

PRIVACY POLICY

Data protection declaration

1. Data protection at a glance

General information

The following information provides a simple overview of what happens to your personal data when you visit our website. Personal data are all data with which you can be personally identified. Detailed information on the subject of data protection can be found in our data protection declaration listed below this text

Data collection on our website

Who is responsible for data collection on this website?

The data processing on this website is carried out by the website operator. You can find their contact details in the imprint of this website.

How do we collect your data?

On the one hand, your data is collected when you communicate it to us. This can, for example, be data that you enter in a contact form.

Other data are automatically recorded by our IT systems when you visit the website. This is mainly technical data (e.g. internet browser, operating system or time of the page was viewed). This data is collected automatically as soon as you enter our website.

What do we use your data for?

Some of the data is collected in order to ensure that the website is error-free. Other data can be used to analyze user behavior.

What are your rights in relation to your data?

You have the right to receive information about the origin, recipient and purpose of your stored personal data free of charge at any time. You also have the right to request the correction, blocking or deletion of this data. You can contact us at any time at the address given in the legal notice if you have any further questions on the subject of data protection. You also have the right to lodge a complaint with the competent supervisory authority.

Analysis tools and third party tools

When you visit our website, your surfing behavior can be statistically evaluated. This is mainly done with cookies and so-called analysis programs. Your surfing behavior is usually analyzed anonymously; surfing behavior cannot be traced back to you. You can object to this analysis or prevent it by not using certain tools. You can find detailed information on this in the following data protection declaration.

You can object to this analysis. We will inform you about the possibilities of objection in this data protection declaration.

2. General information and mandatory information

Privacy policy

The operators of this website take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

When you use this website, various personal data are collected. Personal data are data with which you can be personally identified. This data protection declaration explains which data we collect and what we use it for. It also explains how and for what purpose this is done.

We would like to point out that data transmission over the Internet (e.g. when communicating by e-mail) can have security gaps. A complete protection of the data against access by third parties is not possible.

Note on the responsible body

The responsible body for data processing on this website is:

Mitaka Europe GmbH

Kurfürstendamm 194, 10707 Berlin

Phone: +49 30 610814570

E-Mail: office@mitakaeurope.com

The responsible body is the natural or legal person who, alone or jointly with others, decides on the purposes and means of processing personal data (e.g. names, email addresses, etc.).

Withdrawal of consent to data processing

Many data processing operations are only possible with your express consent. You can revoke your consent at any time. An informal e-mail to us is sufficient. The legality of the data processing carried out before the revocation remains unaffected by the revocation.

Right of appeal to the competent supervisory authority

In the event of violations of data protection law, the person concerned has the right to lodge a complaint with the competent supervisory authority. The competent supervisory authority for data protection issues is the state data protection officer of the federal state in which our company is based. A list of data protection officers and their contact details can be found at the following link:

https://www.bfdi.bund.de/DE/Infothek/Anschriften Links/anschriften links-node.html.

The right to move data

You have the right to have data that we process automatically on the basis of your consent or in fulfillment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another person responsible, this will only be done if it is technically feasible.

SSL or TLS encryption

For security reasons and to protect the transmission of confidential content, such as orders or inquiries that you send to us as the website operator, this site uses an SSL or TLS encryption. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If the SSL or TLS encryption is activated, the data that you transmit to us cannot be read by third parties.

Encrypted payment transactions on this website

If there is an obligation to provide us with your payment data (e.g. account number for direct debit authorization) after the conclusion of a fee-based contract, this data is required for payment processing.

Payment transactions using common means of payment (Visa / MasterCard, direct debit) are made exclusively via an encrypted SSL or TLS connection. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

With encrypted communication, your payment data that you transmit to us cannot be read by third parties.

Information, blocking, deletion

Within the framework of the applicable legal provisions, you have the right to free information about your stored personal data, their origin and recipient and the purpose of the data processing and, if necessary, a right to correct, block or delete this data. You can contact us at any time at the address given in the legal notice if you have any further questions about personal data.

Objection to advertising mails

We hereby object to the use of the contact data published in the context of the imprint obligation for sending unsolicited advertising and information materials. The operators of the pages expressly reserve the right to take legal action in the event of unsolicited sending of advertising information, such as spam e-mails.

3. Data protection officer

Legally required data protection officer

Due to the processing of your data by us, you have a number of rights. You can get this and other information by contacting us via email: gdpr@mitakaeurope.com - with the note "GDPR".

4. Data collection on our website

Cookies

Some of the internet pages use so-called cookies. Cookies do not damage your computer and do not contain viruses. Cookies serve to make our offer more user-friendly, more effective and safer. Cookies are small text files that are stored on your computer and saved by your browser. Most of the cookies we use are so-called "session cookies". They are automatically deleted after your visit. Other cookies remain stored on your device until you delete them. These cookies enable us to recognize your browser the next time you visit.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general, and activate the automatic deletion of cookies when you close the browser. If cookies are deactivated, the functionality of this website may be restricted.

Cookies that are required to carry out the electronic communication process or to provide certain functions you require (e.g. shopping cart function) are stored on the basis of Art. 6 Paragraph 1 lit. f GDPR. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimized provision of its services. If other cookies (e.g. cookies for analyzing your surfing behavior) are stored, these will be treated separately in this data protection declaration.

Server log files

The provider automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server request

IP address

This data will not be merged with other data sources.

The basis for data processing is Art. 6 Paragraph 1 lit. f GDPR, which allows the processing of data for the fulfillment of a contract or pre-contractual measures.

Contact form

If you send us inquiries using the contact form, your details from the inquiry form, including the contact details you provided there, will be stored by us for the purpose of processing the request and in case of follow-up questions. We do not pass on this data without your consent.

The processing of the data entered in the contact form takes place exclusively on the basis of your consent (Art. 6 Paragraph 1 lit. a GDPR). You can revoke this consent at any time. An

your consent (Art. 6 Paragraph 1 lit. a GDPR). You can revoke this consent at any time. An informal e-mail to us is sufficient. The legality of the data processing operations carried out before the revocation remains unaffected by the revocation.

The data you enter in the contact form will remain with us until you ask us to delete it, revoke your consent to storage or the purpose for data storage no longer applies (e.g. after your request has been processed). Mandatory statutory provisions - in particular retention periods - remain unaffected.

Registration on this website

You can register on our website in order to use additional functions on the site. We use the data entered for this purpose only for the purpose of using the respective offer or service for which you have registered. The mandatory information requested during registration must be given in full. Otherwise we will refuse the registration.

For important changes, for example in the scope of the offer or for technically necessary changes, we will use the e-mail address given during registration to inform you in this way. The processing of the data entered during registration takes place on the basis of your consent (Art. 6 Paragraph 1 lit. a GDPR). You can revoke your consent at any time. An informal e-mail to us is sufficient. The legality of the data processing that has already taken place remains unaffected by the revocation.

The data recorded during registration will be stored by us as long as you are registered on our website and will then be deleted. Statutory retention periods remain unaffected.

Processing of data (customer and contract data)

We collect, process and use personal data only insofar as they are necessary for the establishment, content or change of the legal relationship (inventory data). This is done on the basis of Art. 6 Paragraph 1 lit. b GDPR, which allows the processing of data to fulfill a contract or pre-contractual measures. We collect, process and use personal data on the use of our website (usage data) only insofar as this is necessary to enable the user to use the service or to bill them. The customer data collected will be deleted after the order has been completed or the business relationship has ended. Statutory retention periods remain unaffected.

Data transmission when concluding a contract for online shops, retailers and shipment of goods

We only transmit personal data to third parties if this is necessary in the context of contract processing, for example to the company entrusted with the delivery of the goods or the credit institution commissioned with the payment processing. A further transmission of the data does not take place or only if you have expressly consented to the transmission. Your data will not be passed on to third parties without your express consent, e.g. for advertising purposes. The basis for data processing is Art. 6 Paragraph 1 lit. b GDPR, which allows the processing of data to fulfill a contract or pre-contractual measures.

5. Social media

Share content via plugins (Facebook, Google + 1, Twitter & Co.)

The content on our pages can be shared on social networks such as Facebook, Twitter or Google+ in compliance with data protection regulations. This site uses that for this eRecht24 Safe Sharing
Tool. This tool only establishes direct contact between the networks and users when the user actively clicks on one of these buttons.

This tool does not automatically transfer user data to the operators of these platforms. If the user is logged in to one of the social networks, an information window appears when using the social buttons of Facebook, Google + 1, Twitter & Co. in which the user can confirm the text before sending it.

Our users can share the content of this site in compliance with data protection regulations in social networks without the network operator having to create complete surf profiles.

Facebook plugins (like & share button)

Plugins of the social network Facebook, provider Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA, are integrated on our pages. You can recognize the Facebook plugins by the Facebook logo or the "Like" button on our website. You can find an overview of the Facebook plugins here: https://developers.facebook.com/docs/plugins/.

When you visit our website, the plug-in establishes a direct connection between your browser and the Facebook server. As a result, Facebook receives the information that you have visited our site with your IP address. If you click the Facebook "Like" button while you are logged into your Facebook account, you can link the content of our pages to your Facebook profile. This enables Facebook to assign your visit to our website to your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the transmitted data or their use by Facebook. You can find more information on this in Facebook's data protection declaration at: https://de-de.facebook.com/policy.php.

If you do not want Facebook to be able to assign your visit to our website to your Facebook user account, please log out of your Facebook user account.

Twitter plugin

Functions of the Twitter service are integrated on our sites. These functions are offered by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. By using Twitter and the "Retweet" function, the websites you visit are linked to your Twitter account and made known to other users. This data is also transmitted to Twitter. We would like to point out that, as the provider of the website, we have no knowledge of the content of the data transmitted or its use by Twitter. Further information can be found in Twitter's data protection declaration at:

https://twitter.com/privacy.

You can change your data protection settings on Twitter in the account settings under:

https://twitter.com/account/settings ändern.

Google+ plugin

Our pages use Google+ functions. The provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Collection and dissemination of information: You can use the Google+ button to publish information worldwide. You and other users receive personalized content from Google and our partners via the Google+ button. Google saves both the information that you have given +1 for a piece of content and information about the page that you viewed when you clicked +1. Your +1 can be displayed as a hint together with your profile name and your photo in Google services, such as in search results or in your Google profile, or in other places on websites and advertisements on the Internet.

Google records information about your +1 activities in order to improve Google services for you and others. In order to be able to use the Google+ button, you need a globally visible, public Google profile that must contain at least the name chosen for the profile. This name is used in all Google services. In some cases, this name can also replace another name that you have used when sharing content via your Google account. The identity of your Google profile can be shown to users who know your e-mail address or have other identifying information about you.

Use of the information collected: In addition to the purposes explained above, the information you provide will be used in accordance with the applicable Google data protection provisions.

Google may publish summarized statistics on the +1 activities of users or pass them on to users and partners, such as publishers, advertisers or linked websites.

LinkedIn plugin

Our website uses functions of the LinkedIn network. The provider is the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

Each time you visit one of our pages that contains LinkedIn functions, a connection to the LinkedIn servers is established. LinkedIn is informed that you have visited our website with your IP address. If you click the LinkedIn "Recommend" button and are logged into your LinkedIn account, LinkedIn is able to assign your visit to our website to you and your user account. We would like to point out that, as the provider of the website, we have no knowledge of the content of the data transmitted or its use by LinkedIn.

For more information, see the LinkedIn privacy policy at

https://www.linkedin.com/legal/privacy-policy.

6. Analysis tools and advertising

Google Analytics

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

Google Analytics uses so-called "cookies". These are text files that are saved on your computer and that enable your use of the website to be analyzed. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there.

The storage of Google Analytics cookies is based on Art. 6 Paragraph 1 lit. f GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising.

IP anonymization

We have activated the IP anonymization function on this website. As a result, your IP address will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before it is transmitted to the USA. The full IP address will only be transmitted to a Google server in the USA and shortened there in exceptional cases. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website activity and internet usage. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Browser plugin

You can prevent the storage of cookies by setting your browser software accordingly; however, we would like to point out that in this case you may not be able to use all functions of this website to their full extent. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by downloading the browser plug-in available under the following link and install: https://tools.google.com/dlpage/gaoptout?hl=de.

Objection against data collection

You can prevent Google Analytics from collecting your data by clicking on the following link. An opt-out cookie will be set which prevents the collection of your data on future visits to this website: Deactivate Google Analytics.

You can find more information on how Google Analytics handles user data in the Google Privacy Policy: https://support.google.com/analytics/answer/6004245?hl=de.

Order data processing

We have concluded an order data processing contract with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Demographic characteristics in Google Analytics

This website uses the "demographic characteristics" function of Google Analytics. This allows reports to be created that contain information on the age, gender and interests of the site visitors. This data comes from interest-based advertising from Google as well as from visitor data from third-party providers. These data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the section "Objection to data collection".

Google Analytics remarketing

Our websites use the functions of Google Analytics Remarketing in conjunction with the cross-device functions of Google AdWords and Google DoubleClick. The provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

This function enables the advertising target groups created with Google Analytics Remarketing to be linked with the cross-device functions of Google AdWords and Google DoubleClick. In this way, interest-based, personalized advertising messages that have been adapted to you depending on your previous usage and surfing behavior on one device (e.g. mobile phone) can also be displayed on another of your devices (e.g. tablet or PC).

If you have given your consent, Google will link your web and app browser history to your Google account for this purpose. In this way, the same personalized advertising messages can be displayed on every device on which you log in with your Google account.

To support this function, Google Analytics collects Google-authenticated user IDs, which are temporarily linked to our Google Analytics data in order to define and create target groups for cross-device advertising.

You can permanently object to cross-device remarketing / targeting by deactivating personalized advertising in your Google account; follow this link:

https://www.google.com/settings/ads/onweb/.

The collected data is summarized in your Google account exclusively on the basis of your consent, which you can give to Google or revoke (Art. 6 Paragraph 1 lit. a GDPR). In the case of data collection processes that are not merged in your Google account (e.g. because you do not have a Google account or have objected to the merging), the collection of data is based on Art. 6 Paragraph 1 lit. f GDPR. The legitimate interest arises from the fact that the website operator has an interest in the anonymized analysis of the website visitors for advertising purposes. Further information and the data protection provisions can be found in Google's data protection declaration at:

https://www.google.com/policies/technologies/ads/.

Google AdWords and Google Conversion Tracking

This website uses Google AdWords. AdWords is an online advertising program from Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, United States ("Google").

We use so-called conversion tracking as part of Google AdWords. If you click on an ad placed by Google, a conversion tracking cookie is set. Cookies are small text files that the Internet browser stores on the user's computer. These cookies lose their validity after 30 days and are not used to personally identify users. If the user visits certain pages on this website and the cookie has not yet expired, we and Google can see that the user clicked on the ad and was redirected to this page.

Every Google AdWords customer receives a different cookie. The cookies cannot be tracked via the websites of AdWords customers. The information obtained using the conversion cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. Customers find out the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they do not receive any information with which users can be personally identified. If you do not want to participate in tracking, you can object to this use by easily deactivating the Google conversion tracking cookie in your internet browser under user settings. You will then not be included in the conversion tracking statistics.

The storage of "conversion cookies" takes place on the basis of Art. 6 Paragraph 1 lit. f GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising.

You can find more information about Google AdWords and Google Conversion Tracking in Google's privacy policy: https://www.google.de/policies/privacy/.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general, and activate the automatic deletion of cookies when you close the browser. If cookies are deactivated, the functionality of this website may be restricted.

Google reCAPTCHA

We use "Google reCAPTCHA" (hereinafter "reCAPTCHA") on our websites. The provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google").

The purpose of reCAPTCHA is to check whether data is entered on our website (e.g. in a contact form) by a person or by an automated program. To do this, reCAPTCHA analyzes the behavior of the website visitor based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website. For the analysis, reCAPTCHA evaluates various information (e.g. IP address, length of stay of the website visitor on the website or mouse movements made by the user). The data collected during the analysis are forwarded to Google.

The reCAPTCHA analyzes run completely in the background. Website visitors are not informed that an analysis is taking place.

The data processing takes place on the basis of Art. 6 Paragraph 1 lit. f GDPR. The website operator has a legitimate interest in protecting its web offers from abusive automated spying and from SPAM.

Further information on Google reCAPTCHA and Google's data protection declaration can be found in the following links:

https://www.google.com/intl/de/policies/privacy/ und https://www.google.com/recaptcha/intro/android.html.

Facebook Pixel

Our website uses the visitor action pixel from Facebook, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (hereinafter "Facebook") to measure conversion.

In this way, the behavior of the page visitors can be tracked after they have been redirected to the provider's website by clicking on a Facebook ad. This enables the effectiveness of the Facebook advertisements to be evaluated for statistical and market research purposes and future advertising measures to be optimized.

The data collected is anonymous for us as the operator of this website; we cannot draw any conclusions about the identity of the user. However, the data is stored and processed by Facebook so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes according to <u>Facebook Data Usage Policy</u>. This enables Facebook to place advertisements on Facebook pages as well as outside of Facebook. As the website operator, we cannot influence this use of the data.

You will find further information on protecting your privacy in Facebook's data protection information: https://www.facebook.com/about/privacy/.

You can also deactivate the remarketing function "Custom Audiences" in the advertising settings area under: https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen
To do this, you must be logged in to Facebook.

If you do not have a Facebook account, you can deactivate usage-based advertising from Facebook on the website of the European Interactive Digital Advertising Alliance:

http://www.youronlinechoices.com/de/praferenzmanagement/.

7. Newsletter

Newsletter data

If you would like to receive the newsletter offered on the website, we need an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter. Further data is not collected or is only collected on a voluntary basis. We use this data exclusively for sending the requested information and do not pass it on to third parties.

The processing of the data entered in the newsletter registration form takes place exclusively on the basis of your consent (Art. 6 Paragraph 1 lit. a GDPR). You can revoke your consent to the storage of the data, the e-mail address and their use for sending the newsletter at any time, for

example via the "Unsubscribe" link in the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

The data you have stored with us for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted after you unsubscribe from the newsletter. This does not affect data that we have stored for other purposes (e.g. e-mail addresses for the member area).

8. Plugins and tools

YouTube

Our website uses plugins from YouTube, operated by Google. The operator of the site is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

If you visit one of our pages equipped with a YouTube plugin, a connection to the YouTube servers will be established. The YouTube server is informed which of our pages you have visited. If you are logged into your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account. YouTube is used in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 Paragraph 1 lit. f GDPR.

Further information on the handling of user data can be found in YouTube's data protection declaration at: https://www.google.de/intl/de/policies/privacy.

Google Web Fonts

This page uses so-called web fonts, which are provided by Google, for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly.

For this purpose, the browser you are using must connect to the Google servers. This gives Google knowledge that our website has been accessed via your IP address. The use of Google Web Fonts takes place in the interest of a uniform and appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 Paragraph 1 lit. f GDPR.

If your browser does not support web fonts, a standard font will be used by your computer.

For more information on Google Web Fonts, see https://developers.google.com/fonts/faq and in Google's privacy policy: https://www.google.com/policies/privacy/.

Google Maps

This site uses the Google Maps map service via an API. The provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

To use the functions of Google Maps, it is necessary to save your IP address. This information is usually transmitted to and stored by Google on servers in the United States. The provider of this site has no influence on this data transfer.

The use of Google Maps is in the interest of an appealing presentation of our online offers and an easy findability of the places we have indicated on the website. This represents a legitimate interest within the meaning of Art. 6 Paragraph 1 lit.f GDPR.

You can find more information on handling user data in Google's privacy policy:

https://www.google.de/intl/de/policies/privacy/.

9. Payment Providers

PayPal

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

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

Your data is transmitted to PayPal on the basis of Art. 6 Paragraph 1 lit. a GDPR (consent) and Art. 6 Paragraph 1 lit. b GDPR (processing to fulfill a contract). You have the option of withdrawing your consent to data processing at any time. A revocation does not affect the effectiveness of data processing operations in the past.