

Data protection information (as of 04/2026)

This data protection information has a modular structure. It consists of a general part for all processing of personal data and processing situations that apply to all processing of your personal data covered by this data protection information (Section I. "General") and a special part, the content of which refers only to the processing situation specified there with the name of the respective offer or product.

In order for you to be able to find the parts that are relevant to you, please refer to the following overview of the breakdown of data protection information:

Part I: General

Part II: Data processing when visiting our website logando.de

Part III: Visiting our ebay shop

I. General

1. Controller, Data Protection Officer

1.1 The controller within the meaning of the General Data Protection Regulation and national data protection laws of the Member States as well as other data protection regulations for the processing of your personal data is us, Logando Display & Media Solutions GmbH, Pötzschker Weg 10, 04179 Leipzig, Germany, unless otherwise stated in this data protection information. We take data protection seriously. Additional responsibilities may arise, for example, in the processing of data when visiting our ebay shop (Section III.).

1.2 You can contact our data protection officer at datenschutz@logando.de or at our postal address by adding the addition "The Data Protection Officer".

2. Definitions

Creditworthiness data	For the purposes of this data protection information, creditworthiness data is or is personal data that is necessary for a credit check (name, date of birth, address and bank details);
Credit check	Assessment of the credit risk for us resulting from the conclusion of the contract with you and the associated advance performance obligations by involving a credit agency;
Browsing data	personal data that your browser automatically transmits to our web servers when you visit our websites and that our web servers store at least for the duration of your visit, namely your IP address, date and time of your visit, time zone difference to Greenwich Mean Time (GMT), pages visited on our website, access status/HTTP status code, the website from which you reached our website, the operating system you are using, the browser you are using, including the version and language, the amount of data transferred in each case and, if JavaScript is enabled in your browser, your screen resolution, colour depth and the size of the browser window;

Cookie	Text file that is stored on your device, temporarily or permanently, through which we or other recipients receive certain information; this text file cannot run programs or transmit viruses to your computer; a special form of persistent cookies are the so-called "Flash cookies", which are browser-independent and managed by the "Adobe Flash Player" software or similar applications;
Third country	a state outside the European Union or a state that is not a state party to the Agreement on the European Economic Area;
Voluntary information	personal data that we request from you, which is not mandatory information but facilitates the execution of the processing;
Google Fonts	fonts that the Google Group makes available for free use;
Google Group	Companies of Google LLC (formerly known as Google Inc.), Google Ireland Limited or other affiliates of Google LLC;
Google Network	all locations where our ads may appear; e.g. Google websites, websites of Google partners on the search network and other places in the Google advertising network, such as mobile apps;
Contact and enquiry details	personal data ^{that} you <ul style="list-style-type: none"> – when visiting our websites (Section II.) when using the contact form – when visiting our ebay shop (Section III.) when using eBay's contact functions and which eBay transmits to us, and – when contacting us by e-mail or otherwise when contacting or making an enquiry outside of a contract;
Log file	a file stored on a web server that logs browsing data;
Negative data	personal data that indicates a bad credit rating, such as late payments, credit card fraud and other conduct contrary to the contract that undermines your trustworthiness;
Newsletter Dispatch Data	personal data that you provide when subscribing to our newsletter, in particular your email address as well as data to measure the success of an email campaign and data to create a user profile that we collect from you through the use of cookies and other tracking technologies;
Usage Data	personal data about your use of our websites, which is collected automatically when you use the website, in particular as browser data and through cookies or similar technologies;

Open rate	percentage of the number of opened newsletter emails to the number of newsletter emails delivered;
Mandatory information	personal data that we request from you and which is absolutely necessary to fulfil the purposes of the processing; Mandatory information will be marked separately during data collection;
Scoring	a probability value about your future payment behaviour determined by a credit agency from information about you using a mathematical-statistical procedure and transmitted to us as part of the credit check
Tags	small pieces of code on our website that are used, among other things, to measure traffic and visitor behaviour, to measure the impact of online advertising and social channels, to use remarketing and target audience targeting, and to test and optimise our website;
Contract data	personal data that you provide from time to time <ul style="list-style-type: none"> – when visiting our websites, in particular during the ordering process (Section II.); – when visiting our eBay shop on the trading platform ebay.de and/or transmits eBay to us (Section III.); to establish, substantiate, amend or terminate the contractual relationship with us.

In addition, this data protection information uses the terms processor, third party, recipient, personal data, profiling, controller and processing, as legally defined in the General Data Protection Regulation (GDPR for short). You can view the definitions (Art. 4 GDPR) e.g. under <https://dejure.org/gesetze/DSGVO/4.html>.

3. Your rights

3.1 If you have given us your consent to the use of your personal data, you can revoke this consent to us in whole or in part at any time with effect for the future.

(1) In the case of processing of personal data for the performance of tasks in the public interest (Art. 6 para. 1 sentence 1 lit. e) GDPR) or for the safeguarding of legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR), you may object to the processing of personal data concerning you for reasons arising from your particular situation, at any time with effect for the future. In the event of an objection, we must refrain from any further processing of your data for the aforementioned purposes, unless

– there are compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or– the processing is necessary for the establishment, exercise or defence of legal claims.

3.2 You can object to the processing of your data for the purpose of direct marketing, in particular when sending a newsletter, at any time with effect for the future; this also applies to profiling, insofar as it is related to direct advertising. In the event of an objection, we must refrain from any further processing of your data for the purpose of direct marketing.

3.3 You also have the right to complain to a data protection supervisory authority about data protection issues.

3.4 In addition, you have the following rights in relation to your personal data:

– Right of access, – Right to rectification or erasure, – Right to restriction of processing, – Right to data portability

II. Data processing when visiting our website [logando.de](https://www.logando.de)

1. Scope of Application

The following data protection information (Part II.) applies to the website [logando.de](https://www.logando.de) including all subpages and subdomains.

2. Contact and enquiry data

2.1 We process your *contact and enquiry data*, which may be both *mandatory* and *voluntary* (e.g. in order to be able to address you personally and to better clarify queries), to answer your enquiries on the basis of Art. 6 para. 1 sentence 1 lit. a) or b) GDPR and only to the extent necessary to process your enquiry.

2.2 With the operation of our web servers and the associated processing of *contact and enquiry data*, we have *Mittwald CM Service GmbH & Co. KG* as a processor. There are also no plans to transmit your *contact and enquiry data* to a *third country* or to an international organisation.

2.3 Your *contact and enquiry data* will be deleted immediately after your enquiry has been fully processed, unless statutory provisions require further processing, in particular retention, storage is required for evidentiary reasons (e.g. to assert claims or to defend against possible claims for damages) or express permission has been obtained from you or in the form of a statutory authorisation.

3. Contract data

3.1 We process your *contract data*, which can be both *mandatory* and *voluntary*, for the establishment, implementation and amendment of the contractual relationship on the basis of Art. 6 (1) sentence 1 lit. b) GDPR.

3.2 In addition, we may process your *contract data* on the basis of Art. 6 (1) sentence 1 lit. f) GDPR in order to inform you by direct marketing about other products from our portfolio that are suitable for you. Without your consent, we will of course only do this in letter form. **You can object to the processing of your *contract data* for direct marketing purposes at any time (Part I, Clause 3.3).**

3.3 Your *contract data* will only be passed on for the purpose of fulfilling the contract on the basis of Art. 6 (1) sentence 1 lit. b) GDPR. *Recipients* of such data are payment service providers, manufacturers, distributors and freight forwarders as well as shipping companies. With the operation of our web servers and the associated processing of *contract data*, we have *Mittwald CM Service GmbH & Co. KG, Königsberger Straße 4-6, 32339 Espelkamp*, as a *processor*. There are no plans to transfer your *contract data* to a *third country* or to an international organisation.

3.4 Your *contract data* will be stored for the duration of the performance of the contract and deleted immediately, unless statutory provisions require further processing, in particular retention, storage is required for reasons of evidence (e.g. to assert claims or to defend against possible claims for damages) or express permission has been obtained from you or in the form of a statutory authorisation.

4. Creditworthiness data for purchase on account

4.1 If you wish to pay by invoice, we may carry out a *credit check* in advance. To do this, we ask a credit agency for a scoring value based on your *creditworthiness data*, on the basis of which we make a decision about granting payment by invoice. If the *credit check* is positive, payment by invoice is possible. If the *credit check* is negative, however, payment by invoice is excluded.

4.2 Because we pay in advance when paying by invoice, the *credit check* serves to protect us from payment defaults. In this respect, the scoring value helps us to assess creditor risks before concluding a contract. The *credit check* is carried out on the basis of Art. 6 para. 1 sentence 1 lit. b) and lit. f) GDPR.

4.3 We use the following credit agencies for credit checks: If you order from us as a consumer within the meaning of § 13 BGB: <Name, address of the credit agency>. For all other customers, we work with <name, address of the credit bureau>. Your *creditworthiness data* will be forwarded to the respective credit agency for the purpose of determining the scoring value on the basis of Art. 6 (1) sentence 1 (b) and (f) GDPR. The credit bureau mentioned stores your *creditworthiness data*. You can obtain information from the credit bureau about your *personal data* stored there as well as the applicable data protection regulations. You can ask us about the responsible offices.

4.4 We will not pass on your *creditworthiness data* or the result of the *credit check*, in particular the determined scoring value, to other *recipients* and in particular *third parties*. We also do not plan to transmit your *creditworthiness data* or the result of the *credit check*, in particular the determined scoring value, to a *third country* or to an international organisation. In addition, we refer to the data protection information and data protection notices of the respective credit agency, which you can obtain from them. Your *creditworthiness data* as well as the result of the *credit check*, in particular the determined scoring value, are not stored by us, but collected separately for each purchase.

5. Negative data

5.1 We may transmit *negative data* to the credit agency: <name, address>

5.2 The transfer will be carried out in accordance with the legal requirements, insofar as it is necessary to safeguard our legitimate interests and the legitimate interests of *third parties* and there is no reason to believe that your interests or fundamental rights and freedoms that protect the protection of *personal data* predominate. The collection, storage and disclosure is carried out for the purpose of combating abuse and preventing future breaches of contract and damage on the basis of Art. 6 para. 1 sentence 1 lit. f) GDPR.

5.3 The *negative data* will not be passed on to other *recipients* and in particular *third parties*. There are also no plans to transfer the *negative data* to a *third country* or to an international organization.

6. Newsletter Sending Data, Mailchimp

6.1 We process your *newsletter mailing data*, which can be both *mandatory* and *voluntary*, in order to inform you about news and to get in touch with you personally. In order for us to be able to improve and optimise our offers, we also evaluate your usage behaviour and create an individual usage profile. Our newsletter is sent on the basis of Art. 6 para. 1 sentence 1 lit. a) GDPR in conjunction with Art. 7 GDPR.

6.2 We use Mailchimp from The Rocket Science Group, LLC, 675 Ponce de Leon Ave NE Suite 5000, Atlanta, GA 30308 USA to send and evaluate our newsletters. Mailchimp acts as a

processor for us when it comes to sending our newsletter. By signing up for our newsletter through our website, you will be added to a Mailchimp mailing list. Mailchimp collects the following personal data on our behalf: name, email address, address, telephone number. In addition, Mailchimp collects the following *personal data* using *cookies* and other tracking technologies as part of the newsletter mailing : Information about the device and applications you use to access the content sent through Mailchimp (e.g. your IP address, operating system, browser ID, and other information about your system and connection); Information about your interactions with campaigns (and/or emails) and other content provided through the newsletters (this may include dates and times when you access campaigns (and/or emails) and your browsing activity (e.g. which pages are viewed, which emails are opened and how you respond to surveys)). Mailchimp collects this data in order to send you our newsletter. In addition, Mailchimp also provides us with information about your individual usage behavior, e.g. whether and when you have read a newsletter. For this purpose, Mailchimp collects information about the performance of the newsletter delivery, including key figures about the deliverability of emails and other electronic communications that we send with Mailchimp. Mailchimp may also collect additional information about you from third-party sources (e.g., social media platforms and third parties). We have no influence on this process. Further information on objection and removal options against Mailchimp as well as on data processing can be found at: https://mailchimp.com/legal/privacy/#3._Privacy_for_Contacts. For information about the cookies used by Mailchimp, please see <https://mailchimp.com/legal/cookies/>.

6.3 Mailchimp uses the so-called "double opt-in procedure" to send the newsletter, i.e. our newsletter will only be sent to you if you have previously confirmed your registration via a confirmation e-mail sent to you for this purpose via the link contained therein. This is to ensure that only you can register for the newsletter as the owner of the e-mail address provided. Your confirmation of this must be made within 24 hours of receiving the confirmation email, otherwise your newsletter subscription will be automatically blocked in Mailchimp's database and deleted after one month. After your confirmation, Mailchimp will store your email address for the purpose of sending the newsletter. The storage of your IP address and the time of registration and confirmation are based on Art. 6 para. 1 sentence 1 lit. c) GDPR. The purpose of the procedure is to be able to prove your registration and, if necessary, to clarify any possible misuse of your personal data.

6.4 All *newsletter dispatch data* that we receive from Mailchimp is stored on our web servers. With the operation of our web servers and the associated processing, we have Mittwald CM Service GmbH & Co. KG, Königsberger Straße 4-6, 32339 Espelkamp, as a *processor* . Since Mailchimp is a US company, it cannot be ruled out that individual *personal data* may be stored on servers in the USA. For the USA, there is currently no adequacy decision of the EU Commission within the meaning of Art. 45 GDPR, i.e. it has not been established that the country-specific level of data protection in the USA corresponds to that of the European Union. The Rocket Science Group, LLC has entered into an agreement with us to protect your personal data to comply with the EU Standard Contractual Clauses.^{You} can request this from us. Further information on data protection can be found at: <https://mailchimp.com/legal/privacy/> and <https://mailchimp.com/legal/data-processing-addendum/> <https://marketingplatform.google.com/about/analytics/terms/de/>.

6.5 Even after registering for the newsletter dispatch, you can prevent the sending of further newsletters and/or the use of other tracking technologies at any time by revoking your consent without us charging you any costs. To do this, you can either send us an informal e-mail to <e-

mail address> or revoke your consent to Mailchimp via the link at the end of the newsletter. Your other rights under Part I. No. 3. remain unaffected.

6.6 Your *newsletter dispatch data* will be stored until your consent is revoked (Part II, Section 7.5) and will be deleted or anonymised immediately, unless statutory provisions require further processing, in particular storage, if retention is required for evidentiary reasons (e.g. to assert claims or to defend against possible claims for damages) or if you have given express permission or in the form of a statutory authorisation.

7. Browsing data

7.1 We collect browser data every time you visit our website. We do not link the *browser data* with your other *personal data*. The only exception to this is the evaluation of the *newsletter dispatch data* (Part II, No. 6).

7.2 We use the *browser data* to display our website to you and to ensure the stability and security of our website on the basis of Art. 6 para. 1 sentence 1 lit. f) GDPR. In particular, we need the *browser data* to detect and remedy or defend against disruptions and attacks on our information technology systems.

7.3 With the operation of our web servers and the associated processing of *browser data*, we have appointed Mittwald CM Service GmbH & Co. KG, Königsberger Straße 4-6, 32339 Espelkamp, as a *processor of browser data*, also to The Rocket Science Group, LLC (675 Ponce de Leon Ave NE Suite 5000, Atlanta, GA 30308 USA) for sending our newsletters with Mailchimp (Part II, Section 6), to Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland in the context of the integration of YouTube videos (Part II, Clause 13), Google Maps (Part II, Clause 14), Google Fonts (Part II, Clause 15) and Google reCaptcha (Part II, Clause 16). The *browser data* will not be passed on to other *recipients* and in particular *third parties*. However, if investigative measures are initiated due to an attack on our information technology systems, the *browser data* may be passed on to state investigative bodies. The same applies if relevant authorities or courts make inquiries to us and we are legally obliged to answer them. There are no plans to transfer your *browser data* to another *third country* or to an international organisation.

7.4 The IP address will only be stored for the duration of your use of the website and will then be deleted immediately or anonymised by shortening. The remaining *browser data*, including the anonymised IP address if applicable, is stored in a *log file*. The log file is *deleted* after 60 days.

8. Cookies

8.1 We use *cookies*. You can view the cookies we use, their lifespan, the function of the respective *cookie* and the usage data *collected with them* at <URL>.

8.2 The use of technically necessary *cookies* is based on Art. 6 para. 1 sentence 1 lit. f) GDPR so that you can use our services smoothly.

8.3 The use of cookies that are not technically necessary only takes place with your express consent. The legal basis for the use of cookies that are not technically necessary is 6 (1) sentence 1 (a) GDPR in conjunction with Art. 7 GDPR.

8.4 With the operation of our web servers and the associated processing of your *usage data* collected *by the cookies*, we have Mittwald CM Service GmbH & Co. KG, Königsberger Straße 4-6, 32339 Espelkamp, as a *processor*. Your *usage data collected by the cookies* will not be

passed on to other recipients and in particular third parties . There are no plans to transfer your *usage data* to a *third country* or to an international organization.

8.5 You can prevent the installation of cookies in the security settings of your browser and delete cookies that have already been installed at any time. You can configure your browser setting according to your preferences and reject certain *cookies* or all *cookies* altogether. We would like to point out that if you reject our cookies, you may not be able to use all the functions of our website.

9. Use of Google Analytics

9.1 On our website, we use Google Analytics, a web analysis service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited uses technologies (e.g. *cookies*, scripts, pixels) that analyze your activities on our website. In order to measure and evaluate your activities on our website, Google Ireland Limited also uses artificial intelligence, in particular machine learning, through the application of algorithms, in particular to analyse your behaviour across devices. During your visit to our website, in addition to your *browsing data*, the following data is collected: the length of stay, clicks, scrolling behaviour, search terms used by visitors to find the website, sources of visits – through links or search engines, demographic characteristics such as language and location, content that visitors viewed on the page, the devices that visitors use, <other personal data>. Your IP address is stored in an abbreviated form, so that a direct assignment to a specific person is no longer possible. Google Ireland Limited evaluates your use of the website, compiles reports on the activities of the website for us and provides us with other services related to the use of the website and internet usage. You can find more information under <https://policies.google.com/privacy> and <https://policies.google.com/technologies/cookies>.

9.2 We use Google Analytics to analyse and improve our website. We are thus pursuing the interest of using the statistics obtained to improve our offer and make it more interesting for you as a user. To use Google Analytics, you must give us your consent in advance. The legal basis for the use of Google Analytics is 6 para. 1 sentence 1 lit. a) GDPR in conjunction with Art. 7 GDPR.

9.3 We have entered into a data processing agreement with Google Ireland Limited as our *processor*, which obliges Google Ireland Limited to comply with the protection of your data. Google Ireland Limited is part of the *Google Group*. It cannot be ruled out that your data may also be processed outside the European Union in cooperation with companies in the Google Group. For some countries, there is currently no adequacy decision of the EU Commission within the meaning of Art. 45 GDPR, i.e. it has not been determined that the country-specific level of data protection corresponds to that of the European Union. This is especially true for the USA. Google Ireland Limited has *entered into EU Standard Contractual Clauses* with Google Group companies to protect your personal data . You can request this from Google Ireland Limited. For more information about data protection at *Google Group companies* , please visit: <https://marketingplatform.google.com/about/analytics/terms/de/>, <https://support.google.com/analytics/answer/6004245>, and <https://policies.google.com/?hl=de>.

9.4 The information generated by Google Ireland Limited about your use of our website will be stored for 14 months. The deletion of data whose retention period has been reached takes place automatically once a month.

9.5 You can revoke your consent to the use of Google Analytics at any time with effect for the future in whole or in part by deactivating the use of Google Analytics under the "Cookie settings".

10. Use of Google Ads and Conversion Tracking

10.1 We use Google Ads as an online marketing measure to promote our products and services. As part of our advertising measures through Google Ads, we use conversion tracking on our website, an analysis service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Conversion tracking records what happens after you click on our ads. For example, we can see whether you have purchased our product, signed up for our newsletter, visited our website or downloaded our app. If you click on one of our advertisements, Google Ireland Limited will store a *cookie* on your device. If you visit our website and the cookie stored on your computer has not expired, Google Ireland Limited and we can recognise that you have clicked on the adverts and have been redirected to that page. For this *cookie*, the unique *cookie* ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions) and opt-out information (marking that the user no longer wants to be addressed) are usually stored as analysis values. These *cookies* are not used to identify you personally. These *cookies* allow Google Ireland Limited to recognise your internet browser. Each Google Ads customer is associated with a different *cookie*. *Cookies* cannot be tracked through the websites of Google Ads customers.

10.2 We use Google Ads to draw attention to our offers with the help of advertising media (e.g. through advertisements) on external websites. We can use conversion tracking to determine how successful each advertising measure is in relation to the data from the advertising campaigns. In this way, we pursue the interest of making our website and the advertising measure more interesting for you and achieving a fair calculation of advertising costs. We do not collect or process any personal data ourselves in the aforementioned advertising measures. We only receive statistical evaluations from Google Ireland Limited. Based on these evaluations, we can see which of the advertising measures used are particularly effective. We do not receive any further data from the use of the advertising material, in particular we cannot identify you on the basis of this information. The legal basis for the use of Google Ads and conversion tracking is 6 para. 1 sentence 1 lit. a) GDPR in conjunction with Art. 7 GDPR.

10.3 Google Ireland Limited is part of the *Google Group*. This means that it cannot be ruled out that your data may be passed on by Google Ireland Limited to other companies in the *Google group*. We have no influence on the scope and further use of the data collected by Google Ireland Limited and other companies in the Google group through the use of this tool. We therefore inform you below according to our state of knowledge: Through the use of Google Ads and the integration of conversion tracking on our website, Google Ireland Limited receives the information that you have either accessed the relevant part of our website or clicked on an ad from us. If you are registered with a service of the *Google Group*, Google Ireland Limited and other companies of the *Google Group* can assign the visit to your account. Even if you are not registered with a *Google Group* company or have not logged in, Google Ireland Limited and other Google Group companies may learn and store your IP address. It cannot be ruled out that your data may also be processed outside the European Union in cooperation with companies in the *Google Group*. For some countries, there is currently no adequacy decision of the EU Commission within the meaning of Art. 45 GDPR, i.e. it has not been determined that the country-specific level of data protection corresponds to that of the European Union. This is especially true for the USA. Google Ireland Limited has entered into EU Standard Contractual *Clauses* with Google Group companies to protect your personal data. You can request this from Google Ireland Limited. You can find more information about data protection at the companies in the *Google group* here: <https://policies.google.com/privacy?hl=de> and <https://services.google.com/sitestats/de.html>.

10.4 The cookies used by Google Ireland Limited usually expire after 30 days.

10.5 You can revoke your consent to participate in this tracking process at any time with effect for the future, in whole or in part, by deleting the *cookies* in the security settings of your browser at any time. You can configure your browser setting according to your preferences and reject certain *cookies* or all *cookies* altogether. We would like to point out that if you reject cookies, you may not be able to use all the functions of our website.

11. Use of the Google Ads Remarketing function

11.1 We use Google Ads as an online marketing measure to promote our products and services. As part of our advertising measures through Google Ads, we use the "Google Remarketing" function, a service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The "Google Remarketing" function is a process that allows us to present you as a user of our website with *advertisements* based on your interests on other websites within the Google advertising network. For this purpose, your interaction on our websites is analysed in order to be able to show you targeted advertising on other pages even after you have visited our website. These *cookies* record both your visit and the use of our website in anonymised form. *Personal data* will not be passed on.

11.2 We use the "Google Remarketing" function to present advertisements on the Internet that may be of interest to you. We do not collect or process any *personal data ourselves*, in particular we cannot identify you. The legal basis for the use of the "Google Remarketing" function is 6 para. 1 sentence 1 lit. a) GDPR in conjunction with Art. 7 GDPR.

11.3 Google Ireland Limited is part of the *Google Group*. This means that it cannot be ruled out that your data may be passed on by Google Ireland Limited to other companies in the *Google group*. We have no influence on the scope and further use of the data collected by Google Ireland Limited and other companies in the Google group through the use of this tool. We therefore inform you below according to our level of knowledge: By integrating the "Google Remarketing" function, Google Ireland Limited receives the information that you have accessed a certain offer on our website. If you are registered with a service of the *Google Group*, Google Ireland Limited and other companies of the *Google Group* can assign the visit to your account. Even if you are not registered with a *Google Group* company or have not logged in, Google Ireland Limited and other Google Group companies may learn and store your IP address. It cannot be ruled out that your data may also be processed outside the European Union in cooperation with companies in the *Google Group*. For some countries, there is currently no adequacy decision of the EU Commission within the meaning of Art. 45 GDPR, i.e. it has not been determined that the country-specific level of data protection corresponds to that of the European Union. This is especially true for the USA. Google Ireland Limited has entered into EU Standard Contractual *Clauses* with Google Group companies to protect your personal data. You can request this from Google Ireland Limited. You can find more information about data protection at the companies in the *Google group* here:

<https://policies.google.com/privacy?hl=de> and <https://services.google.com/sitestats/de.html>.

11.4 The cookies used by the "Google Remarketing" function usually expire after 30 days.

11.5 You can revoke your consent to participate in this tracking process at any time with effect for the future, in whole or in part, by deleting the *cookies* in the security settings of your browser at any time. You can configure your browser setting according to your preferences and reject certain *cookies* or all *cookies* altogether. We would like to point out that if you reject cookies, you may not be able to use all the functions of our website.

12. Use of Google Tag Manager

12.1 We use Google Tag Manager on our website, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Through this service, website *tags* can be centrally managed by us, and your *browsing data* is also processed by Google Ireland Limited. Google Tag Manager triggers other *tags* that may in turn contain *personal data*. Google Tag Manager does not access this *personal data*. For more information, see Google's usage policy under <https://www.google.com/intl/de/tagmanager/use-policy.html> and the Google <http://www.google.de/intl/de/policies/privacy> privacy policy.

12.2 The following tags are managed by Google Tag Manager on our website : Google Analytics (Part II. 9), Google Ads Conversation Tracking (Part II, Section 10) and Google Ads Remarketing (Part II, Section 11). Corresponding explanations of these *tags* can be found in this data protection information. The legal basis for the use of Google Tag Manager is Art. 6 para. 1 sentence 1 lit. f) GDPR.

12.3 Google Ireland Limited is part of the *Google Group*. This means that it cannot be ruled out that your data may be passed on by Google Ireland Limited to other companies in the *Google group* and that your *browsing data* may also be processed outside the European Union in cooperation with companies in the *Google group*. For some countries, there is currently no adequacy decision of the EU Commission within the meaning of Art. 45 GDPR, i.e. it has not been determined that the country-specific level of data protection corresponds to that of the European Union. This is especially true for the USA. Google Ireland Limited has entered into EU Standard Contractual *Clauses* with Google Group companies to protect your personal data . You can request this from Google Ireland Limited. You can find more information about data protection at the companies of the *Google group* here: <https://policies.google.com/privacy?hl=de&gl=de>.

12.4 If you have set or otherwise deactivated cookies, this will be observed for all tracking *tags* that are used by us with the Google Tag Manager. Your *cookie* settings will not be changed by Google Tag Manager.

13. Integration of YouTube videos

13.1 We have integrated YouTube videos into our website, which are stored on <http://www.youtube.com> and can be played directly from our website. The operator of the platform "YouTube" is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. We have initially blocked the videos to protect your *personal data*. You can activate the video via the corresponding button. Only when you play the videos does your browser establish a direct connection with the servers of Google Ireland Limited. The video is transmitted by Google Ireland Limited directly to your browser and integrated into the website. Your browser data is transmitted to Google Ireland Limited . In order to play the videos, the processing of *browser data* by Google Ireland Limited is mandatory. Google Ireland Limited receives the information that you have called up the corresponding subpage of our website. We have no influence on the use of your data by Google Ireland Limited after YouTube videos have been activated.

13.2 By integrating YouTube videos, we would like to improve our offer and make it more interesting for you as a user. The legal basis for the integration of YouTube videos is 6 para. 1 sentence 1 lit. a) GDPR in conjunction with Art. 7 GDPR.

13.3 Google Ireland Limited is part of the *Google Group*. This means that it cannot be ruled out that your data may be passed on by Google Ireland Limited to other companies in the *Google*

group and that your *browsing data* may also be processed outside the European Union in cooperation with companies in the *Google group*. For some countries, there is currently no adequacy decision of the EU Commission within the meaning of Art. 45 GDPR, i.e. it has not been determined that the country-specific level of data protection corresponds to that of the European Union. This is especially true for the USA. Google Ireland Limited has entered into EU Standard Contractual *Clauses* with Google Group companies to protect your personal data . You can request this from Google Ireland Limited. For more information about data protection at *Google Group companies* , please visit: <https://policies.google.com/privacy?hl=de&gl=de>.

14. Integration of Google Maps

14.1 On our website, we use Google Maps, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, via an API interface. We use the so-called two-click solution for the integration of Google Maps. This means that we initially blocked the cards to protect your *personal data*. Only if you click on the corresponding button and thereby activate the API interface, your browser establishes a direct connection with the servers of Google Ireland Limited. The map content is transmitted by Google Ireland Limited directly to your browser and integrated into the website. Your browser data is transmitted to Google Ireland Limited . In order to display the map, the processing of *browser data* by Google Ireland Limited is mandatory. Google Ireland Limited receives the information that you have called up the corresponding subpage of our website. Google Ireland Limited also sets a *cookie* We have no influence on the use of your data by Google Ireland Limited after Google Maps has been activated.

14.2 With Google Maps, we can show you interactive maps directly on the website and enable you to use the map function conveniently. This will make it easier for you to find us. The legal basis for the integration of Google Maps is 6 para. 1 sentence 1 lit. a) GDPR in conjunction with Art. 7 GDPR.

14.3 The processing of your data is carried out with Google Ireland Limited on the basis of a joint controller agreement in accordance with Art. 26 GDPR, which can be accessed under <https://privacy.google.com/intl/de/businesses/mapscontrollerterms/>. Google Ireland Limited is part of the *Google Group*. This means that it cannot be ruled out that your data may be passed on by Google Ireland Limited to other companies in the *Google group* and that your *browsing data* may also be processed outside the European Union in cooperation with companies in the *Google group*. For some countries, there is currently no adequacy decision of the EU Commission within the meaning of Art. 45 GDPR, i.e. it has not been determined that the country-specific level of data protection corresponds to that of the European Union. This is especially true for the USA. Google Ireland Limited has entered into EU Standard Contractual *Clauses* with Google Group companies to protect your personal data . You can request this from Google Ireland Limited. For more information about data protection at *Google Group companies* , please visit: <https://policies.google.com/privacy?hl=de&gl=de>.

14.4 The cookie set by Google Ireland Limited is automatically deleted after six months.

14.5 In the security settings of your browser, you can prevent the installation of *cookies* and delete cookies that have already been installed, in particular the cookie set by Google Ireland Limited, at any time. You can configure your browser setting according to your preferences and reject certain *cookies* or all *cookies* altogether. We would like to point out that if you reject cookies, you may not be able to use all the functions of our website.

15. Integration of Google Fonts

15.1 For a customer-friendly presentation of our offers, we have integrated *Google Fonts*, a service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, into our website. When you call up our website, the *Google Fonts* are loaded by your browser. For this purpose, the browser you are using connects directly to the servers of Google Ireland Limited. The *Google Fonts* are transmitted by Google Ireland Limited directly to your browser and integrated into the website by it. By visiting the website, Google Ireland Limited receives the information that you have accessed the corresponding subpage of our website. In addition, the browser data is transmitted to Google Ireland Limited. In order to integrate *Google Fonts*, the processing of *browser data* by Google Ireland Limited is mandatory. We have no influence on the further processing of *browser data* by Google Ireland Limited due to the use of *Google Fonts*. For more information about *Google Fonts*, see <https://developers.google.com/fonts/faq>.

15.2 *Google Fonts* allows us to display the embedded fonts correctly and to make our website customer-friendly. We want to achieve a uniform and appealing presentation of our website, short loading times for the user and the maintenance-free and efficient use of fonts. The legal basis for the integration of *Google Fonts* and the associated transmission of *browser data* to Google Ireland Limited results from Art. 6 para. 1 sentence 1 lit. f) GDPR.

15.3 Google Ireland Limited is part of the *Google Group*. This means that it cannot be ruled out that your data may be passed on by Google Ireland Limited to other companies in the *Google group* and that your *browsing data* may also be processed outside the European Union in cooperation with companies in the *Google group*. For some countries, there is currently no adequacy decision of the EU Commission within the meaning of Art. 45 GDPR, i.e. it has not been determined that the country-specific level of data protection corresponds to that of the European Union. This is especially true for the USA. Google Ireland Limited has entered into EU Standard Contractual *Clauses* with Google Group companies to protect your personal data. You can request this from Google Ireland Limited. For more information on the purpose and scope of the collection and processing of your data by Google Ireland Limited, on your rights in this regard and on presetting options to protect your privacy, please visit <https://policies.google.com/privacy?hl=de&gl=de>.

16. Use of Google reCAPTCHA v2

16.1 To protect our submission forms, we use the "reCAPTCHA v2" service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

16.2 reCAPTCHA is used to check whether the data entry on our website is made by a human or by an automated program. To do this, reCAPTCHA analyzes the behavior of website visitors based on various characteristics.

16.3 This analysis begins automatically as soon as you interact with a form protected by reCAPTCHA. In particular, the following data will be processed:

- IP address
- Information about your device and browser
- Time spent on the website
- Mouse movements and interactions (e.g. click behavior)
- If necessary, further data required for risk analysis

16.4 reCAPTCHA uses cookies and similar technologies for analysis.

16.5 The processing takes place exclusively after your consent via our consent tool in accordance with Art. 6 (1) sentence 1 lit. a) GDPR in conjunction with Art. 7 GDPR and § 25 (1) TTDSG.

16.6 Google Ireland Limited is part of the Google group of companies. It cannot be ruled out that data will also be transmitted to Google LLC servers in the USA. For such cases, Google has implemented standard contractual clauses in accordance with Art. 46 GDPR.

16.7 For more information on data protection at Google, please visit:
<https://policies.google.com/privacy?hl=de>

16.8 The cookie set by reCAPTCHA usually lasts up to six months.

16.9 You can withdraw your consent at any time via the cookie settings.

17. Use of the Chatbase Chatbot

17.1 We use a chatbot on our website from Chatbase Inc., 548 Market St, PMB 72896, San Francisco, CA 94104-5401, USA ("Chatbase") to facilitate communication with our website visitors and to respond to inquiries efficiently.

17.2 If you use the chatbot, the data you enter (e.g. message content, name, e-mail address) as well as technical information (e.g. IP address, time of the request, browser used) will be transmitted to Chatbase and processed there.

17.3 The processing is carried out for the purpose of responding to your inquiries and improving our customer service.

17.4 The use of the chatbot and the associated data processing is based on our legitimate interest in efficient and user-friendly communication in accordance with Art. 6 (1) (f) GDPR. If you voluntarily provide personal data, the processing will be carried out on the basis of your consent in accordance with Art. 6 (1) (a) GDPR.

17.5 Please note that the data may be transferred to the USA. Chatbase is committed to complying with the EU Standard Contractual Clauses to ensure an adequate level of data protection. For more information, please see Chatbase's privacy policy:
<https://www.chatbase.co/legal/privacy>

17.6 We have entered into a Data Processing Agreement (DPA) with Chatbase. You have the right to obtain information about the data we have stored about you, to have incorrect data corrected and to demand the deletion or restriction of processing. For more information about your rights, please see this Privacy Policy.

18. Use of the Meta Pixel (Facebook Pixel)

18.1 On our website, we use the Meta Pixel (also known as the "Facebook Pixel"), an analysis and marketing tool provided by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Meta"). The pixel allows us to track the behavior of users who have visited our website or clicked on an ad we place on Meta (conversion measurement). In addition, we may assign visitors to our website to specific target groups ("Custom Audiences from Website Events") in order to display interest-based advertising on Meta offerings (e.g. Facebook, Instagram) (retargeting). The recipient of the data transmitted via the pixel is Meta. Meta's address and privacy information can be found in the Meta Privacy Policy.

18.2 Categories of personal data With the help of the pixel, Meta processes the following data in particular: HTTP header and browser data (e.g. IP address, user agent, referrer URL, timestamp), device information, pixel ID/cookie ID, URLs/subpages accessed, website events defined by us (e.g. page views, add-to-cart, purchases incl. transaction value, if configured). Where applicable, additional hashed identifiers (e.g. e-mail) will be transmitted if we have activated them for matching purposes. Meta describes which data Meta processes in detail in its privacy policy. Facebook

18.3 Purposes of processing

Measuring the reach and success (conversion tracking) of our advertising measures,

Creation of target groups (custom audiences from website events) and display of interest-based advertising on meta services,

Optimization of our website and advertising material.

18.4 Legal basis (consent/TDSDG) The use of the Meta Pixel and the associated reading/storage of information on your device will only take place after your consent via our consent banner, Art. 6 (1) sentence 1 lit. a GDPR in conjunction with § 25 (1) TDSDG. You can revoke your consent at any time with effect for the future by deactivating the "Marketing" or "Meta Pixel" category in the cookie settings. Without consent, the pixel remains inactive. legalweb.io

18.5 Joint controller with Meta (Controller Addendum) For certain processing within the framework of the Meta Business Tools (including events that the pixel transmits to Meta), we and Meta are joint controllers within the meaning of Art. 26 GDPR. Meta presents the distribution of roles and responsibilities in the Controller Addendum to the Business Tools Terms. Key statements: Meta is responsible, among other things, for fulfilling the rights of data subjects with regard to the data processed by Meta and for ensuring the security of Meta systems; we are responsible, among other things, for ensuring the lawful collection/use of the pixel on our website (e.g. consents). The relevant terms and conditions of Meta can be found in the "Meta Business Tools Terms" incl. Controller Addendum.

18.6 Data transfer to third countries It cannot be ruled out that Meta may also transfer the aforementioned data to Meta Platforms, Inc. (USA) or other Meta companies outside the EU/EEA. Meta says it relies on appropriate safeguards (including EU Standard Contractual Clauses) or applicable adequacy mechanisms for such transfers. Regardless of this, your consent remains the basis for the pixel data transmission. Notes on international data transfers by Meta can be found in the Meta Privacy Notice and Business Terms.

18.7 Storage period The cookies set by the pixel have different lifespans (e.g. session/short-term, up to several months). You can view specific cookie durations and the events/cookie categories we use in our cookie settings. In addition, Meta stores the event data according to its own policies; for this purpose, we refer to the Meta data protection information. Facebook

18.8 Opt-out options

You can withdraw your consent at any time via our consent banner.

You can additionally customize personalized advertising from Meta in your Meta account settings (e.g., "Advertising Preferences").

Browser settings/cookie deletion can prevent the setting/reading of marketing cookies (functional restrictions of the website possible). These measures do not replace consents required by law.

18.9 Necessity of Provision The provision of your data is not necessary for a visit to our website. The Meta Pixel will not be activated without your consent; They may then have less tailored content/advertising at their disposal.

19. Use of the IONOS AI Telephone Assistant and Chatbots

19.1 To process customer inquiries, we use an AI-supported telephone assistant and, if applicable, chatbot functions from IONOS SE, Elgendorfer Straße 57, 56410 Montabaur, Germany.

19.2 When you interact with our telephone assistant or chatbot, the content you enter or speak (e.g. name, request, telephone number, e-mail address) as well as technical connection data (e.g. time, duration, IP address or telephone number, if applicable) are processed.

19.3 The processing is carried out for the purpose of the automated receipt and processing of enquiries, to improve our customer service and to communicate more efficiently with interested parties and customers.

19.4 The use of the AI assistant is based on Art. 6 para. 1 sentence 1 lit. f) GDPR (legitimate interest in efficient customer communication). If personal data is voluntarily transmitted in the course of use or further processing takes place (e.g. forwarding to employees), the processing may also be based on Art. 6 para. 1 sentence 1 lit. a) GDPR (consent).

19.5 Data processing is carried out on our behalf by IONOS as a processor. We have concluded a corresponding contract processing agreement with IONOS.

19.6 A transfer of data to third countries cannot be completely ruled out. However, IONOS ensures that an appropriate level of data protection is maintained by means of appropriate guarantees (in particular EU standard contractual clauses).

19.7 The data collected in the course of use will only be stored for as long as is necessary to process your request, provided that there are no statutory retention obligations to the contrary.

III. Visiting our ebay shop

1. Scope of application

The following data protection information (Part III.) applies to Logando's ebay shop. In this data protection information, we inform you about the processing of your *personal data by us* when you purchase a product via our ebay shop. Further information on the processing of your *personal data* on the ebay.de trading platform by the platform operator eBay GmbH, Albert-Einstein-Ring 2-6, 14532 Kleinmachnow, Germany (hereinafter referred to as "eBay") can be found under <https://www.ebay.de/help/policies/member-behavior-policies/datenschutzzerklrung?id=4260>.

2. Controllers

2.1 *The controllers* within the meaning of the General Data Protection Regulation and national data protection laws of the Member States as well as other data protection regulations for the processing of your *personal data* are:

2.2 in the case of data processing in connection with the technical provision of the trading platform ebay.de Marketplace, the platform operator eBay, and

2.3 in the case of data processing in connection with the delivery and services of products ordered via our ebay shop, we, Logando Display & Media Solutions GmbH, Pötzschker Weg 10, 04179 Leipzig. We take data protection seriously.

2.4 You can contact our data protection officer at datenschutz@logando.de or at our postal address by adding the addition "The Data Protection Officer".

3. Contact and enquiry data

3.1 We process your *contact and enquiry data*, which may be both *mandatory* and *voluntary* (e.g. in order to address you personally and to be able to better clarify queries), to answer your enquiries on the basis of Art. 6 para. 1 sentence 1 lit. a) or b) GDPR and only to the extent that this is necessary for the processing of your enquiry.

3.2 With the operation of our web servers and the associated processing of *contact and enquiry data*, we have Mittwald CM Service GmbH & Co. KG, Königsberger Straße 4-6, 32339 Espelkamp, as a *processor*. There are also no plans to transmit your *contact and enquiry data* to a *third country* or to an international organisation.

3.3 Your *contact and enquiry data* will be deleted immediately after your enquiry has been fully processed, unless statutory provisions require further processing, in particular retention, storage is required for evidentiary reasons (e.g. to assert claims or to defend against possible claims for damages) or express permission has been obtained from you or in the form of a statutory authorisation.

4. Contract data

4.1 We process your contractual data transmitted to us by eBay via the trading platform ebay.de, which can be both *mandatory* and *voluntary information*, for the establishment, implementation and amendment of the contractual relationship on the basis of Art. 6 (1) sentence 1 (b) GDPR.

4.2 In addition, we may process your *contract data* on the basis of Art. 6 (1) sentence 1 lit. f) GDPR in order to inform you by direct marketing about other products from our portfolio that are suitable for you. Without your consent, we will of course only do this in letter form. **You can object to the processing of your contract data for direct marketing purposes at any time (Part I, Clause 3.3).**

4.3 Your *contract data* will only be passed on for the purpose of fulfilling the contract on the basis of Art. 6 (1) sentence 1 lit. b) GDPR. *Recipients* of such data are payment service providers, manufacturers, distributors and freight forwarders as well as shipping companies. With the operation of our web servers and the associated processing of *contract data*, we have Mittwald CM Service GmbH & Co. KG, Königsberger Straße 4-6, 32339 Espelkamp, as a *processor*. There are no plans to transfer your *contract data* to a *third country* or to an international organisation.

4.4 Your contract data will be stored for the duration of the performance of the contract and will be deleted immediately, unless statutory provisions require further processing, in particular retention, storage is required for reasons of evidence (e.g. to assert claims or to defend against possible claims for damages) or express permission has been obtained from you or in the form of a statutory authorisation.