

Data protection

- § 1 Name and address of those responsible
- § 2 Name and address of the data protection officer
- § 3 General information on data processing
- § 4 Provision of the website and creation of log files (“informational use”)
- § 5 Use of cookies
- § 6 Data processing in the ETERNA online shop
- § 7 Data transmission for contract processing
- § 8 Data transmission for address validation and verification as well as creditworthiness checks
- § 9 contact
- § 10 Newsletter; Product recommendations for similar goods; Direct mail via letter
- § 11 Participation in competitions, competitions or other promotions
- § 12 Use of cookies and similar technologies
- § 13 Customer review request by eKomi
- § 14 Voucher offers from Sovendus GmbH
- § 15 Use of Facebook, Google, Instagram, YouTube, TikTok, VIMEO, Microsoft and LinkedIn
- § 16 Data security
- § 17 Your data subject rights
- § 18 Currentness and changes to this data protection declaration

§ 1 Name and address of those responsible

The person responsible within the meaning of the General Data Protection Regulation and other national data protection laws of the member states as well as other data protection regulations is:

ETERNA Mode GmbH
Media Street 12
94036 Passau (Germany)
Telephone: (+49) 08 51 / 98 16-0
Fax: (+49) 08 51 98 16-465
E-mail:contact@eterna.de,

hereinafter referred to as "ETERNA".

If you have any questions about the collection, processing or use of your personal data, information, correction, blocking or deletion of data or revocation of consent given, please contact contact@eterna.de.

§ 2 Name and address of the data protection officer

The data protection officer can be reached by email at datenschutz@eterna.de as well as under the contact details mentioned in § 1 with the addition "data protection officer".

§ 3 General information on data processing

(3.1) Scope of processing personal data

In principle, we only process personal data of our users to the extent that this is necessary to provide a functional website and our content and services. The processing of our users' personal data regularly only takes place with the user's consent. An exception applies in cases in which obtaining prior consent is not possible for actual reasons and the processing of the data is permitted by legal regulations.

(3.2) Legal basis for processing personal data

To the extent that we obtain the consent of the data subject for processing personal data, Article 6 Paragraph 1 Sentence 1 Letter a) of the EU General Data Protection Regulation (GDPR) serves as the legal basis.

When processing personal data that is necessary to fulfill a contract to which the data subject is a party, Art. 6 Paragraph 1 Sentence 1 Letter b) GDPR serves as the legal basis. This also applies to processing operations that are necessary to carry out pre-contractual measures.

If the processing of personal data is necessary to fulfill a legal obligation to which our company is subject, Art. 6 Paragraph 1 Sentence 1 Letter c) GDPR serves as the legal basis.

In the event that the vital interests of the data subject or another natural person require the processing of personal data, Article 6 Paragraph 1 Sentence 1 Letter d) GDPR serves as the legal basis.

If the processing is necessary to protect a legitimate interest of our company or a third party and the interests, fundamental rights and freedoms of the data subject do not outweigh the first-mentioned interest, Art. 6 Paragraph 1 Sentence 1 Letter f) GDPR serves as the legal basis for the processing .

(3.3) Data deletion and storage period

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage no longer applies. Storage can also take place if this has been provided for by the European or national legislator in EU regulations, laws or other regulations to which the person responsible is subject. The data will also be blocked or deleted if a storage period prescribed by the standards mentioned expires, unless there is a need for further storage of the data to conclude or fulfill a contract.

(3.4) Note on data transfer to unsafe third countries

Our website includes, among other things, tools from companies based in the USA. When these tools are active, your personal information may be transferred to the US servers of the respective companies. US companies are obliged to hand over personal data to security authorities without you as the person concerned being able to take legal action against this. It cannot therefore be ruled out that US authorities (e.g. secret services) process, evaluate and permanently store your data on US servers for surveillance purposes. We have no influence on these processing activities. However, appropriate data protection agreements have been concluded with the service providers and, since July 2023, the United States has also been certified as having an adequate level of data protection in the European Union. To do this, US companies must submit to the Data Privacy Framework, which many of our US partners already use.

(3.5) Declaration of consent according to Section 25 Paragraph 1 TTDSG

Depending on your consent, we use various tools on our website that process your data. If we base data processing on your declaration of consent in accordance with Article 6 Para. 1 lit.

Please see the data protection declaration to find out which cookies, plug-ins and other data processing tools are used.

§ 4 Provision of the website and creation of log files (“informational use”)

(4.1) Description and scope of data processing

Every time our website is accessed (i.e. even when our website is used for purely informational purposes), our system automatically collects data and information from the computer system of the accessing computer. Your internet browser therefore sends usage data, which is stored in log files (so-called server log files). The data records saved contain the following data:

- Browser type/version of the user,
- user's operating system,
- Device identifier
- IP address/Internet service provider of the user,

- Date/time of access,
- Websites from which the user's system accesses our website (referrer URL)
- Websites that are accessed by the user's system via our website.
- http response code

The data is stored in the log files of our system. This data is not stored together with other personal data of the user.

(4.2) Legal basis for data processing

The legal basis for the temporary storage of data and log files is Article 6 Paragraph 1 Sentence 1 Letter f) GDPR.

(4.3) Purpose of data processing

The temporary storage of the IP address by the system is necessary to enable delivery of the website to the user's computer. To do this, the user's IP address must remain stored for the duration of the session. The data is stored in log files to ensure the functionality of the website. The data also serves us to optimize the website and to ensure the security of our information technology systems. The data will not be evaluated for marketing purposes in this context.

These purposes also include our legitimate interest in data processing in accordance with Article 6 Paragraph 1 Sentence 1 Letter f) GDPR.

(4.4) Duration of storage

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. If the data is collected to provide the website, this is the case when the respective session has ended. If the data is stored in log files, this is the case after seven days at the latest. Storage beyond this is possible. In this case, the users' IP addresses are deleted or altered so that it is no longer possible to assign the calling client.

(4.5) Possibility of objection and removal

The collection of data to provide the website and the storage of the data in log files is absolutely necessary for the operation of the website. There is therefore no possibility for the user to object.

§ 5 Use of cookies

(5.1) Description, scope and purpose of data processing

(5.1.1) Our website uses cookies. Cookies are text files that are stored in the Internet browser or by the Internet browser on the user's computer system. When a user accesses a website, a cookie can be stored on the user's operating system. This cookie contains a characteristic string that allows the browser to be uniquely identified when the website is accessed again. Cookies help to optimize the offers of the website or the online shop, for example by storing your personal preferences or enabling the storage of your virtual shopping cart. The information collected does not identify a specific person and does not include data such as your name.

This website uses

- **Technically necessary cookies**

These technologies are required to enable the core functionality of the website. Technically required cookies help make a website usable by enabling basic functions such as page navigation and access to secure areas of the website. The ETERNA online shop cannot function properly without these cookies.

- **functionality cookies,**

Functional cookies help us to make your experience in the ETERNA online shop even better and to provide you with enhanced functions (e.g. our "friends refer friends" referral program, our store finder or videos).

- **Analysis and statistics cookies**

These cookies help us understand how visitors interact with the ETERNA online shop by providing data about which websites or search terms bring users to our online shop, how long they typically stay on our pages or how many sub-pages they visit Call average. We use this data to improve the content of our websites and to compile statistics about the performance of our websites for internal market analysis purposes. This data does not allow any direct conclusions to be drawn about you personally. All data we collect is only processed in aggregated form.

- **Marketing and retargeting cookies**

These technologies are used by advertisers to deliver content and advertisements that are relevant to you and your interests. This means you can shop for your favorite products via ads from anywhere - for example via search engines and in social networks. Marketing and retargeting cookies help us and our (advertising) partners to deliver advertising tailored to you and to limit the frequency with which an advertisement is shown to you. They also help us to assess the effectiveness of advertising campaigns.

(5.1.2) Transient cookies are automatically deleted when you close the browser. These include, in particular, session cookies. These store a so-called session ID, with which various requests from your browser can be assigned to the shared session. This allows your computer to be recognized when you return to the website. The session cookies are deleted when you log out or close the browser.

(5.1.3) Persistent cookies are automatically deleted after a specified period of time, which may differ depending on the cookie. The maximum storage period for cookies set by ETERNA is 60 days. You can delete cookies at any time in your browser's security settings.

(5.2) We use the Usercentrics service from Usercentrics GmbH, Rosental 4, 80331 Munich, Germany ("Usercentrics") to comply with our data protection obligations, in particular to manage and control automated data processing and data protection consents. This service helps us obtain consent for cookies and tracking required by law. When you visit our website, the Usercentrics script is automatically loaded. On your first visit, a window will open (so-called "cookie banner") in which you can give your general consent to the use of cookies or make custom settings. Usercentrics saves this selection and then loads additional cookies according to your consent or other legal basis. On subsequent visits, the cookie banner no longer opens, but Usercentrics immediately loads the cookies according to your selection on the first visit. You can change this selection at any time with future effect under "Cookie Settings" at the bottom of our website (so-called footer). You can also change the cookie settings under [here](# "Cookie Settings") see.

Usercentrics collects the date and time of your visit, device information, browser information, your anonymized IP address and information about your choices in privacy settings. To the extent that this data allows conclusions to be drawn about you personally, Usercentrics does not use it for its own purposes and processes it exclusively in the European Union. Further information on data protection at Usercentrics can be found at <https://usercentrics.com/de/datenschutzerklaerung/>

The legal basis for the use of Usercentrics is Article 6 (1) (c) GDPR, as its use is necessary to comply with our legal data protection obligations, in particular the GDPR.

(5.3) Further legal basis for data processing

The legal basis for the processing of personal data using cookies is Article 6 Paragraph 1 Sentence 1 Letter f) GDPR. Our legitimate interest in processing your personal data also lies in the purposes described above.

(5.4) Possibility of objection and removal

Cookies are stored on the user's computer and transmitted from the user to our site. Therefore, as a user, you also have full control over the use of cookies. By changing the settings in your internet browser and under "Cookie Settings" at the bottom of our website (so-called footer) or under `here` you can deactivate or restrict the transmission of cookies. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it may no longer be possible to fully use all functions of the website.

The following links will help you configure settings to reject or accept cookies in the most commonly used browsers:

- Internet Explorer / Windows Edge: <http://windows.microsoft.com/de-de/windows-vista/block-or-allow-cookies>
- Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-allow-and-reject>
- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=de>
- Safari: <https://support.apple.com/de-de/guide/safari/sfri11471/mac>
- Opera: <http://help.opera.com/Windows/10.20/de/cookies.html>.

§ 6 Data processing in the ETERNA online shop

(6.1) If you would like to order something in the ETERNA online shop, you can choose whether you only provide the data required for the order once for this order (guest order) or whether you want to create a password-protected customer account where your data can be used for further later purposes. Purchases are saved.

(6.2) Guest order

(6.2.1) Description and scope of data processing

Your personal data will be entered into an input mask and transmitted to us and stored. For your order as a guest, we require the following personal data as “mandatory information”:

- Salutation
- First name,
- Last name,
- Street, house number, zip code, city, country (invoice or different delivery address),
- E-mail address,
- Data about the order

An order is not possible without providing the fields marked as mandatory. We also store the user's IP address as well as the date and time of access.

(6.2.2) Legal basis for data processing

The data processing takes place in response to your order and is required in accordance with Article 6 Paragraph 1 Sentence 1 Letter b) GDPR to process your order or to fulfill the obligations resulting from the concluded purchase contract.

(6.2.3) Purpose of data processing

This data is collected

- to identify you as our customer;
- to process, fulfill and process your order;
- to be able to correspond with you;
- for invoicing;
- to handle any liability claims that may exist and to assert any claims against you.

If you have selected purchase on account as your payment method, your date of birth will also be passed on to our service provider for credit check purposes.

Since ETERNA will send you an access or order confirmation by email, you will also need to provide your email address.

(6.2.4) Duration of storage

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. This is the case for the data stored to fulfill the purchase contract if the data is no longer required for the execution of the contract. Even after the contract has been concluded, it may be necessary to store the contractual partner's personal data in order to comply with contractual or legal obligations. The personal data we collect to process your order will therefore be stored until the statutory retention period expires and then deleted, unless we do so in accordance with Article 6 Paragraph 1 Sentence 1 Letter c) GDPR due to tax and tax reasons. You are obliged to store for a longer period of time due to retention and documentation obligations under commercial law (from HGB, StGB or AO), you have consented to further storage in accordance with Art. 6 Para. 1 Sentence 1 Letter a) GDPR or you have a legitimate interest in accordance with Art 6 Paragraph 1 Sentence 1 Letter f) GDPR is given.

(6.3) Data processing in connection with the customer account

(6.3.1) Description and scope of data processing

(6.3.1.1) Registration

On our website (particularly as part of an ordering process in our online shop) we offer users the opportunity to register with a customer account by providing personal data (so-called "basic data") and also to take part in the bonus program. The data is entered into an input mask, transmitted and saved.

The following basic data is collected as mandatory information as part of the registration process:

- Salutation
- First name,
- Last name,
- Street, house number, zip code, city, country,
- E-mail address,
- Password.

Online registration is not possible without providing this basic data. We also store the user's IP address as well as the date and time of access. If you have decided to voluntarily provide a title or telephone number, these will also be saved.

By submitting the digital application form, you initiate the creation of a personalized, password-protected customer account. Following registration, a confirmation email will be sent, which will then complete the creation of the customer account. No further confirmation is required.

(6.3.2) Data collection after registration

Once you have registered, your personal customer number will be assigned and the medium of your registration will also be saved. In addition, the purchases you make (date, item, item number, clothing size, quantity, price,

currency, type of transaction) are registered and the resulting loyalty points (booking type (e.g. purchase), booking date, total number) are saved.

We also collect and store other voluntary information that you provide in your customer account, such as your preferences ("SHIRTID").

(6.4) Legal basis for data processing

By logging in with your customer account, you have consented to the processing of your data, which is why the legal basis for this data processing is Article 6 Paragraph 1 Sentence 1 Letter a) GDPR. In addition, the processing of the data you provide is necessary to implement the customer loyalty program, so that Article 6 Paragraph 1 Sentence 1 Letter b) GDPR represents an additional legal basis for the processing of the data.

(6.5) Purpose of data processing

The data collected is necessary to implement the customer loyalty program. Your name and date of birth are used to verify your legal age and for identification. The email address or address you provide will be used to send the vouchers as well as for regular information about your current points balance or about special promotions in connection with the bonus program (including double or extra points). The registration of your purchases and the resulting loyalty points is the basis for sending vouchers.

You can use your customer account to view the data of your completed, open or recently shipped orders and to correct/manage the data you provided during registration.

(6.6) Duration of data processing

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. This is the case for the data collected during the registration process if the registration is canceled or changed.

(6.7) Right of withdrawal; Elimination claim

To delete your registration or change the data stored about you, you can send an email to service@eterna.de or send a message (e.g. fax or letter) to the ETERNA contact details given in § 1.

(6.8) Salesforce CRM system

(6.8.1) The personal data collected from you in connection with registration in the customer account will be sent to the CRM system ("Customer Relationship Management") of the cloud provider Salesforce (salesforce.com Germany GmbH, Erika-Mann-Str. 31 , 80636 Munich, Germany; "Salesforce") and managed there. You can view Salesforce's privacy policy here: <https://www.salesforce.com/de/company/privacy/>. Further information about the GDPR can be found at <https://www.salesforce.com/de/campaign/gdpr/>. Of course, an order processing contract was concluded between ETERNA and Salesforce.

(6.8.2) Although Salesforce has a branch in Germany, it is headquartered in the USA. It cannot therefore be ruled out that the above-mentioned data will be transferred to the USA. However, Salesforce has the EU-approved Binding Corporate Rules, which legitimize international data exchange. Furthermore, Salesforce has

submitted to the Data Privacy Framework as part of a self-certification. Further information about certification can be found at the following link: <https://www.dataprivacyframework.gov/s/>

(6.8.3)The processing of your data by Salesforce is based on Article 6 Paragraph 1 Sentence 1 Letter a) GDPR (since you have logged in with a customer account and thus consented) and Article 6 Paragraph 1 Clause 1 Letter b) GDPR (processing to fulfill the bonus program”).

(6.8.4)You have the option to revoke your consent to data processing at any time or to object to data processing. As already stated under (6.7), you have the option at any time to delete the registration of the customer account and thus object to the further use of your data.

(6.8.5)We also offer you the opportunity to send inquiries to our chatbot via Salesforce. The chat history is usually deleted after the conversation has ended. However, if the chat generates a customer request, the chat history is retained until the customer request is not completed.

(6.9) SHIRTID

You have the option to create a SHIRTID in your customer account and save your product preferences. You can view the available products in our online shop without obligation or have them conveniently sent to you by email. The legal basis for this is Article 6 Paragraph 1 Sentence 1 Letter a) GDPR.

The following information is saved: fit, size, sleeve length, cuff, collar shape, favorite color and favorite pattern. You can change or delete the SHIRTID at any time in your customer account.

§ 7 Data transmission for contract processing

To process your order, we work with the service provider(s) below, who support us in whole or in part in the implementation of concluded contracts. Certain personal data will be transmitted to these service providers in accordance with the following information. We pass on your payment data to the commissioned credit institution as part of payment processing, provided this is necessary for payment processing. If payment service providers are used, we will provide explicit information about this below. The personal data we collect will be passed on to the transport company commissioned with the delivery as part of the contract processing, to the extent that this is necessary to deliver the goods. The legal basis for passing on the data is Article 6 Paragraph 1 Sentence 1 Letter b) GDPR.

As part of processing on our behalf, a third-party provider provides us with the services of hosting and displaying the website. All data collected as part of the use of this website or in the forms provided in the online shop as described below are processed on its servers.

(7.1) Payment transactions; Payment provider

Payment transactions using common payment methods are carried out exclusively via an encrypted SSL connection.

(7.1.1) Payment

For the purposes of payment processing (i.e. making payments by credit card, iDEAL, PayPal, ApplePay, GooglePay and Bancontact), we process the personal data required for this and pass this on to payment service providers commissioned by us.

Depending on your chosen payment method, the data required for payment processing will be transmitted to the selected payment service provider. You can find more information about the payment methods and providers offered below. Regardless of the payment method, all data is transmitted encrypted.

We use the service provider Adyen (Adyen BV, Simon Carmiggeltstraat 6-50, 5th floor, PO Box 10095, 1001 EB Amsterdam, Netherlands) for the technical connection of the payment service providers and the processing of payments. Further information about data protection at Adyen can be found at https://www.adyen.com/de_DE/linien-und-haftungsaustritt/privacy-policy. For more information about Google/Apple Pay, please see their privacy policy [Google Payments](#) and [Apple Pay](#).

The legal basis for processing your data for payment processing is Article 6 paragraph 1 letter b) GDPR, regardless of the payment method. For further details and legal bases, please see the information on the payment service providers used.

In accordance with Section 257 Paragraph 1 of the German Commercial Code (HGB) and Section 147 Paragraph 2 of the AO, we must retain all data (payment receipts) generated during payment processing for 10 years. The period begins at the end of the year in which the last order was placed.

(7.1.2) PayPal

On our website we offer, among other things, payment via PayPal. The provider of this payment service is PayPal (Europe) S.à.r.l et Cie, SCA, 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal").

If you choose to pay via PayPal, the payment details you entered will be transmitted to PayPal.

Your data will be transmitted to PayPal on the basis of Article 6 Paragraph 1 Sentence 1 Letter a) GDPR (consent) and Article 6 Paragraph 1 Clause 1 Letter b) GDPR (processing to fulfill a contract).

For further data protection information, please see PayPal's data protection declaration: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

You have the option to revoke your consent to data processing at any time or to object to data processing. A revocation does not affect the effectiveness of past data processing operations.

(7.1.3) iDEAL (NL only)

If you select the payment method "iDEAL", payment is processed via the payment service provider Currence iDEAL BV (hereinafter: "iDEAL"), to whom we pass on the information you provided during the ordering process, as well as the information about your order.

Your data will be transmitted on the basis of Article 6 Paragraph 1 Sentence 1 Letter a) GDPR (consent) and Article 6 Paragraph 1 Clause 1 Letter b) GDPR (processing to fulfill a contract).

You can find further information about iDEAL's data protection regulations at the following internet address: <https://www.ideal.nl/disclaimer-privacy/>.

You have the option to revoke your consent to data processing at any time or to object to data processing. A revocation does not affect the effectiveness of past data processing operations.

(7.1.4) Credit check when purchasing on account

If payment methods are unsafe, we carry out a credit check to minimize the risk of non-payment.

Further details can be found in Section 8 of this data protection information.

(7.2) Shipping service providers

Our goods are delivered to you by the shipping service provider DHL (Deutsche Post AG, Charles-de-Gaulle-Straße 20, 53113 Bonn) or DPD (DPD Deutschland GmbH, Wailandtstraße 1, 63741 Aschaffenburg).

We will pass on your email address to the shipping service provider in accordance with Article 6 Paragraph 1 Sentence 1 Letter a) of the GDPR before delivery of the goods for the purpose of agreeing on a delivery date or for delivery notification, provided that you expressly express your consent to this in the ordering process have given consent. Otherwise, based on Art. 6 Para. 1 lit. b) GDPR, we will only pass on the name of the recipient and the delivery address to the shipping service provider for the purpose of delivery. The data will only be passed on to the extent that this is necessary for the delivery of the goods. In this case, prior coordination of the delivery date with the shipping service provider or delivery notification is not possible.

Consent can be revoked at any time with future effect. A revocation does not affect the effectiveness of past data processing operations.

(7.3) Ready-to-wear service

If you use our ready-to-wear service, this service and the subsequent delivery of the goods will be carried out by Schmidt GmbH Textilaufbereitung (Schmidt GmbH Textilaufbereitung, Peigertingerstr. 11, 94538 Fürstentstein). We pass on the name of the recipient and your delivery address to Schmidt GmbH Textilaufbereitung for the purpose of delivery in accordance with Art. 6 Paragraph 1 Sentence 1 Letter b) GDPR to fulfill the contract. The data will only be passed on to the extent that this is necessary for the delivery of the goods. We have no influence on possible further data processing by Schmidt GmbH Textilaufbereitung.

§ 8th Data transmission for credit checks

For the purpose of creditworthiness checks, personal data will be sent to infoscore Consumer Data GmbH, Rheinstr. 99, 76532 Baden-Baden.

(8.1) Credit check for “purchase on account”

(8.2.1) Description and scope of data processing

ETERNA also offers “invoice” as a payment method. If you choose this payment method during the ordering process, ETERNA will transmit the necessary personal data to a carefully selected service provider for the purpose of credit checks. The transmission of personal data only takes place downstream of the aforementioned address validation and address verification and only takes place when the “invoice” payment method is selected. ETERNA thus prevents potential loss of receivables and any misuse associated with a “purchase on account”.

When selecting the “invoice” payment method, ETERNA obtains credit information based on mathematical-statistical procedures using address data to protect its legitimate interests a. ETERNA obtains the necessary information from infoscore Consumer Data GmbH, Rheinstr. 99, 76532 Baden-Baden.

For this purpose, ETERNA transmits the personal data required for a credit check, ie

- Surname,
- address

Based on this information, a statistical probability of a loan default is calculated and, based on this, a decision is made on how to carry out the contractual relationship in more detail. Your concerns will be considered in accordance with the statutory provisions.

If the credit check is positive, an order on account is possible. If the credit check is negative, our shop system will not offer you payment on account.

(8.2.2) internal scoring

In cases where the customer wishes to order from you using an insecure payment method, ETERNA is entitled to use information received as part of the order or the ongoing customer relationship to calculate the probability of default (internal scoring). For example, once a certain reminder level is reached, purchase on account can no longer be offered.

(8.2.3) Fraud prevention

The data provided as part of your order can be used by ETERNA to check whether there is an atypical ordering process (e.g. ordering a large number of goods at the same time to the same address using different customer accounts). ETERNA generally has a legitimate interest in carrying out such a check (e.g. avoiding payment defaults/identity theft).

(8.2.4) Legal basis for processing

The collection, storage and transfer is therefore carried out for the purpose of credit checks to avoid payment default and on the basis of Article 6 Paragraph 1 Sentence 1 Letter b) GDPR and Article 6 Paragraph 1 Clause 1 Letter f) GDPR .

(8.2.5) Purpose of data processing

The credit check serves exclusively to avoid payment default, since in the case of a “purchase on account” you first receive the goods and you only have to make the payment afterwards. In this respect, we make advance payments. This is also our legitimate interest.

(8.2.6) Right to object

You can have your data transmitted to infoscore Consumer Data GmbH, Rheinstr. 99, 76532 Baden-Baden (in AT: Credify Informationssysteme GmbH, Gumpendorfer Straße 21, 1060 Vienna), (in NL: Experian Netherlands BV, Grote Markstraat 49, NL-2511 BH The Hague), (in CH: CRIF AG Hagenholzstrasse 81 , 8050 Zurich, Switzerland), (in BE: Focum, situé à Bellevue 3, 9050, Gent, Belgium).

object at any time. However, ETERNA would like to point out at this point that in the event of such an objection to the data transfer for the purpose of your credit check, the “invoice” payment method is not available to you.

(8.3) Credit Report Information

Detailed information about infoscore Consumer Data GmbH i. S.d. Art. 14 of the European General Data Protection Regulation (“EU GDPR”), i.e. information on the business purpose, data storage purposes, data recipients, the right to self-disclosure, the right to deletion or correction, etc. can be found at <https://finance.arvato.com/icdinfoblatt>

(8.4) Reference to free self-disclosure for credit reports

If you have any questions in connection with the automated credit check shown, we cannot provide any information ourselves for data protection reasons. In this case, please write to: infoscore Consumer Data GmbH Rheinstraße 99 76527 Baden-Baden or online:

<https://www.experian.de/selbstauskunft>

We transfer your personal data to Riverty Services GmbH, Gütersloher Str. 123, 33415 Verl exclusively for the purpose of debt collection.

§ 9 contact

(9.1) Description and scope of data processing

When you contact ETERNA by e-mail or telephone, your e-mail address and, if you provide this, the personal data transmitted with the e-mail (e.g. your name and telephone number) will be stored by ETERNA in order to provide your information to answer questions. In this context, the data will not be passed on to third parties. The data is used exclusively for processing the conversation. In order to provide you with good customer service,

we work with external communication service providers who can access the following data for the purpose of processing your orders and customer inquiries: first name, last name, postal address, email address. Email address, telephone number, order history, communication data.

(9.2) Legal basis for processing

By sending us a request by email, you have consented to the processing of the data you have transmitted, which is why the legal basis for this data processing is Art. 6 Paragraph 1 Sentence 1 Letter a) GDPR. In addition, the processing of the data you provide is necessary to process your request, so that Article 6 Paragraph 1 Sentence 1 Letter f) GDPR represents an additional legal basis for the processing of the data.

(9.3) Purpose of data processing

The sole purpose of processing personal data is to process the contact.

(9.4) Duration of storage

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. Mandatory legal provisions – in particular retention periods – remain unaffected.

(9.5) Possibility of objection and removal

You have the option to revoke your consent to the processing of personal data at any time or to object to the storage of your personal data. Please note that in such a case the conversation cannot be continued.

§ 10 Newsletter; Product recommendations for similar goods; Direct mail via letter

(10.1) ETERNA newsletter

(10.1.1) Description and scope of data processing

You have the option of subscribing to the free ETERNA newsletter, with which we inform you about our current interesting offers. The advertised goods are named in the declaration of consent. To register for the newsletter, ETERNA uses the so-called double opt-in procedure. This means that after you register by entering your email address, ETERNA will send you a confirmation email to the email address you provided, in which ETERNA asks you to confirm that you wish to receive the newsletter. This ensures that no third party has used your data. You must confirm your registration within 24 hours to activate your registration.

The only mandatory information for sending the newsletter is your email address. Providing further, separately marked information is voluntary and is used solely to personalize the newsletter.

Furthermore, ETERNA saves your IP addresses along with the date and time when you register and confirm. 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.

(10.1.2) Legal basis for processing

The data entered into the newsletter registration form is processed exclusively on the basis of your consent in accordance with Article 6 Paragraph 1 Sentence 1 Letter a) GDPR.

(10.1.3) Purpose of data processing

The purpose of collecting the user's email address is to deliver the newsletter.

(10.1.4) Duration of storage

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected.

(10.1.5) Right of withdrawal; Removal claim

You can cancel your subscription to the newsletter at any time (i.e. revoke your consent at any time). You can revoke your consent by clicking on the link provided in every newsletter email service@eterna.de or by sending a message (e.g. fax or letter) to the ETERNA contact details given in § 1. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

(10.2) Product recommendations for similar ETERNA products

(10.2.1) Description and scope of data processing

In addition to processing the contract, ETERNA uses the email address you provide in connection with the purchase of goods to regularly inform you by email about its own similar goods by means of direct advertising. This occurs regardless of whether you have registered for the newsletter or not.

(10.2.2) Legal basis for processing

The legal basis for sending product recommendation emails as a result of the sale of goods or services is Section 7 (3) UWG. The legal basis for data protection is ETERNA's legitimate interest in accordance with Article 6 Paragraph 1 Sentence 1 Letter f) GDPR.

(10.2.3) Purpose of data processing

The processing of the email address serves to send you information about new products and current offers.

(10.2.4) Duration of storage

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected.

(10.2.5) Right of objection and removal

You can object to the use of your email address to send product information to ETERNA at any time without incurring any costs other than the transmission costs according to the basic tariffs. You can send your objection by clicking on the link provided in every product recommendation email service@eterna.de or by sending a message (e.g. fax or letter) to the ETERNA contact details given in § 1.

(10.3) Newsletter tracking

(10.3.1)The newsletter and the product information email are sent using “Email Studio”, a newsletter delivery platform from the cloud provider Salesforce (salesforce.com Germany GmbH, Erika-Mann-Str. 31, 80636 Munich, Germany; “Salesforce”). You can view the shipping service provider’s privacy policy here:<https://www.salesforce.com/de/company/privacy/>. Further information about the GDPR can be found at<https://www.salesforce.com/de/campaign/gdpr/>.

(10.3.2.)The recipients' email addresses are stored on Salesforce's servers. Salesforce uses this information to send and evaluate newsletters and product information emails on our behalf. Salesforce also uses this data to optimize or improve its own services, e.g. to technically optimize the sending and presentation of newsletters/product information emails or for statistical purposes to determine which countries the recipients come from. This data is used in pseudonymous form, i.e. without being assigned to a user.

(10.3.3)The newsletters and product information emails contain a so-called “web beacon”, i.e. a pixel-sized file that is retrieved from the Salesforce server when the email is opened. As part of this retrieval, technical information is initially collected, such as information about the browser and your system, as well as your IP address and the time of retrieval. This information is used to technically improve the services based on the technical data or the target groups and their reading behavior based on their access locations (which can be determined using the IP address) or access times. The statistical surveys also include determining whether the newsletter or product information email is opened, when it is opened and which links are clicked. For technical reasons, this information can be assigned to the individual recipients, although the evaluations only serve to recognize the reading habits of our users and to adapt our content to them, to improve it or to send different content according to the interests of our users.

(10.3.4)Although Salesforce has a branch in Germany, it is headquartered in the USA. It cannot therefore be ruled out that the above-mentioned data will be transferred to the USA. Salesforce has EU-approved corporate guidelines (Binding Corporate Rules) in place, which legitimize the intra-group transfer of personal data beyond the European Economic Area.

(10.3.5)The legal basis for data processing is Art. 6 Para. 1 S. 1 lit. a) GDPR due to your registration for the newsletter or, with regard to the product recommendation email, Art. 6 Para. 1 S. 1 lit. f) GDPR. **Your consent also includes the possible transfer of data to unsafe third countries (Art. 49 Para. 1 lit. a GDPR).** You can unsubscribe from the newsletter at any time and object to the use of your email address to send product information. As a result, Salesforce will no longer process your data for the aforementioned purposes. In this regard, we refer to the statements under (10.1.5) and (10.2.5) of this data protection information.

(10.4) Direct advertising by letter

(10.4.1) Description and scope of data processing

ETERNA uses the postal address you provide in connection with the purchase of goods (along with your name) to inform you regularly by letter via direct advertising (e.g. to send you interesting offers and information about our products).

(10.4.2) Legal basis for processing

The legal basis for direct advertising by letter is Article 6 Paragraph 1 Sentence 1 Letter f) GDPR.

(10.4.3) Purpose of data processing

The collection of your name and address also serves to send you direct mail by letter. According to recital 47 of the GDPR, the processing of personal data for direct marketing purposes can be considered as processing carried out for legitimate interests. In this context, it should be taken into account in particular that a customer relationship exists between you and ETERNA due to your purchase and we therefore have a legitimate interest in informing you about current offers from now on.

(10.4.4) Duration of storage

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected.

(10.4.5) Right to object

You can object to this form of direct advertising by letter to ETERNA at any time. You can send your objection by email service@eterna.de or by sending a message (e.g. fax or letter) to the ETERNA contact details given in § 1.

§ 11 Participation in competitions, competitions or other promotions

ETERNA organizes competitions, competitions or other promotions at irregular intervals. If it is necessary to provide personal data for the purpose of your participation (e.g. your name, address or email address), ETERNA will use this exclusively to carry out the competition, competition or other promotion. Further details can be found in the separate terms and conditions of participation and separate data protection information.

§ 12 Use of cookies and similar technologies

In order to make visiting our website attractive and to enable the use of certain functions, we use so-called cookies on various pages.

With the measures we use, we want to ensure a needs-based design and the ongoing optimization of our website. We also use tools to statistically record the use of our website and evaluate it for the purpose of optimizing our offering for you. These interests are to be viewed as legitimate within the meaning of the aforementioned provision.

You can find a list of the cookies we use, descriptions of the purposes of the cookies and further information about the respective cookies [here](# "Cookie Settings"); in our cookie consent solution.

When you first visit our website and then at any time in our cookie consent solution, you can accept or reject individual or all cookies separately by placing a green check mark next to the respective cookie or removing it and then clicking on “Save settings”.

The settings you make in the cookie consent solution are stored on your computer or mobile device. You will therefore need to do this again if you delete your browsing history or use another device or internet browser.

(12.1) Data protection provisions on the application and use of browser notifications (“push notifications”)

Are browser notifications for this website provided by the “signalize” service? **activated by you**, a function of your Internet browser is used to provide you with notifications. Only anonymous or pseudonymous data is transmitted when sending messages. Depending on the configuration of the website, these can be:

Pseudonymous user identifier: a randomly generated, anonymous or pseudonymous value (example: 108bf9a85547edb1108bf9a85547edb1), which is stored in a tracking cookie ID and makes it possible to identify and retrieve the accessing browser and the notification settings made therein

Pseudonymous digital fingerprints, pseudonymous mobile device identifiers and, if applicable, pseudonymous cross-device identifiers

This data is only processed to deliver the notifications you have subscribed to and to make notification-related settings. We ask for your consent to store this data. The legal basis for data processing in this case is **Art. 6 Paragraph 1 Letter a GDPR**. You can opt out of receiving notifications at any time using your browser settings. Information about opting out of web push notifications for each browser can be found here: <https://signalize.com/docs/sonstiges/opt-out-info/>

In order to be able to design the content of the push notifications in a meaningful way for you, we use tracking pixels and a pseudonymous user profile **with consent** preferences also collected using cookies and combine your notification ID with the user profile of the website solely for the purpose of sending personalized messages. Tracking technology is also used to statistically evaluate notifications on our behalf. This makes it possible to determine whether a notification was delivered and whether it was clicked on. The data generated in this way is processed and stored on our behalf by etracker GmbH from Hamburg, which provides the Signalize service, exclusively in Germany and is therefore subject to the strict German and European data protection laws and standards. etracker has been independently checked and certified in this regard and is entitled to

use the data protection seal of approval <https://www.eprivacy.eu/kunden/vergabe-siegel/firma/etracker-gmbh/> to wear.

The data processing for the statistical analysis of the notifications and in order to better adapt future notifications to the interests of the recipients is based on our legitimate interest in personalized direct advertising in accordance with Article 6 (1) (f) GDPR. Since the privacy of our visitors is very important to us, the data that may allow a connection to an individual person, such as the IP address, login or device identifiers, is anonymized or pseudonymized as soon as possible. This excludes any direct personal reference. There will be no other use, combination with other data or transfer to third parties.

You can object to the data processing described above at any time:

[here](# "Cookie Settings")

(12.2) SAIZ size advisor

We use the services of SAIZ (SAIZ GmbH, Nostiltzstr. 23, 10961 Berlin, Germany, hereinafter “SAIZ”) on our website. SAIZ collects, processes and stores personal data from website visitors to provide personalized size and fit recommendations, statistical analysis and business cost optimization. In particular, SAIZ processes the following personal data: Data that you provide in order to receive a personalized size recommendation such as age, gender, height in cm, chest circumference if applicable, hip circumference if applicable, waist circumference if applicable, weight, information on body structure and the body shape of visitors to the website. In addition, the IP address of the website visitor is stored. SAIZ collects this data via persistent cookies, which are stored in the website visitor's local browser. SAIZ stores the profiles of each visitor in the local browser of the website visitor. The data collected is processed by SAIZ in the European Union. The provision is not required by law or contract or is absolutely necessary for the conclusion of a contract. There is no obligation to provide this data. If the data is not provided, we cannot provide the content accessed and cannot make a size recommendation

The purposes of data collection and processing by SAIZ are size calculation, sales promotion or increased sales through cost optimization for our company (size recommendation, fit testing of products), marketing purposes (personalization and fit testing) and analysis purposes (conversion tracking).

The data recipient of the collected data is SAIZ GmbH and its external service providers, such as DataDog and Microsoft, whereby in connection with the use of DataDog and Microsoft have ensured through appropriate agreements that the personal data collected only on Microsoft and DataDog servers in the EU get saved. However, it cannot be guaranteed with 100 percent certainty that no data will be transferred to a third country as a result of the use of Microsoft and DataDog by SAIZ as their subcontractor. If personal data is processed in a third country, this may only take place if the special requirements of Article 44 ff. GDPR are met. This

includes in particular the conclusion of standard data protection clauses (“EU-SCC”) and a so-called “Transfer Impact Assessment” (“TIA”) was carried out by SAIZ.

The necessary legal basis for the processing of personal data by SAIZ is Article 6 Paragraph 1 Sentence 1 Letter a GDPR (consent). In other words, the personal data of the respective visitor to the website will only be used with the prior consent of the processed by the visitor to the website. This consent is obtained via the cookie banner. You can revoke your consent at any time via the cookie banner.

The visitor's personal data will be deleted as soon as the processing purposes for which they were collected have been achieved or you have withdrawn your consent to data collection. Further information about the storage period can be found on the website via the cookie banner / cookie settings.

You can revoke your consent to data processing at any time via the cookie banner.

Further information on data processing by the Saiz tool can be found at:

<https://www.saiz.io/datenschutz>

§ 13 Customer review request by eKomi

(13.1) Description and scope of data processing

For the purposes of customer and product reviews by ETERNA customers and for internal quality management, ETERNA has integrated the review software from eKomi Ltd., Markgrafenstraße 11, 10969 Berlin (“eKomi”) on its website. ETERNA would like to give you the opportunity to leave a review after you have made your purchase. eKomi is a company that specializes in the web-based collection of authentic customer opinions, product reviews and recommendations. Further information about this third party can be found at <http://www.ekomi.de>.

After the goods have been dispatched, eKomi sends randomly selected customers a link to a purchase review page, together with a request to submit a review of your purchase at ETERNA (“customer review request”). Submitting such a customer review is entirely voluntary on your part.

Since only those customers who have purchased goods from ETERNA can submit a purchase review, it is necessary that ETERNA forwards the personal data or order data you provide to eKomi, including your name, email address and order number

eKomi receives the data from ETERNA exclusively for the purpose of obtaining customer reviews.

(13.2) Legal basis for data processing

The legal basis for the processing of your aforementioned personal data is Article 6 Paragraph 1 Letter S. 1 f) GDPR.

(13.3) Purpose of data processing

Feedback from our customers in the form of customer and product reviews enables us to monitor our online shop. By evaluating the reviews submitted, we are able to compile information about customer satisfaction. This helps us to continually improve our website and its user-friendliness. These purposes also include our legitimate interest in processing the data in accordance with Article 6 Paragraph 1 Sentence 1 Letter f) GDPR.

(13.4) Right of objection and removal

You can object to ETERNA sending such a customer review request at any time. You can send your objection by email service@eterna.de or by sending a message (e.g. fax or letter) to the ETERNA contact details given in § 1.

§ 14 Voucher offers from Sovendus GmbH

We participate in the partner network of Sovendus GmbH, Hermann-Veit-Str. 6, 76133 Karlsruhe, www.sovendus.de; short: "Sovendus") in order to be able to offer you vouchers for purchases in other shops that are part of the Sovendus network.

In order to select a voucher offer that is currently of interest to you, we pseudonymize and encrypt the hash value of your email address and your IP address to Sovendus GmbH, Hermann-Veit-Str. 6, 76133 Karlsruhe (Sovendus) transmitted (Art. 6 Para. 1 S. 1 lit. f) GDPR). The pseudonymized hash value of the email address is used to take into account any possible objection to Sovendus advertising (Art. 21 Para. 3, Art. 6 Para. 1 Sentence 1 Letter c) GDPR). The IP address is used by Sovendus exclusively for data security purposes and is usually anonymized after seven days (Art. 6 Para. 1 S. 1 lit. f) GDPR). We also transmit pseudonymized order number, order value with currency, session ID, coupon code and time stamp to Sovendus for billing purposes (Art. 6 Para. 1 lit. f) GDPR).

If you are interested in a voucher offer from Sovendus, there is no advertising objection to your email address and you click on the voucher banner that is only displayed in this case, we will encrypt your salutation, name; Postal code, country and your email address will be sent to Sovendus to prepare the voucher (Art. 6 Para. 1 S. 1 lit. b), f) GDPR).

§ 15 Use of Facebook, Google, Instagram, YouTube, TikTok, VIMEO, Microsoft and LinkedIn

(15.1) ETERNA maintains online presences on the social networks Facebook, Google+, Instagram, YouTube, TikTok and VIMEO to inform you about their services and news from the fashion and lifestyle sectors. This serves to protect our legitimate interests, which predominate in the context of a balancing of interests, in the optimal marketing of our offer in accordance with Article 6 Paragraph 1 Sentence 1 Letter f) GDPR. In order to increase the protection of your data when you visit our website, these buttons are not fully integrated into the page as plugins, but rather simply using an HTML link. This integration ensures that when you access a page on our website that contains such buttons, no connection is established to the servers of the provider of the respective social network. If you click on one of the buttons, a new window in your browser opens and calls up

the page of the respective service provider, where you can press the Like or Share button (if necessary after entering your login data).

(15.2) Below you will find more information about the respective online presence providers and – via the respective links – a description of the respective data processing.

(15.2.1) Facebook

Facebook is provided by Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 (Ireland).

The purpose and scope of data collection, the further processing and use of the data by Facebook as well as your related rights and setting options to protect your privacy can be found in Facebook's data protection information, which you can access under the following link: <https://www.facebook.com/privacy/explanation>.

You can object to the use of data for Facebook advertising using the following links:

https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen

or

<http://www.youronlinechoices.com/>.

We expressly point out that Meta Platforms Ireland limited is a subsidiary of the US company Meta Platforms Inc. (1 Meta Way, Menlo Park, California, 94025, USA). Accordingly, a transfer of data to the USA cannot be ruled out. However, Meta Platforms Inc. has committed itself to this **Data Privacy Framework** subject, which ensures that the data is also subject to an appropriate level of data protection in the USA. Further general information about certification can be found at the link <https://www.dataprivacyframework.gov>; You can access Meta's current Privacy Shield status at the following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000GnywAAC&status=Active>

(15.2.2) Google

The Google+ service is offered by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

The purpose and scope of data collection, the further processing and use of the data by Google as well as your related rights and setting options to protect your privacy can be found in Google's data protection information, which you can access under the following link: <https://policies.google.com/privacy>.

Due to Google's headquarters, a transfer of data to the USA cannot be ruled out. However, Google has agreed to this **Data Privacy Framework** subject, which ensures that the data is also subject to an appropriate level of data protection in the USA. Further general information about certification can be found at the

link<https://www.dataprivacyframework.gov>; You can access Google's current Privacy Shield status at the following link:<https://www.dataprivacyframework.gov/participant?id=a2zt000000001L5AAI&status=Active>.

(15.2.3) Instagram

The Instagram service is provided by Facebook Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2 (Ireland)).

The purpose and scope of data collection, the further processing and use of the data by Instagram as well as your related rights and setting options to protect your privacy can be found in Instagram's data protection information, which you can access under the following link:<https://instagram.com/about/legal/privacy/>.

We expressly point out that Facebook Ireland limited is a subsidiary of the US company Facebook Inc. (1 Hacker Way, Menlo Park, California, 94025, USA). Accordingly, a transfer of data to the USA cannot be ruled out. However, Facebook Inc. has committed itself to this **EU-US Privacy Shields** subject, which ensures that the data is also subject to an appropriate level of data protection in the USA.

(15.2.4) Two-click solution from YouTube

Our site uses the provider YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA, represented by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA, to integrate videos. Normally, when you visit a page with embedded videos, your IP address is sent to YouTube and cookies are installed on your computer. However, we have integrated our YouTube videos with the extended data protection mode (in this case, YouTube still contacts Google's Double Click service, but according to Google's data protection declaration, personal data is not evaluated). This means that YouTube no longer stores information about visitors unless they watch the video. If you click on the video, your IP address will be transmitted to YouTube and YouTube will find out that you have viewed the video. If you are logged in to YouTube, this information will also be assigned to your user account (you can prevent this by logging out of YouTube before viewing the video).

We have no knowledge of and no influence on the possible collection and use of your data by YouTube. For more information, see YouTube's privacy policy at www.google.de/intl/de/policies/privacy/remove. We also refer you to our general information in this data protection declaration for the general handling and deactivation of cookies.

(15.2.5) Two-click solution from VIMEO

This website uses plugins from the video portal Vimeo. The provider is Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA.

When you visit one of our sites equipped with Vimeo videos, you will be connected to the Vimeo servers. The Vimeo server is informed which of our pages you are visiting have. Vimeo also obtains your IP address. However, we have set Vimeo so that Vimeo can use your We will not track user activity and will not set cookies.

The use of Vimeo is in the interest of an attractive presentation of our online offerings.

This represents a legitimate interest within the meaning of Article 6 Paragraph 1 Letter f of the GDPR. If there is a corresponding one

If consent has been requested, processing is carried out exclusively on the basis of Article 6 Paragraph 1 Letter a

GDPR; consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission as well as Vimeo statement based on "legitimate business interests". Details can be found here:

<https://vimeo.com/privacy>.

Further information on how we handle user data can be found in Vimeo's privacy policy under:

<https://vimeo.com/privacy>.

(15.2.6) Google Maps

On our website we use Google Maps to display our locations (store locator) and, if necessary, to create directions. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, hereinafter referred to as "Google".

In order to enable the display of certain fonts on our website, a connection is established to the Google server in the USA when our website is accessed.

If you access the Google Maps component integrated into our website, Google stores a cookie on your device via your Internet browser. In order to display our location and create directions, your user settings and data are processed. We cannot rule out that Google uses servers in the USA. Since Google has submitted to the Data Privacy Framework, it is guaranteed that the data is also subject to an appropriate level of data protection in the USA. Further general information about certification can be found at the link <https://www.dataprivacyframework.gov/s>

The legal basis is Article 6 Paragraph 1 Letter f) GDPR. Our legitimate interest lies in optimizing the functionality of our website.

Through the connection to Google established in this way, Google can determine from which website your request was sent and to which IP address the directions should be sent.

If you do not agree to this processing, you have the option of preventing the installation of cookies by using the appropriate settings in your internet browser. You can find details on this under "Cookies" above.

In addition, the use of Google Maps and the information obtained via Google Maps is subject to the Google Terms of Use <https://policies.google.com/terms?gl=DE&hl=de> and the Google Maps Terms and Conditions https://www.google.com/intl/de_de/help/terms_maps.html.

In addition, Google offers at

<https://adssettings.google.com/authenticated>

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

further information.

(15.2.7) Microsoft

This is a service of Microsoft Corporation, One Microsoft Way Redmond, WA 98052-6399, USA. This service makes it possible to track the activities of users on our website if they have reached our website via advertisements from Bing Ads when using the search engine Bing and a cookie from Bing Ads on the respective website on which our advertisement is presented was set on their computers. There is a Bing UET on our website for this purpose-Day integrated. This is a code that, in conjunction with the cookie, stores some non-personal data about the use of the website. Information about your identity is not collected. The purpose of this data processing is to determine whether the product information and recommendations shown to you were relevant to you.

The information collected is transferred to Microsoft's server in the USA and stored there for a maximum of 180 days. Since Microsoft has submitted to the Data Privacy Framework, it is guaranteed that the data is also subject to an appropriate level of data protection in the USA.

The legal basis for this data collection is your consent (Art. 6 Para. 1 Letter a) GDPR).

You can withdraw your consent at any time by deactivating the relevant Microsoft Advertising cookie under Marketing and Targeting in your cookie settings. Please note that if you withdraw your consent, the lawfulness of our processing of your data based on consent up to the point of withdrawal will not be affected.

You can also prevent the collection of data generated by the cookie and related to your use of the website and the processing of this data by deactivating the setting of cookies. This may limit the functionality of the website. In addition, Microsoft may be able to use so-called Cross-Device-Tracking can track your usage behavior across several of your electronic devices and is therefore able to provide personalized advertising on or in Microsoft-Show websites and apps. You can deactivate this behavior using the following link: Cookie settings [here](# "Cookie Settings")

For more information about Bing's analytics services, please visit the Bing Ads website: <https://help.bingads.microsoft.com/#apex/3/de/53056/2>

(15.2.8) LinkedIn plugin

This website uses functions of the LinkedIn network. The provider is LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland.

Every time a page on this website that contains LinkedIn functions is accessed, a connection to LinkedIn servers is established. LinkedIn is informed that you have visited this website with your IP address. If you click on the LinkedIn "Recommend button" and are logged into your LinkedIn account, LinkedIn will be able to assign your visit to this website to you and your user account. We would like to point out that, as providers of the pages, we have no knowledge of the content of the data transmitted or how it is used by LinkedIn.

The use of the LinkedIn plugin is based on Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in achieving the greatest possible visibility on social media. If appropriate consent has been requested, processing is carried out exclusively on the basis of Art. 6 Para. 1 lit. a GDPR; consent can be revoked at any time.

Data transfer to the USA is based on the EU Commission's standard contractual clauses. Details can be found here: <https://www.linkedin.com/help/linkedin/answer/62538/datenubertragung-aus-der-eu-dem-ewr-und-der-schweiz?lang=de>

Further information can be found in LinkedIn's data protection declaration at: <https://www.linkedin.com/legal/privacy-policy>.

(15.2.9) Two-click solution from TikTok

This website uses plugins from the video portal TikTok. The provider is the TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland.

If you want to watch one of our TikTok videos, a connection to TikTok's servers will be established. The TikTok server is informed which of our pages you have visited. TikTok also obtains your IP address. However, we have set TikTok so that Vimeo will not track your user activity and will not set cookies. The use of TikTok is in the interest of an attractive presentation of our online offerings. This represents a legitimate interest within the meaning of Article 6 Paragraph 1 Letter f of the GDPR. If appropriate consent has been requested, processing is carried out exclusively on the basis of Article 6 Paragraph 1 Letter a of the GDPR; the consent can be revoked at any time. The data transfer outside the European Economic Area is based on the standard contractual clauses of the EU Commission and, according to TikTok, on "legitimate business interests". Further information on how to handle user data can be found in TikTok's privacy policy at: <https://www.tiktok.com/legal/page/eea/privacy-policy/de>

(15.3) Please note that the most effective way to exercise your data subject rights is to contact the respective provider, as only they have direct access to the data concerning you. If you need support in this regard, please feel free to contact us using the ETERNA contact details provided.

§ 16 Data security

When visiting our website, we use the common SSL procedure (Secure Socket Layer) in conjunction with the highest level of encryption supported by your browser. This is usually 256 bit encryption. You can recognize an encrypted connection by the browser address line changing from "http://" to "https://" and by the lock symbol in your browser line.

We also use appropriate technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or against unauthorized access by third parties. Our security measures are continuously improved in line with technological developments.

§ 17 Your data subject rights

If your personal data is processed, you are the data subject within the meaning of the GDPR and you have the following rights towards us as the person responsible.

You can inform us of these rights by email service@eterna.de or by sending a message (e.g. fax or letter) to the contact details given in § 1.

Right to information, Art. 15 GDPR

You have the right to request confirmation from us as to whether the personal data concerned is being processed. If this is the case, you have a right to information about this personal data and (in particular) about the

- processing purposes,
- the category of personal data,
- the categories of recipients to whom your data has been or will be disclosed,
- the planned storage period,
- the existence of a right to correction, deletion, restriction of processing or objection,
- the existence of a right of appeal,
- the origin of your data, if it was not collected by us,
- as well as about the existence of automated decision-making, including profiling and, if necessary, meaningful information about its details.

Right to rectification, Art. 16 GDPR

You have the right to request correction and/or completion from the person responsible if the personal data processed concerning you is incorrect or incomplete. We must make the correction immediately.

Right to deletion (“right to be forgotten”), Art. 17 GDPR

You have the right to request the deletion of your personal data stored by us, unless (in particular) the processing is carried out to exercise the right to freedom of expression and information, to fulfill a legal obligation, for reasons of public interest or to assert, exercise or Defense of legal claims is necessary.

Right to restriction of processing, Art. 18 GDPR

You have the right to request that the processing of your personal data be restricted if you dispute the accuracy of the data, the processing is unlawful but you refuse its deletion and we no longer need the data but you use it to assert or exercise your rights or need to defend legal claims or you have objected to the processing in accordance with Art. 21 GDPR.

Right to information, Art. 19 GDPR

If you have asserted the right to rectification, deletion or restriction of processing against us, we are obliged to inform all recipients to whom the personal data concerning you have been disclosed of this rectification or deletion of the data or restriction of processing, unless this proves to be impossible or involves disproportionate effort.

You have the right to be informed about these recipients.

Right to data portability, Art. 20 GDPR

You have the right to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or to request that it be transmitted to another controller.

Right to object, Art. 21 GDPR

You have the right, for reasons arising from your particular situation, to object at any time to the processing of your personal data, which is carried out on the basis of Article 6 Paragraph 1 Sentence 1 Letter e) or Letter f) GDPR, to lodge an objection; This also applies to profiling based on these provisions.

We will no longer process the personal data concerning you unless we can demonstrate compelling legitimate grounds for the processing that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

If your personal data is processed for the purpose of direct advertising, you have the right to object at any time to the processing of your personal data for the purpose of such advertising; This also applies to profiling insofar as it is connected to such direct advertising.

If you object to processing for direct advertising purposes, your personal data will no longer be processed for these purposes.

Right to revoke the declaration of consent under data protection law, Art. 7 Para. 3 GDPR

You have the right to withdraw your consent to us at any time. This means that we are no longer allowed to continue data processing based on this consent in the future. However, the revocation of consent does not affect the lawfulness of the processing carried out based on the consent before its revocation.

Right to complain to a supervisory authority, Art. 77 GDPR

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your residence, place of work or the place of the alleged infringement, if you are of the opinion that the processing of the persons relating to you

§ 18 Currentness and changes to this data protection declaration

(18.1) This data protection declaration is valid as of December 12, 2023

(18.2) Due to the further development of our website or due to changed legal or official requirements, it may become necessary to change this data protection declaration. The current data protection declaration can be accessed and printed out at any time on our website using the following link:

<https://www.eterna.de/ie/eterna-online-shop/datenschutz/>