

## PRIVACY POLICY

### **Data protection**

The protection of personal data is a matter of special importance for us. Accordingly, we process the personal data of our employees, customers and business partners on a confidential basis in compliance with the applicable legal provisions governing the protection of personal data and data security.

A visit to this website does not require the provision of any personal data. The following data is collected and temporarily stored up until automatic erasure:

- IP address
- date and time of access to the website
- name and URL of the website visited
- the volume of data transmitted
- data concerning the browser and operating system used
- name and network identifier of the Internet provider
- the domain which led to this web site

We do not intend to pass this data on to third parties.

### **Consent**

A visitor to our website, by using the website, declares his agreement with the storage of this data; this consent may be withdrawn at any time.

### **User rights**

The user of the website has the following rights:

- at any time to withdraw his consent by simple written declaration to us (pursuant to Art. 7 (3) GDPR)
- to obtain information about the personal data processed by us (pursuant to Art. 15 GDPR) such as, inter alia, about the purpose of the processing, the categories of the data concerned, the categories of recipients (third parties to whom the data is disclosed), the envisaged period for which the data will be stored, the right to request rectification, erasure or restriction of the processing, the right of objection or complaint, the right of information about the source of his data where such data has not been collected by ourselves, and also the right of information about the existence of any automated decision-making, including profiling, and where appropriate, to demand meaningful information about the details of the same;
- the immediate rectification of inaccurate or incomplete data stored (pursuant to Art. 16 GDPR);
- to demand the complete erasure of the personal data collected to the extent that the processing of the same is not necessary for exercising the right of freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or in order to assert, exercise or defend legal claims (pursuant to Art. 17 GDPR);
- to demand a restriction in relation to the processing of this data where the accuracy of this data is contested, the processing is unlawful but the erasure of the same is not demanded by the user and this data is no longer needed by us (pursuant to Art. 18 GDPR) and the user requires the data for the assertion of legal claims or has lodged an objection to the processing pursuant to Art. 21 GDPR;

- to receive the personal data in a structured, commonly used and machine-readable format (pursuant to Art. 20 GDPR) or to demand the transmission of the same to another controller in so far as this is technically feasible;
- to lodge a complaint with the competent authority pursuant to Art. 77 GDPR, whereby the user shall in this connection apply to the supervisory authority responsible for his habitual residence / place of work or to the supervisory authority responsible at the location of our registered office.

### **Note**

By way of precaution, we draw the attention of users of this website to the fact that the transmission of data in the Internet (e.g. in the case of e-mail traffic) may pose security risks, for which reason data security cannot be guaranteed where the communication is unencrypted. Upon specific and express request, we offer users, following prior agreement, to use encrypted communication.

### **Cookies**

On our website so-called cookies are used which serve to make the offer of this website more user-friendly and more secure. Cookies are not harmful for the user and contain no viruses. They are simply placed as a text file on the receiving device and are stored by the browser. The majority of these cookies are automatically erased once more following the end of the visit to the website, although a few cookies remain stored on the receiving device so that the browser is recognised on the next visit to our website. The user is free to configure his own browser settings such that the use of cookies is permitted with limitations and/or that these cookies are immediately erased automatically.

The user can prevent the storage of cookies through the corresponding setting of his own browser software. In addition, the storage of data and also its processing and forwarding to e.g. Google can be prevented through the downloading and installation of a so-called browser plug-in.

We draw attention to the fact that the complete deactivation of cookies may lead to restricted use of this website.

### **Google Analytics**

This website uses functions offered by the web analysis service Google Analytics. The provider is the website Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.

Just as our own website, Google Analytics uses the above-mentioned "cookies". The information generated by cookies concerning the use of this website is, as a rule, transferred to a Google server in the USA and stored there. Users will find further information on the handling of user data at Google Analytics in Google's privacy policy.

### **Browser plug-in**

The storage of cookies can be prevented by a corresponding setting in the user's own browser software. In addition, the collection of the data generated by the cookie related to the use of the website (including the IP address) by Google and also the processing of this data by Google can be prevented by downloading and installing a browser plug-in.

### **Facebook plug-ins (like button)**

This website uses plug-ins from the social network "Facebook"; the provider is Facebook Inc, 1 Hacker Way, Menlo Park, California 94025, USA. The user can recognise the Facebook plug-ins from the Facebook logo or the "like button" on this page.

When a visit is made to our website, a direct connection between the user's browser and the Facebook server is created via the plug-in. The network "Facebook" thereby obtains the information that the user has visited our site with your IP address. If the user clicks the Facebook "like button" while he is logged into his Facebook account, he can link the

contents of our website to his Facebook profile. By these means, Facebook can assign the visit to our website to the respective user account. We draw attention to the fact that we, as the provider of this website, receive no knowledge of the contents of the data transmitted or of their use by Facebook. Users can find further information in Facebook's privacy policy.

Should the user not wish Facebook to be able to assign the visit to our website to the respective Facebook user account, we recommend the user to log out from the Facebook user account before visiting our website.

### **Google+**

This website uses functions offered by Google+. The provider is Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.

Google stores both the information that the user has provided as contents and also information about the site which the user viewed by clicking. The respective + -providers can be visibly displayed in Google services as indicators, together with the respective profile name and photo of the user (search results, Google profile, etc.).

Google stores information about the Google+ activities in order to improve the Google services for the user and others. In order to use the Google+ button, the user needs a globally visible public Google-profile which must contain the name selected for the profile, whereby this name will then be used in all Google services. In some cases, this name may also replace another name that the user has used when sharing contents through the respective Google account. The identity of the Google profile can be displayed to users who know the e-mail address of the user or possess other identifying information.

The information collected will be used in accordance with the applicable Google data protection provisions. The website "Google" may possibly publish summarised statistics about the + activities of the users and pass these on to users and also its partners, such as, for instance, publishing bodies, advertisers or affiliated websites.

### **LinkedIn**

Our website uses functions offered by the network "LinkedIn"; the provider is the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Upon each access to any of our websites which contain functions offered by the network LinkedIn, a connection is established to the LinkedIn servers. The network "LinkedIn" is informed that the user has visited our website with the respective IP address. If the user clicks on the LinkedIn "recommend button" and, at the same time, is logged into his user account at LinkedIn, LinkedIn will be able to assign the visit to our website to the user and also his user account. We draw attention to the fact that we, as the provider of this website, have no knowledge of the contents of the data transmitted or their use by LinkedIn.

Users can find further information on this in the LinkedIn privacy policy.

### **XING**

Our website uses functions offered by the network "XING"; the provider is XING AG, Dammtorstraße 29- 32, 20354 Hamburg, Germany. Each time our website, which contains functions offered by the network "XING", is accessed, a connection is established to the XING servers. We draw attention to the fact that we have no knowledge about the storage of personal data, the storage of the IP address or the evaluation of the usage behaviour of the user, etc.

Users can find further information relating to data protection and the XING share button in XING's privacy policy.

**Instagram**

This website uses functions of the Instagram service which are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA. A user of this website can, with the respective Instagram account (logged in), link the contents of this website with his own Instagram profile through clicking the Instagram button provided on the website, which enables Instagram to assign the visit to this website to the respective user account. By these means, Instagram can assign the visit to our sites to your user account. By way of precaution, we draw attention to the fact that we, as the operator of this website, receive no knowledge of the contents of the data collected or of their use by Instagram.

Users can find further information on this in Instagram's privacy policy.

**Shopify**

This website uses functions of the Shopify service which are offered by (Shopify Inc., 126 York Street, Suite 200, Ottawa, ON, Canada, K1N 5T5; +1-888-329-0139). The company Shopify provides the operator of this website with an online e-commerce platform which enables interested parties and the user of this website to offer the products marketed by us through online sale. The user's data is stored on Shopify's servers. By way of precaution, we draw attention to the fact that we, as the operator of this website, receive no knowledge of the contents of the data collected or of their use by Shopify.

Users can find further information on this in Shopify's privacy policy:  
[https://cdn.shopify.com/s/files/1/0099/7732/files/Birkengold\\_Datenschutzerklärung.pdf](https://cdn.shopify.com/s/files/1/0099/7732/files/Birkengold_Datenschutzerklärung.pdf)

**Currentness**

This privacy policy is currently valid and is published with status as of May 2018.

**Data protection officer**

Our data protection officer is .....

You can contact our data protection officer by e-mail at the address..... and / or under the telephone number .....

Status: 14 May 2018