

Privacy Notice for Consumers and Business Partners

It goes without saying that we handle personal data that we receive from you as a consumer or business partner responsibly when you use our websites and communicate with us both online and offline. We take all necessary measures to protect your personal data and to comply at all times with the applicable national and European data protection regulations.

This Privacy Notice explains how Buitoni Pizza processes your data. It covers both our online and offline data collection activities, including personal data that we collect through our various channels such as websites, apps, third-party social networks, consumer service, points of sale, events and business contacts. The controller responsible for your personal data in connection with a website is the company named in the legal notice (Impressum) of the respective website.

You can contact our Data Protection Officer as follows:

Herold Unternehmensberatung GmbH
Mr Philipp Herold

Hafenstraße 1a
23568 Lübeck

Tel.: 0451/16085113
Email: datenschutz@hub24.dedatenschutz@hub24.de
www.hub24.dewww.hub24.de

Questions and Answers

Click on a question to view the corresponding answer.

From which sources does Buitoni Pizza obtain the personal data it collects?

This Privacy Notice applies to personal data that we collect from you or about you using the methods described below (see question 2) from the following sources:
This website, including websites that we operate under our own domain/URL and mini-sites that we operate on third-party social networks such as Facebook.

Compliance concern reporting tool (SpeakUp): This tool allows compliance concerns and violations of the German Supply Chain Due Diligence Act to be reported via a web form or telephone number.

Buitoni Pizza mobile sites/apps: Mobile sites or applications operated by or for Buitoni Pizza, such as smartphone apps. Emails, text messages or other electronic messages: Electronic interaction and communication between you and Buitoni Pizza.

Telephone: If you contact us by telephone, we collect data in order to process your request and provide you with feedback.

Consumer service: Communication with our consumer service.

Offline registration forms: Printed or digital registration and similar forms that we collect, for example by post, at competitions and other promotions or events.

Advertising interactions: Interactions with our advertisements (for example, if you interact with one of our advertisements on a third-party website, we may receive information about those interactions).

Business relationships: Performance of the contractual relationship with our customers, partners and suppliers.

Data from other sources: Third-party social networks (e.g. Facebook), advertising networks (e.g. Google), market research (where feedback is not anonymised), Buitoni Pizza advertising partners, public sources and data that we obtain through the acquisition of other companies.

What data does Buitoni Pizza collect and how does Buitoni Pizza collect it?

Depending on how you interact with Buitoni Pizza (online, offline, by telephone, etc.), we collect different types of information from you as described below.

Personal contact information: This includes all information that you provide to us so that we can contact you, such as your name, postal address, email address, information from a social network or telephone number. It also includes contact details of contact persons at our business partners.

Demographic information & interests: Any information describing your demographic or behavioural characteristics. Examples include your date of birth, age or age group, gender, geographic location (e.g. postal code), favourite products, hobbies and interests, as well as household or lifestyle information.

Computer/mobile device information: Any information about the computer system or other technical devices that you use to access one of our websites or applications, such as the Internet Protocol address (IP address) used to connect your computer or device to the Internet, the type of operating system, and the type and version of the Internet browser. If you access an Buitoni Pizza website or app via a mobile device such as a smartphone, the information collected also includes your phone's unique device ID, advertising ID, geographic location and other similar mobile phone data.

Website/communication usage information: When you browse and interact with our websites or newsletters, we use automated data collection technologies to collect certain information about your activities. This includes information such as which links you

click, which pages or content you view and for how long, and other similar information and statistics about your interactions, such as content response times, download errors and time spent on certain pages. This information is collected for analytics and advertising purposes using automated technologies such as cookies and web beacons and is also collected through the use of third-party tracking technologies. You have the right to object to the use of such technologies; for further details, see the question “Cookies (Tracking Technology) – how and why are they used by Buitoni Pizza?”.

Market research & customer feedback: Any information that you voluntarily provide to us about your experiences using our products and services.

Consumer-generated content: Any content that you create and then make available to us on third-party social networks or by uploading it to one of our websites or applications, including through third-party social networking applications such as Facebook.

Examples include photos, videos, personal stories or other similar media or content.

Where permitted, we collect and publish consumer-generated content in connection with a variety of activities, including competitions and other promotions, community features of websites and third-party social networks.

Information from third-party social networks: Any information that you make public on a third-party social network or in your profile on a third-party social network (e.g. Facebook) and that you allow the third-party social network to share with us. Examples include your basic account information (e.g. name, email address, gender, birthday, current place of residence, profile picture, user ID, friends list, etc.) and any other additional information or activities that you allow the third-party social network to disclose. We receive your profile information from third-party social networks (or parts of it) each time you download or interact with an Buitoni Pizza online application on a social network such as Facebook, each time you use a social networking feature integrated into an Buitoni Pizza website (such as Facebook Connect), or each time you interact with us through a third-party social network. If you would like to learn more about how Buitoni Pizza obtains your information from a social network, or if you do not want such information to be shared, please visit the website of the relevant third-party social network.

Communication with consumer service: Telephone communications with consumer service may be recorded or monitored, subject to applicable legal requirements, in order to meet local operational requirements (e.g. for quality or training purposes). Payment card data is not collected in this context. Where required by law, you will be informed of such recording at the beginning of your call. In addition, data from the telephone call that is necessary for the further processing of your request will be collected. We also collect any information that you provide to consumer service via other channels such as emails, WhatsApp or LiveChat in order to conduct the communication requested by you.

Sensitive personal data (special categories of personal data): We process sensitive personal data that you provide to us (e.g. week of pregnancy, allergies) for marketing purposes only with your explicit prior consent. If we process your sensitive personal data for other purposes, we rely on the following legal bases: (i) detection and prevention of crime (including fraud prevention); and (ii) compliance with applicable law (e.g. to comply with our diversity reporting obligations).

Information from the compliance concern reporting tool (SpeakUp): The information that you provide to us through this tool will be treated as strictly confidential and will only be made available to persons who need it to investigate the facts and who have been placed under a strict duty of confidentiality.

How does Buitoni Pizza protect your personal data?

Buitoni Pizza takes all necessary measures to maintain the confidentiality of your personal data and to protect it. Only authorised employees of the responsible company within Buitoni Pizza have access to your personal data. All Buitoni Pizza employees are required to comply with Buitoni Pizza's data protection rules.

Where applicable, authorised employees of our service providers who process data on behalf of the relevant Buitoni Pizza company may also have access to this data. In such cases, Buitoni Pizza has concluded a so-called data processing agreement with the service provider, under which the service provider guarantees the confidentiality and protection of the personal data.

Buitoni Pizza also maintains a secure IT environment and takes appropriate measures to prevent unauthorised access in order to protect your personal data.

For what purposes and on what legal basis does Buitoni Pizza use your personal data?

The following sections describe the various purposes for which we collect and use your personal data, as well as the different types of personal data collected for each purpose. Please note that not all of the uses listed below are relevant to every individual.

What we use personal data for	Our legal bases	Our legitimate interests
Customer service/consumer service. We use your personal data for the purpose of supporting our customers and consumers, including responding to your enquiries. This generally requires the use of certain personal contact information and information about the reason for your enquiry (e.g. order status, technical problem, product question/complaint, general question, etc.).	▪ Performance of contractual obligations - Legal obligations - Our legitimate interests ▪ ▪	▪ Improving and developing new products and services - Increasing efficiency ▪
Competitions, marketing and other advertising. With your consent (where required), we use your personal data to provide you with information about goods or services (e.g. marketing communications, campaigns or promotions). This may be done by email, advertising, SMS, telephone calls and postal mail, where legally permitted. Some of our campaigns and promotions are conducted on third-party websites and/or social networks. This use of your personal data is voluntary, which	▪ With your consent (where required) - Performance of contractual obligations - Our legitimate interests ▪ ▪	▪ Finding out which of our products and services may be of interest to you and providing you with information about them - Identifying consumer types for new products or services ▪

means that you can withdraw your consent. Detailed information on how to change your marketing communication preferences can be found under the question “How can you obtain information about, review, change, block or delete the personal data you have submitted, and what other rights do you have?”. Further information about our competitions and other promotions can be found in the official rules or details published in connection with each competition/promotion.		
Third-party social networks. We use your personal data when you interact with third-party social networking features, such as “Like” functions, in order to provide you with advertising and interact with you on third-party social networks. You can learn more about how these features work, the profile data we receive about you and how to opt out by reading the privacy notice of the relevant third-party social network. We use your personal data to provide you with tailored communications based on your interests and your interactions with our products and services, including via social media. Personalisation (offline and online). With your consent (where required), we use your personal data (i) to analyse your preferences and habits, (ii) to anticipate your needs based on our analysis of your profile, (iii) to improve and personalise your experience on our websites and apps, (iv) to ensure that the content of our websites/apps is optimised for you and your computer or device, (v) to provide you with targeted advertising and content, and (vi) to allow you to participate in interactive features when you choose to do so. For example, we store your login ID/email address or screen name so that you can log in quickly on your next visit to our website or easily find items that you previously placed in your shopping cart. Based on this type of information and with your consent (where required), we also show you special Buitoni Pizza content or promotions tailored to your interests. The use of your personal data is voluntary, meaning that you can object to the processing of your personal data for this purpose. Detailed information on how to	▪ With your consent (where required) Our legitimate interests ▪	▪ Finding out which of our products and services may be of interest to you and informing you about them Defining consumer types for new products or services ▪

object to processing can be found under the question “How can you obtain information about, review, change, block or delete the personal data you have submitted, and what other rights do you have?”.		
Order processing. We use your personal data to process and deliver your orders, inform you about the status of your orders, correct addresses, and carry out identity checks and other fraud detection activities. This involves the use of certain personal data and payment information. Other general purposes (e.g. internal or market research, analytics, security). In accordance with applicable laws, we use your personal data for other general business purposes, such as maintaining your account, conducting internal research or market research, and measuring the effectiveness of advertising campaigns. We also use your personal data to manage and operate our communications, IT and security systems.	▪ Performance of contractual obligations With your consent (where required) Legal obligations Our legitimate interests ▪ ▪ ▪	▪ Improving and developing new products and services Increasing efficiency Protecting our systems, networks and employees Compliance with legal obligations ▪ ▪ ▪
Conducting business relationships. We use contact information (usually first and last name) of employees (including owners and management) of our business partners, customers and suppliers in order to establish, perform and administer existing or potential contractual relationships. As a rule, any additional data does not relate to individual employees but to the companies with which we work and is therefore not personal data.	▪ Our legitimate interests	▪ Performance of our contractual relationships Initiation of contractual relationships Administration of contractual relationships with business partners, customers and suppliers ▪ ▪
Legal reasons or merger/acquisition. If Buitoni Pizza or its assets are acquired by or merged with another company, including through insolvency, we will transfer your personal data to one of our legal successors. We will also disclose your personal data to third parties (i) where required by applicable law; (ii) in response to legal proceedings; (iii) in response to a request from a competent law enforcement authority; (iv) to protect our rights, privacy, security or property, or the public. Investigation of compliance violations and, in particular, violations of the German Supply Chain Due Diligence Act:	▪ Legal obligations Our legitimate interests ▪	▪ Compliance with legal obligations Protection of our assets and personnel ▪

If we become aware of potential violations, the information required for the investigation will be processed in strict confidence.		
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To whom does Buitoni Pizza disclose your personal data and why?

Buitoni Pizza will under no circumstances provide your personal data to other companies that wish to use it for direct marketing purposes unless you have given us your explicit permission to do so. In addition, Buitoni Pizza makes your personal data available, within strictly limited parameters, to the following other parties:

- Our service providers, so that they can support us, for example, with the administration of this website, order processing, payment processing, fraud detection, identity verification, market research, promotions, data analysis and the delivery of advertising. We have contractually required these companies to take the same security measures as Buitoni Pizza with regard to personal data, to maintain the confidentiality of the data and to process it only on the express instructions of Buitoni Pizza. Where required by law, you may obtain a list of the service providers that process your personal data.
- Data collected via Meta products, such as the Like button, Share button, Facebook Connect (Register with Facebook), or through cookies or other technologies (in particular pixels), is also received by Meta Ireland Limited ("Meta"). In particular, information is collected about your visits to our websites and Facebook pages, your interactions on these pages and your use of the Meta products referred to above. This enables us to measure the effectiveness of our advertising, improve our marketing practices and provide you with more relevant advertising. Buitoni Pizza and Meta are joint controllers for this processing. This means that Buitoni Pizza must provide you with this notice about data processing, but you must contact Meta if you wish to exercise your rights regarding the processing of your personal data. Further information, including how Meta enables you to exercise your rights and how Meta subsequently processes your data as an independent controller, can be found in Meta's Data Policy: [Data Policy \(facebook.com\)](https://www.facebook.com/policy/).
- Credit agencies/debt collection agencies, where legally permissible, for the purpose of checking your creditworthiness (particularly for orders placed on account) or collecting outstanding invoices.
- Government authorities, where we are required to do so by applicable law.

How can you obtain information about, review, change, block or delete the personal data you have submitted, and what other rights do you have?

You have the following rights with respect to your personal data:

The right of access, rectification, erasure, restriction of processing, objection to processing and the right to data portability.

In addition, you have the right to withdraw, with effect for the future, any consent you have given to the processing of your personal data.

To exercise these rights, please contact us as follows:

Info@origina-wagner.de

For the withdrawal of consent, every marketing email also gives you the option to unsubscribe from the relevant service and thereby withdraw the consent you have given.

You may also exercise the following additional rights regarding our use of your relevant personal data: • the right, on grounds relating to your particular situation, to object to the use of your relevant personal data by us or on our behalf; and • the right to object to the processing of your personal data by us or on our behalf for direct marketing purposes.

Unfortunately, information or processing by telephone is not possible due to the lack of clear identification.

In addition, you have the right to lodge a complaint with a data protection supervisory authority.

You can also contact our Data Protection Officer as follows:

Herold Unternehmensberatung GmbH
Mr Philipp Herold

Hafenstraße 1a
23568 Lübeck

Tel.: 0451/16085113
Email: datenschutz@hub24.dedatenschutz@hub24.de
www.hub24.dewww.hub24.de

To which countries is your personal data transferred and why?

Your personal data may be transferred to other countries if an Buitoni Pizza service provider is based abroad. In such cases, a so-called data processing agreement is concluded with the service provider to ensure the same level of data protection and data

security as in the country of origin. This is ensured, among other things, by requiring the service provider to act solely on Buitoni Pizza's instructions and to continuously take all technical measures necessary to protect your personal data to the same extent as in the country of origin.

Where personal data is processed in a country outside the EU and the EEA, Buitoni Pizza ensures an adequate level of data protection by entering into the standard contract prescribed by the EU for this purpose or where an adequacy decision by the EU Commission exists for the respective country. A copy of the relevant agreement can be requested from the Data Protection Officer at the following email address: datenschutz@hub24.de

Cookies, log files and web beacons ("Tracking Technology") – how and why are they used by Buitoni Pizza?

Our Buitoni Pizza website uses cookies and other tracking technologies in accordance with this Privacy Notice. If you do not agree to our use of cookies and other tracking technologies in this manner, please change your browser settings immediately or stop using our websites.

If you connect to the Internet using a mobile device, please also review the privacy notice of the specific app you are using to learn more about its specific data processing activities.

Cookies are small text files that are stored on your computer by the website you visit. They are widely used to ensure that websites function properly, to make them more efficient or to provide information to website operators. At the end of this question, you will find more detailed information about the specific cookies used.

We use cookies to improve the use and functionality of our websites and to gain a better understanding of how visitors use our websites and the services offered through them. Cookies help us tailor our websites to your personal requirements, improve user-friendliness, obtain customer satisfaction feedback and communicate with you elsewhere on the Internet.

We use the following types of cookies on our websites:

Session cookies: These are temporary cookie files that are deleted when you close your browser. If you restart your browser and visit the page that set the cookie, the website will treat you as a new user.

Persistent cookies: These are cookies that remain in your browser until you delete them manually or until your browser deletes them in accordance with the period set in the cookie. These cookies recognise you as a returning visitor.

Necessary cookies: These are cookies that are strictly necessary for the functionality of the website. They allow you to navigate the websites and use our website features.

Cookies that provide information to us: These are cookies that we integrate into our websites and that can only be read by our websites. They are also called "first-party

cookies”.

We also integrate cookies into advertisements placed on the websites of other companies (e.g. Facebook). We receive information from these cookies when you click on or interact with the advertisement. These are also known as “third-party cookies”. Buitoni Pizza uses this information to show you advertisements that are relevant to you and likely to be of interest based on your previous online behaviour.

Cookies that provide information to other companies: These are cookies placed on our websites by our partner companies (e.g. Facebook). They use the data collected by these cookies to display advertising to you anonymously on other websites based on your use of this website. For example, if you use a Facebook icon on the website, it will record your “Share” or “Like”. Facebook (as the company that set the cookie) will process this information.

Log files: We collect information using log files that record activity on the website and generate statistics about your browsing habits. These records are generated automatically and help us troubleshoot errors, improve performance and ensure the security of our websites.

Web beacons: Web beacons (also known as “web bugs”) are small pieces of code that deliver a graphic image on a website or in an email in order to transmit data back to us. Information collected through web beacons includes information such as the IP address and information about how you respond to an email campaign (e.g. when the email was opened, which links in the email you click, etc.). We may use web beacons on our websites or include them in emails that we send to you. We use information from web beacons for a variety of purposes, including, but not limited to, reports on website navigation behaviour and determining visitor numbers. Because web beacons form part of the website, it is not possible to object to their use directly, but you can disable them by objecting to the use of the cookie that sets the web beacons.

IP addresses: This is a number used by computers on a network to recognise your computer each time you log on to the Internet. We store IP addresses to troubleshoot technical errors, ensure website security, better understand how our websites are used and better tailor website content to your needs.

As a company, we have also voluntarily submitted to the self-regulation of the German Data Protection Council for Online Advertising (DDOW). The self-regulatory code applicable to us can be found under the link “My Cookies”. Cookies are transmitted to your computer's hard drive via your web browser or other programs and stored there beyond the individual visit to our website.

Make sure that your computer settings reflect whether you wish to accept cookies. You can set your browser to warn you before accepting cookies or to reject them. Further information is available through your browser's help function. You do not need cookies to use or navigate many parts of this website. If you use different computers in different locations, you must ensure that each browser reflects your cookie preferences.[Meine Cookies](#)

- In addition, we use the cookie consent tool from Crownpeak Technology Inc. on many of our websites. This tool shows you which cookies are used and for what purpose, and you can decide for yourself whether you wish to accept or reject them. Please note that deleting your browser history will reset your settings.
- Our website uses Google Analytics as a web tracking tool. Further details can be found here.[hier](#)

- Some websites use the communication tools of the Facebook social network, Custom Audiences and Website Custom Audiences. Further details can be found [here](#).

E-marketing – what is spamming and what is Buitoni Pizza's position on spam emails?

Spamming means that you are sent unwanted emails containing advertising or marketing material without your consent. Sending emails without consent is illegal in many countries. Buitoni Pizza does NOT send spam emails. Buitoni Pizza itself uses an anti-spam tool to protect employees from spamming. Buitoni Pizza does not use your personal data (including your email address) for direct marketing unless you give us your EXPRESS consent. This is known as an OPT-IN procedure. Buitoni Pizza also does not provide your data to any other company that could use your personal data for spam emails. If, for any reason, you believe that you have received spam emails from Buitoni Pizza, please inform us at one of the following addresses:

info@original-wagner.de

You can also contact our Data Protection Officer as follows:

Herold Unternehmensberatung GmbH
Mr Philipp Herold

Hafenstraße 1a
23568 Lübeck

Tel.: 0451/16085113
Email: datenschutz@hub24.de
www.hub24.de

How long does Buitoni Pizza store your personal data?

Your personal data is stored for as long as is necessary for the purpose for which we received your personal data or to comply with legal requirements (e.g. statutory retention obligations). For example, this means that data is stored until we have answered a question from you, a competition has ended, or the contractual relationship with a business partner has ended and there is therefore no longer any purpose for continuing to store contact-person data, provided that no statutory archiving obligations prevent deletion. If you have given us your consent to store your personal data for marketing purposes, this means that your data will be stored for as long as Buitoni Pizza carries out marketing activities or until you withdraw your consent. You may withdraw any consent you have given to receive advertising at any time with effect for the future.

What is Buitoni Pizza's position regarding children who submit personal data to us?

We do not knowingly collect or store personal data from children under 18 years of age. If we become aware that we have inadvertently collected personal data from a child under 18, we will immediately delete that child's personal data from our systems. However, Buitoni Pizza may collect and store personal data from children under 18 directly from their parents or legal guardians and with their explicit consent. In addition, we do not knowingly collect or store personal data from children under 18 for specific marketing communication purposes.

Does Buitoni Pizza link to websites of other companies outside Buitoni Pizza and what happens to my personal data when such a link exists?

Buitoni Pizza links to other websites to give you the opportunity to obtain related and interesting information in connection with Buitoni Pizza. These websites of other companies outside Buitoni Pizza are not under our control and are not subject to this Privacy Notice. If you access other websites via the links provided, the operators of those websites may collect your personal data. Make sure that you agree with the privacy notices of those other companies' websites before providing personal data. Buitoni Pizza attempts, where possible, to ensure that all linked websites of other companies take the same measures to protect your personal data. However, we cannot accept legal or other responsibility for the activities of other companies.

Can Buitoni Pizza change the provisions of this Privacy Notice?

Buitoni Pizza keeps this Privacy Notice up to date at all times. This means that this document will be adapted to changing circumstances in Buitoni Pizza's data processing and, where applicable, to changes in the legal situation.

We therefore ask you to check this Privacy Notice regularly for changes.

At which addresses can I contact Buitoni Pizza if I have further questions about my personal data?

Our consumer service:

By email: info@original-wagner.de
Tel.: +49 6873665-0

Our Data Protection Officer:

Herold Unternehmensberatung GmbH
Mr Philipp Herold

Hafenstraße 1a
23568 Lübeck

Tel.: 0451/16085113
Email: datenschutz@hub24.de
www.hub24.de

Which specific terms with legal definitions are used in this Buitoni Pizza Privacy Notice?

- *Personal data means any data relating to you as a natural person that identifies you directly or indirectly. (On websites, this will generally include at least your email address.)*
- *Processing of personal data means any operation or set of operations performed on personal data, whether or not by automated means, such as collection, storage, alteration, transmission, blocking and deletion of such data.*
- *Controller means the company to which the user submits their data (i.e. the Buitoni Pizza company that operates this website and collects your personal data). The relevant company is named in the legal notice (Impressum) of the respective website.*

Privacy Notice on interest-based online advertising

We offer interest-based online advertising on the following websites:

- original-wagner.de 1. Information on interest-based online advertising/retargeting
The above-mentioned online service or the website from which you were linked to it collects and processes information about your usage behaviour. As a user, you

benefit from this because, on websites operated by Facebook, Amazon and YouTube, in the Google Display and partner network, or in connection with a Google search query, you receive advertising that is more likely to match your areas of interest, and because less randomly distributed advertising is displayed overall. A cookie is stored on your computer to record your usage behaviour. Cookies are small text files that are stored on your computer's hard drive and enable recognition. The controller responsible for data collection is:

Buitoni Pizza Pizza GmbH, In den Schemeln 2, 66620 Nonnweiler-Otzenhausen

2. What data is collected?

Information is collected about your activities on websites operated by companies in the Buitoni Pizza group of companies (e.g. browsing behaviour, subpages of the online services visited, etc.).

3. Objection

If you no longer agree to the relevant data collection, you can object and deactivate data collection using the following links:

- [Deaktivierungsseite für DoubleClick](#)
- [Deaktivierungsseite der NAI \(Network Advertising Initiative\)](#)
- [Deaktivierungslink für Facebook](#)
- [Deaktivierungslink für Amazon](#)

In general, you can prevent cookies from being stored on your hard drive by selecting “do not accept cookies” in your browser settings. You can also configure your browser to ask you before setting cookies whether you agree. Finally, you can delete cookies that have already been set at any time.

Privacy Notice on the use of Google Analytics

Where you have given your consent in accordance with Art. 6(1)(a) GDPR and Section 25(1) TDDDG, Google Analytics, a web analytics service provided by Google LLC, is used on the following websites. The responsible service provider in the EU is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (“Google”).

- [original-wagner.de](https://www.original-wagner.de)

Scope of processing

Google Analytics uses cookies that enable an analysis of your use of our websites. The information collected by the cookies about your use of this website is generally transferred to a Google server in the USA and stored there.

We use the User-ID function. With the help of the User ID, we can assign a unique, permanent ID to one or more sessions (and the activities within those sessions) and analyse user behaviour across devices.

We use Google Signals. This means that Google Analytics records additional information about users who have activated personalised ads (interests and

demographic data), and ads can be delivered to these users in cross-device remarketing campaigns.

During your visit to the website, the following data, among other things, is collected:

- the pages you access, your “click path”
- achievement of “website goals” (conversions, e.g. newsletter registrations, downloads, purchases)
- your user behaviour (for example clicks, time spent, bounce rates)
- your approximate location (region)
- your IP address
- technical information about your browser and the devices you use (e.g. language setting, screen resolution)
- your Internet service provider
- the referrer URL (the website/advertising medium through which you reached this website)

Purposes of processing

On behalf of the operator of this website, Google will use this information to evaluate your use of the website and to compile reports on website activity. The reports provided by Google Analytics are used to analyse the performance of our website and the success of our marketing campaigns.

Recipients

The recipient of the data is

- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland as a processor. For this purpose, we have concluded a data processing agreement with Google. Google LLC, based in California, USA, and, where applicable, US authorities may have access to the data stored by Google.

Transfers to third countries

We intend to transfer personal data to third countries outside the European Economic Area, in particular the USA. Transfers to the USA take place pursuant to Art. 45(1) GDPR on the basis of the European Commission's adequacy decision. The participating US companies and/or their US subcontractors are certified under the EU-U.S. Data Privacy Framework (EU-U.S. DPF).

In cases where no adequacy decision by the European Commission exists (including US companies that are not certified under the EU-U.S. DPF), we have agreed other appropriate safeguards with the recipients of the data within the meaning of Arts. 44 et seq. GDPR. Unless otherwise stated, these are the European Commission's Standard Contractual Clauses pursuant to Implementing Decision (EU) 2021/914 of 4 June 2021. A copy of these Standard Contractual Clauses is available at <https://eur-lex.europa.eu/legal-content/DE/TXT/HTML/?uri=CELEX:32021D0914&from=DE>.

Retention period

The data sent by us and linked to cookies is automatically deleted after 26 months. Data whose retention period has expired is automatically deleted once a month.

The specific retention period for the processed data cannot be influenced by us and is determined by Google Ireland Limited. Further information can be found in the Google Analytics Privacy Policy: <https://policies.google.com/privacy>

You can also prevent the data generated by the cookie and relating to your use of the website (including your IP address) from being collected by Google and prevent Google from processing this data by

- a. not giving your consent to the setting of the cookie; or
- b. downloading and installing the browser add-on for deactivating Google Analytics [HERE](#).

You can also prevent cookies from being stored by selecting the appropriate settings in your browser software. However, if you configure your browser to reject all cookies, functionality on this and other websites may be restricted. [HIER](#)

Legal basis and option to withdraw consent

The legal basis for this data processing is your consent, Art. 6(1), sentence 1, point (a) GDPR. You can withdraw your consent at any time with effect for the future by opening the “Cookie Settings” in the footer of our websites (link in the bottom line of our websites) and changing your selection there.

Further information on the terms of use of Google Analytics and on data protection at Google can be found at

<https://marketingplatform.google.com/about/analytics/terms/de/> and

<https://policies.google.com/?hl=de>. [Art.6 Abs.1 S.1 lit. a](#)

<https://marketingplatform.google.com/about/analytics/terms/de/> <https://policies.google.com/?hl=de>

Privacy Notice on the use of intelliAd

The following websites use the web analytics service with bid management provided by intelliAd Media GmbH, Sendlinger Str. 7, 80331 Munich: [Webanalysedienst mit Bid-Management der intelliAd Media GmbH](#)

- original-wagner.de original-wagner.de

For demand-oriented design and optimisation of this website, anonymised usage data is collected and stored in aggregated form, and usage profiles are created from this data using pseudonyms. When intelliAd tracking is used, cookies are stored locally. Under Section 15 of the current version of the German Telemedia Act, as a website visitor you have the right to object, including for the future, to the storage of your (anonymously collected) visitor data. Please use the intelliAd opt-out function for this purpose.

Privacy Notice on the use of Facebook advertising

On the following website, we use Custom Audiences and Website Custom Audiences from Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (“Facebook”):

- [original-wagner.de](https://www.original-wagner.de)

We use communication tools from the Facebook social network, in particular the Custom Audiences and Website Custom Audiences products. In principle, a non-reversible, non-personal checksum (hash value) is generated from your usage data, which may be transmitted to Facebook for analysis and marketing purposes. For the Website Custom Audiences product, the Facebook cookie is accessed.

Further information about the purpose and scope of data collection and the further processing and use of data by Facebook, as well as your settings options for protecting your privacy, can be found in Facebook's privacy policies, which are available, among other places, at www.facebook.com/ads/website_custom_audiences and www.facebook.com/privacy/explanation. [www.facebook.com/ads/website custom audiences](https://www.facebook.com/ads/website_custom_audiences)www.facebook.com/privacy/explanation

If you wish to object to the use of Facebook Custom Audiences and Website Custom Audiences, you can do so via our cookie settings tool, which is located at the bottom of the websites (in the footer).

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