file contained in the email (known as a web beacon) connects to our newsletter server. This allows us to determine whether a newsletter message has been opened and which links, if any, have been clicked on. Technical information is also collected (e.g. time of access, IP address, browser type and operating system). This information cannot be assigned to the respective newsletter recipient. It is used exclusively

for the statistical analysis of newsletter campaigns. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients. If you do not wish to be analyzed, you must unsubscribe from the newsletter.

The legal basis for this is your consent and the necessity to fulfill a legal obligation to which we are subject, Art. 6 (1) s. 1 lit. a) and c), Art. 7 GDPR.

Your data will be processed in an electronic newsletter system for the duration of your subscription. For this purpose and to send the newsletter, we use the data processor "HubSpot" HubSpot Ireland Ltd, One Dockland Central, Guild Street, Dublin 1, Co. Dublin, Ireland (US parent company HubSpot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141 USA), which processes the data on our behalf.

Insofar as personal data is transferred to the US parent company HubSpot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141 USA, HubSpot guarantees to maintain the EU level of data protection by means of standard contractual clauses. Further information on this can be found at <https://legal.hubspot.com/security>. Further information about HubSpot's privacy policy can be found at <https://legal.hubspot.com/privacy-policy>.

You can withdraw your consent at any time by sending an e-mail to our data protection officer or by following the instructions at the end of a promotional/newsletter e-mail. If you send us an e-mail, please let us know what your revocation should refer to so that we can assign your request.

5. Commercial and business services

a. Account registration

The registration of domain names is only possible if you have a registered account. When registering, you must enter some personal data, which is marked as "mandatory". These are usually the following data categories:

Title, contact name (first name, surname), address, city, zip code, country, telephone number, e-mail address

If you register an account as a company, we also collect the following data:

Company/organization, tax number

We use this data to identify customers and to manage your account. The data is also used to pre-fill the forms to register your domain name when you register an account. The legal basis for the processing is the necessity to process personal data for the performance of a contract or for the implementation of pre-contractual measures in accordance with Art. 6 (1) s. 1 lit. b) GDPR.

In addition, you can voluntarily provide further data categories. The processing of this data is based on our legitimate interest in additional verification and faster communication. The legal basis for the processing is Art. 6 (1) s. 1 lit. f) GDPR.

You also choose a user ID and password to log into your account. Please make sure that no unauthorized person has access to the login data for your account.

b. Payment

We use various payment methods from third-party payment service providers. If you choose one of these payment methods, your payment data will be forwarded to the respective payment service provider for payment processing. These third-party providers process your personal data as independent controllers in accordance with their data protection provisions. The transfer is based on the fulfillment of the contract pursuant to Art. 6 (1) s. 1 lit. b) GDPR and on our legitimate interests in secure payment processing and fraud prevention pursuant to Art. 6 (1) s. 1 lit. f) GDPR.

Please note the general terms and conditions, terms of use and data protection guidelines of the respective payment provider.

- PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg
https://www.paypal.com/de/webapps/mpp/ua/privacy-full?locale.x=en_DE

- Alipay (Europe) Limited S.A., 11-13, Boulevard de la Foire, L - 1528, Luxembourg.
<https://render.alipay.com/p/f/agreementpages/alipayglobalprivacypolicy.html> and
<https://global.alipay.com/docs/ac/Platform/cxv4zpk0>

- Adyen N.V., Simon Carmiggelstraat 6 - 50, 1011 DJ Amsterdam.
<https://www.adyen.com/policies-and-disclaimer/cookie-policy>

When selecting the payment methods purchase on account and installment purchase, the following personal data in particular will be processed by us or the payment service provider as the responsible body for the purpose of payment processing and in this context for identity and credit checks:

- Contact and identification information: Name, date of birth, national identification number, title, billing and delivery address, e-mail address, cell phone number; nationality, salary, etc.

- Payment information: Debit and credit card details (card number, expiration date and the CVV check digit), account number, etc.

- Information about the processing of the order, e.g. product type, product number, price, etc.

In the event that the payment method "purchase on account" or "installment purchase" is selected, we reserve the right to process personal data and information about the user's previous payment behavior as well as probability values for the user's future payment behavior (so-called scoring) in order to decide whether the payment method can be offered to the user. The scoring is calculated on the basis of scientifically recognized mathematical-statistical procedures.

c. Direct marketing

We have a legitimate interest (direct advertising, Recital 47 GDPR) within the meaning of Art. 6 (1) s. 1 lit. f) GDPR in advertising to customers (persons with whom we maintain a business relationship) by e-mail or post. In particular, we may send you news about our company or Group companies, information about events and invitations to evaluate our services and products.

For this purpose and for sending the newsletter, we use the processor "HubSpot" of the provider HubSpot Ireland Ltd, One Dockland Central, Guild Street, Dublin 1, Co. Dublin, Ireland

(US parent company HubSpot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141 USA), which processes the data on our behalf.

Insofar as personal data is transferred to the US parent company HubSpot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141 USA, HubSpot guarantees to maintain the EU level of data protection by means of standard contractual clauses. Further information on this can be found at <https://legal.hubspot.com/security>. Further information about HubSpot's privacy policy can be found at <https://legal.hubspot.com/privacy-policy>.

We use a postal service provider to send you advertising by post.

You can object to the sending of advertising at any time by sending an e-mail to our data protection officer or by following the instructions at the end of an advertising e-mail. If possible, please send your e-mail from the same e-mail address that you provided when you registered so that we can identify you more easily.

6. Contact, CRM

You can contact us by e-mail, telephone and via our contact forms to request a quote or for other correspondence.

In order to be able to process your request, we process names, e-mail addresses, the name of your company if applicable, position and mandatory information that is absolutely necessary for the preparation of an offer. The processing of your data in the context of contacting us by e-mail, contact form or telephone is based on our legitimate interest in good customer service in accordance with Art. 6 (1) s. 1 lit. f) GDPR or in accordance with Art. 6 (1) s. 1 lit. b) GDPR,

insofar as the contacts are in connection with pre-contractual measures or contractual performance obligations:

We delete your contact requests immediately after processing, unless statutory retention periods require further storage. After answering your request, we will archive your request immediately. Inspection is only possible to a very limited extent. Purely informative inquiries, i.e. those that do not lead to a contract or do not contain any other content that must be retained, will be deleted at the end of the year in which the inquiry was made. See "Retention periods" for further information.

We use a ticket management system to process customer claims and inquiries by email and via the contact forms. The legal basis for processing is Art. 6 (1) s. 1 lit. f) GDPR based on our legitimate interests in the efficient processing of inquiries.

When you use our contact form, we also process data about your location (country and city based on IP address), data obtained from our tracking system and data about the browser and device used. We use the "HubSpot" service of the provider HubSpot Ireland Ltd, One Dockland Central, Guild Street, Dublin 1, Co. Dublin, Ireland (US parent company HubSpot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141 USA) as part of the contact form. For this purpose, we have concluded an order processing agreement with HubSpot, in which HubSpot undertakes to process user data only in accordance with our instructions. The legal basis for the processing is Art. 6 (1) s. 1 lit. f) GDPR on the basis of our legitimate interests in the efficient processing of inquiries.

As soon as the contact form is filled out, this information is linked to HubSpot's tracking information if you have initially consented to this in the cookie settings. If the email address filled out in the form can be linked to an existing contact, we can identify you as an existing contact. The legal basis is your consent in accordance with Art. 6 (1) s. 1 lit. a), Art. 7 GDPR, which can be given when you first visit the website. You can revoke your consent at any time with effect for the future via the cookie settings.

Insofar as personal data is transferred to the US parent company HubSpot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141 USA, HubSpot guarantees to maintain the EU level of data protection by means of standard contractual clauses. Further information on this can be found

at <https://legal.hubspot.com/security>. For more information about HubSpot's privacy policy, please visit <https://legal.hubspot.com/privacy-policy>.

Your request and your contact details may be stored in a customer relationship management system ("CRM system") if a business relationship exists or if a business relationship can be expected on the basis of previous communication. We use the CRM system "HubSpot" from the provider HubSpot Ireland Ltd, One Dockland Central, Guild Street, Dublin 1, Co. Dublin,

Ireland (US parent company HubSpot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141 USA). For this purpose, we have concluded an order processing agreement with HubSpot, in which HubSpot undertakes to process user data only in accordance with our instructions. The legal basis for this is Art. 6 (1) s. 1 lit. f) GDPR on the basis of our legitimate economic interests in being able to systematically manage customer and prospective customer contact data. In the case of personal data in the CRM system, a check is carried out after two years at the end of the respective calendar year to determine whether further storage is necessary. If this is not necessary or there are no further statutory retention obligations, the data will be deleted. Insofar as personal data is transferred to the US parent company HubSpot, Inc, 25 First Street, 2nd Floor, Cambridge, MA 02141 USA, HubSpot guarantees to maintain the EU level of data protection by means of standard contractual clauses. Further information on this can be found at <https://legal.hubspot.com/security>. Further information about HubSpot's privacy policy can be found at <https://legal.hubspot.com/privacy-policy>.

To process contact requests, we use the Zendesk ticket system, a platform of our processor Zendesk Inc, 1019 Market Street, San Francisco, CA 94103, to process requests by email and via the contact forms. Further information can be found at <https://www.zendesk.com/company/customers-partners/eu-data-protection/>.

We also use Zendesk to integrate contact forms into the website and to forward your inquiries to us. For this purpose, we use cookies that are technically necessary to ensure the technical functionality of the website and to protect the website from attacks by bots. These legitimate interests also form the legal basis for the processing.

We have concluded standard contractual clauses of the European Commission with Zendesk, whereby Zendesk guarantees to maintain the European level of data protection.

7. Social media integration

Unless otherwise stated, we process your data on the basis of our legitimate interests in accordance with Art. 6 (1) s. 1 (f) GDPR in order to improve the content and make it more convenient for you to use. The purposes described are in line with our legitimate interests. If cookies are used when integrating social media content, this is done on the basis of your consent in accordance with Art. 6 (1) s. 1 lit. a), Art. 7 GDPR.

Links to social media profiles

We also link to our presence on various social networks on our website. The integration takes place via a linked graphic of the respective network. This prevents an automatic connection to the server of the respective network from being established when our website is accessed; instead, the user is only redirected to the service of the respective social network by clicking on the corresponding graphic.

After forwarding, information is collected by the respective network, whereby it cannot be ruled out that the data collected in this way is processed in the USA.

The data collected is initially the IP address, date, time and page visited. However, if you are logged into your user account on the respective network, the network operator may be able to assign the information collected about the specific visit to your personal account. If you interact via a "Share" button of the respective network, this information can be stored in your personal account and published if necessary. If you wish to prevent the information collected from being directly assigned to your user account, you must log out before clicking on the graphic or the "Share" button.

The following social networks are integrated into our site through links:

Facebook

Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, a subsidiary of Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA.

Privacy policy: <https://www.facebook.com/policy.php>

Twitter

Privacy policy [domaindiscount24.com/Key-Systems GmbH](https://www.domaindiscount24.com/Key-Systems-GmbH)

Twitter Inc, 795 Folsom St., Suite 600, San Francisco, CA 94107, USA.

Privacy policy: <https://twitter.com/privacy>

C. Statistics, web analysis, advertising based on tracking and retargeting - use of cookies

In some cases, we or our partners use cookies or process your data in a way that requires your consent. Cookies are small text files that can be stored on your device when you visit our website. Tracking is possible using various technologies such as pixel technology or log file analysis. Consent is given via cookie banner, which must be actively clicked on. Our cookie policy explains how you can deactivate individual functions to which you have consented. There you will find information on when cookies expire, how to delete cookies and how to withdraw your consent.

Unless otherwise stated, the processing described in this section is based on your consent pursuant to Article 6 (1) sentence 1 lit. a), Article 7 GDPR. Further information on how you can withdraw your consent can be found in our Cookie Policy

1. Web analysis, statistics tools

In order to determine which content on our website is of most interest to you, we continuously measure the number of visitors and the most viewed content. We process your data for this purpose,

- to record the number of visitors to our websites,
- to record the respective visiting times of our website visitors and
- to record the sequence of visits to various websites and product pages in order to optimize our website.

a. Google Analytics

On our website, we use Google Analytics from Google (service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Parent company: Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043, USA) to analyze website usage. The data obtained from this is used to optimize our website and advertising measures.

Google Analytics is a web analytics service operated and provided by Google. The website usage data is processed on our behalf and Google is contractually obliged to take measures to ensure the confidentiality of the processed data.

The following data may be recorded when you visit our website:

- IP address (in abbreviated form, a clear assignment is not possible)
- approximate location (country and city)
- Technical information such as browser, internet provider, end device and screen resolution
- The behavior on the page (pages viewed, clicks and scrolling behavior)
- Orders including turnover and products ordered
- Source of the visit (via which website or advertising medium the page was reached)
- Session duration and whether the page was left without interaction
- Add to favorites
- Sharing content (social media)

The legal basis is consent in accordance with Art. 6 (1) s. 1 lit. a), Art. 7 GDPR, which can be given when you first visit the website. You can revoke your consent via the data protection settings, see also <https://www.domaindiscount24.com/rechtliches/cookie-richtlinie>). Another option is the tool provided by Google for deactivating Google Analytics, which you can download here: <https://tools.google.com/dlpage/gaoptout?hl=dehttps://tools.google.com/dlpage/gaoptout?hl=de>

Insofar as Google Ireland Limited transmits personal data to the US parent company Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, Google guarantees by means of standard contractual clauses to maintain the EU level of data protection.

Google Analytics stores cookies in your web browser for a period of two years since your last visit. These cookies contain a randomly generated user ID with which you can be recognized on future visits to the website.

The recorded data is stored together with the randomly generated user ID, which enables the evaluation of pseudonymous user profiles. This user-related data is automatically deleted after 14 months as standard. Other data remains stored in aggregated form indefinitely.

b. Google Tag Manager

In connection with Google Analytics, we use Google Tag Manager from Google (service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Parent company: Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043, USA). The Tag Manager enables us to implement and manage so-called tags, i.e. small code elements, via an interface. The tool is a cookie-free domain and does not collect any personal data itself. Google Tag Manager triggers other tags, which in turn may collect data, but does not access this data.

Further information on Google Tag Manager and how it works can be found at: <https://www.google.com/intl/de/tagmanager/faq.html>.

c. Hotjar

On our website we use Hotjar (service provider: Hotjar Ltd, St Julians Business Centre, Elia Zammit Street 3, St Julians STJ 3155, Malta, Europe) to better understand the needs of our users and to optimize the offer and experience on this website.

Hotjar's technology gives us a better understanding of our users' experiences (e.g. how much time users spend on which pages, which links they click on, what they like and dislike, etc.) and this helps us to tailor our offering to our users' feedback.

Hotjar works with cookies and other technologies to collect data about the behavior of our users and their end devices, in particular IP address of the device (only collected and stored in

anonymized form during your website use), screen size, device type (Unique Device Identifiers), information about the browser used, location (country only), preferred language for displaying our website.

Hotjar stores this information on our behalf in a pseudonymized user profile.

The legal basis is your consent pursuant to Art. 6 (1) s. 1 lit. a) GDPR, which can be given when you first visit the website. This consent can be revoked by deleting the cookies on this page in your own browser.

Hotjar states that it will retain the data for as long as necessary for the purposes for which it was originally collected or to provide the services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, and enforce contracts. Hotjar is contractually prohibited from selling the data it collects on our behalf.

Further information can be found at <https://www.hotjar.com/legal/policies/privacy/>.

d. HubSpot

On this website, we use the HubSpot service of the provider HubSpot Ireland Ltd, One Dockland Central, Guild Street, Dublin 1, Co. Dublin, Ireland (US parent company HubSpot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141 USA) to analyze the use of our website and for tracking/marketing measures/usage behavior in order to provide you with advertising that really interests you. The following data may be collected and processed via HubSpot for analysis purposes and as part of the optimization of our marketing measures:

- Geographical position
- Browser type
- Navigation information for navigation
- Reference URL
- Performance data
- Login information for the HubSpot subscription service
- Files that are displayed on site
- Domain names
- Pages viewed
- Aggregated use
- Version of the operating system

- Internet service provider
- IP address
- Device identification
- Duration of the visit
- Operating system
- Access times
- Clickstream data
- Device model and version

For the purpose of web analysis, so-called "web beacons" are used and "cookies" are also set, which are stored on your computer and which enable us to analyze your use of the website. Further information on the use of cookies by Hubspot can be found at <https://knowledge.hubspot.com/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser>.

The legal basis for the processing is your consent pursuant to Art. 6 (1) s. 1 lit. a), Art. 7 GDPR, which you have given via the cookie settings and which you can revoke at any time with effect for the future. You can revoke your consent at any time with effect for the future via the cookie settings.

2. Advertising based on tracking and retargeting

We only want to show you advertising - including on the websites of our advertising partners - that really interests you. We therefore use tracking and retargeting technologies on our website for advertising that is tailored to your interests. Cookies are generally used for this purpose, but other technologies such as "fingerprinting" are also used in some cases. The cookies cached for this purpose enable our retargeting partners to recognize visitors to our website under a pseudonym and only show you products that are likely to be of interest to you. With fingerprinting, your device is recognized on the basis of your computer hardware, software, add-ons and browser settings.

Unless otherwise stated, the processing described in this section is based on your consent in accordance with Art. 6 (1) s. 1 lit. a), Art. 7 GDPR. Find out more about how you can withdraw your consent in our cookie policy. You can also find out there how long the individual cookies last and how they can be deleted.

We use the data collected for statistical and advertising purposes and in detail

- for targeted advertising, including via advertising networks in cooperation with partners,

- for measuring the success and billing of advertising measures between advertising partners and us,
- to keep track of which advertisements you have already seen in order to prevent you from seeing the same advertisement again and
- to assess which parts of our website need to be optimized.

Unless otherwise stated, we use the following services as processors and contractually oblige them to process data only on our behalf.

Google DoubleClick

DoubleClick by Google ("DoubleClick") is a service provided by Google Ireland Limited Gordon House, Barrow Street, Dublin 4, Ireland (parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). DoubleClick uses cookies to display relevant advertisements. Google records which ads you have been shown and which you have actually viewed. The use of DoubleClick cookies enables Google and its advertising network to serve ads based on presumed interests based on previous app and website visits. The information generated by the cookies is transmitted by Google to a Google server for analysis and storage. You can prevent the storage of cookies by setting your browser software accordingly.

You can find more detailed information about the terms of use and data protection at: <https://www.google.com/analytics/terms/de.html>.