

Data protection statement (for www.polfood.de)

§ 1 Information on the collection of personal data

In the following, we inform you about the collection of personal data when using our website. Personal data is defined as data that can be related to you personally, e.g. name, address, e-mail addresses, user behaviour.

The person responsible pursuant to Art. 4 (7) of the EU General Data Protection Regulation (GDPR) is:

Company
Polfood GmbH
represented by Managing Director: Wioletta Wenklar
Ludwig-Prandtl-Straße 31
12526 Berlin

You can also reach us on the subject of data protection via: datenschutz@polfood.de or at our postal address.

When you contact us by e-mail or via a contact form, the data you provide (e.g. your e-mail address, possibly your name, address, and telephone/fax number) will be stored by us in order to answer your questions. We delete the data generated in this context after the storage is no longer required or restrict the processing if there are statutory retention obligations.

If we use commissioned service providers for individual functions of our offer or would like to use your data for advertising purposes, we will inform you in detail about the respective processes below. In doing so, we will also state the defined criteria for the storage period.

§ 2 Your rights

You have the following rights with respect to us regarding personal data relating to you:

- right to information,
- right to correction or deletion,
- right to restriction of processing,
- right to object to processing,
- right to data transferability.

You also have the right to file a complaint to a data protection supervisory authority in regards to our approach to processing of your personal data.

§ 3 Collection of personal data when visiting our website

When using the website for information purposes only, meaning if you do not register or otherwise send us information or otherwise transmit information, we only collect the personal data that your browser transmits to our server. If you want to view our website, we collect the following data, which is technically necessary for us to display our website to you and to ensure stability and security (the legal basis of which is Art. 6(1)(f) GDPR):

- IP address



- date and time of the request
- time zone difference to Greenwich Mean Time (GMT)
- content of the request (specific page)
- access status/HTTP status code
- amount of data transferred in each case
- website of the request
- browser
- operating system and its interface
- language and version of the browser software

In addition to the data mentioned above, cookies are stored on your computer when you use our website. Cookies are small text files that are stored on your hard drive associated with the browser you are using and through which certain information flows to the entity that places the cookie (here by us). Cookies cannot execute programmes or transfer viruses to your computer. They help to make internet services more user-friendly and effective.

Use of cookies:

- a) This website uses the following types of cookies, the scope and functionality of which are explained below:
 - transient cookies (see b).
 - persistent cookies (see c).
- b) 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 joint session. This enables your computer to be recognised when you return to our website. Session cookies are deleted when you log out or close the browser.
- c) Persistent cookies are automatically deleted after a specified period of time, which may vary depending on the cookie. You can delete the cookies in the security settings of your browser at any time.
- d) We use cookies on our website that are listed and described in more detail below:

__utma This cookie stores information for tracking visitors. It stores a unique visitor ID, the date and time of the first visit, the time at which the active visit started, and the number of all visits on the website by the user. The __utma cookie is a permanent cookie and has a validity period of two years. With each subsequent visit, the validity period is updated, but the cookie can be completely deleted by manually removing it.

__utmb Google Analytics uses this cookie to check whether a visit has expired and how a visitor moves around the page. It stores the number of page views of the current visit and the start time of the current visit. The __utmb cookie is temporary and only has a validity period of 30 minutes, which is updated with every page view.

__utmc This cookie is no longer used by Google Analytics, but is still written by sites that use backwards compatibility with the urchin.js tracking code. This cookie expires when the browser is closed.

__utmv This cookie is only set by using the `_setVar()` or the new `_setCustomVar()` method. Custom variables and user segments are stored in this cookie and transmitted to Google Analytics. The __utmv cookie is valid for two years.



__utmz This cookie stores all visitor sources of the current visit. It also contains information about which campaign tracking parameters were transferred. It also stores data indicating whether the visitor source of the last visit is different from the current one. The cookie is not modified if no information about the visitor source can be determined. Google Analytics assigns conversions and e-commerce transactions to a visitor source in this way. It does not contain information about past visitor sources. The __utmz cookie is a persistent cookie and has a validity period of six months. It is only updated when the visitor source of a visitor changes.

sessioncode A cookie used to mark the current user session and required to maintain the structure of user navigation on the site.

- e) You can configure your browser settings according to your preferences and, for example, refuse to accept third-party cookies or all cookies. Please note that you may not be able to use all the functions of this website.
- f) We use cookies to identify you for subsequent visits if you have an account with us. Otherwise, you would have to log in again for each visit.
- g) The Flash cookies used are not collected by your browser, but by your Flash plug-in. Furthermore, we use HTML5 storage objects that are stored on your terminal device. These objects store the required data regardless of the browser you are using and have no automatic expiry date. If you do not want Flash cookies to be processed, you must install an appropriate add-on, e.g. "Better Privacy" for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>) or the Adobe Flash Killer Cookie for Google Chrome. You can prevent the use of HTML5 storage objects by setting your browser to private mode. We also recommend that you regularly delete your cookies and browser history manually.

§ 4 Other functions and offers on our website

In addition to the purely informational use of our website, we offer various services you may use if you are interested. This usually requires you to provide further personal data which we use to provide the relevant service and to which the aforementioned data processing principles apply.

§ 5 Objection or revocation against the processing of your data

If you have given your consent to the processing of your data, you may withdraw this consent at any time. Such a revocation affects the permissibility of the processing of your personal data after you have expressed it to us.

Insofar as we base the processing of your personal data on the balance of interests, you may object to the processing. This is the case if the processing is not necessary, in particular, for the performance of a contract with you, which is shown by us in each case in the following description of the functions. When exercising such an objection, we will ask you to explain the reasons why we should not process your personal data as we have done. In the event of your justified objection, we will review the situation and either discontinue or adapt the data processing or show you our compelling reasons worthy of protection on the basis of which we will continue the processing. You can inform us of your objection in regards to advertising using the following contact details:

*Polfood GmbH
Ludwig-Prandtl-Straße 31
12526 Berlin*

Telefon: +49 (0)30 / 86 322 15 00
Telefax: +49 (0)30 / 86 322 15 99
E-Mail: datenschutz@polfood.de



Managing director: Wioletta Wenklar

§ 6 Use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc ("Google"). Google Analytics uses "cookies", which are text files placed on your computer to help the website analyse how users use the site. The information generated by the cookies in regard to your use of this website is usually transmitted to a Google server in the USA and stored there. In the event of IP anonymisation being activated on this website, however, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area, as well as shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator.

The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by Google by downloading and installing the browser plug-in available at the following link:
<http://tools.google.com/dlpage/gaoptout?hl=de>.

This website uses Google Analytics with the extension "_anonymizeIp()". This means that IP addresses are processed in abbreviated form, which means that personal references can be ruled out. If the data collected about you is related to a person, this is immediately excluded and the personal data is deleted immediately.

We use Google Analytics to analyse and regularly improve the use of our website. The statistics obtained enable us to improve our offer and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the use of Google Analytics is Art. 6(1)(f) GDPR.

Third Party Provider Information: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. User Terms: <http://www.google.com/analytics/terms/de.html>, Overview of data protection: <http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as the Privacy Policy: <http://www.google.de/intl/de/policies/privacy>.

§ 7 Use of Jetpack/former Wordpress.com stats

This website uses the web analytics service Jetpack (formerly: WordPress.com-Stats) to analyse and regularly improve the use of our website. The statistics obtained enable us to improve our offer and make it more interesting for you as a user. Furthermore, we use the system for measures to protect the security of the website, e.g. the detection of attacks or viruses. For the exceptional cases in which personal data is transferred to the USA, Automattic Inc. has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov>. The legal basis for the use of Jetpack is Art. 6(1)(f) GDPR.

For this evaluation, cookies (see § 3 for more details) are stored on your computer. The information



collected in this way is stored on a server in the USA. If you prevent the storage of cookies, please note that you may not be able to use this website to its full extent. Preventing the storage of cookies is possible through the setting in your browser or by clicking the "Click here to Opt-out" button at <http://www.quantcast.com/opt-out>.

This website uses Jetpack with an extension that shortens the processing of IP addresses immediately after they have been collected in order to exclude the possibility of personal references. Information of the third-party provider: Automattic Inc., 60 29th Street #343, San Francisco, CA 94110–4929, USA, <https://automattic.com/privacy>; and of the third-party provider of the tracking technology: Quantcast Inc., 201 3rd St, Floor 2, San Francisco, CA 94103–3153, USA, <https://www.quantcast.com/privacy>.

§ 8 Integration of YouTube-Videos

We have integrated YouTube videos into our online offer, which are stored on <http://www.YouTube.com> and can be played directly from our website. These are all integrated in "extended data protection mode", i.e. no data about you as a user is transmitted to YouTube if you do not play the videos. Only when you play the videos the data mentioned in paragraph 2 will be transmitted. We have no influence on this data transmission.

By visiting the website, YouTube receives the information that you have accessed the corresponding sub-page of our website. In addition, the data mentioned under § 3 of this declaration is transmitted. This occurs regardless of whether YouTube provides a user account via which you are logged in or whether no user account exists. If you are logged in to Google, your data will be directly assigned to your account. If you do not wish to be assigned to your YouTube profile, you must log out before activating the button. YouTube stores your data as usage profiles and uses these for the purposes of advertising, market research, and/or designing its website according to users' needs. Such an evaluation is carried out, in particular (even for users who are not logged in), for the provision of needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, and you must contact YouTube to exercise this right.

For more information on the purpose and scope of data collection and processing by YouTube, please read our privacy policy. There you will also receive further information on your rights and setting options to protect your privacy: <https://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

§ 9 Integration of Google Maps

We use the Google Maps service on this website. This allows us to show you interactive maps directly on the website and enables you to use the map function conveniently.

By visiting the website, Google receives the information that you have accessed the corresponding sub-page of our website. In addition, the data mentioned under § 3 of this declaration are transmitted. This occurs regardless of whether Google provides a user account via which you are logged in or whether no user account exists. If you are logged in to Google, your data will be directly assigned to your account. If you do not wish to be associated with your Google profile, you must log out before activating the button. Google stores your data as usage profiles and uses them for the purposes of advertising, market research, and/or designing its website to meet users' needs. Such an evaluation is carried out in particular (even for users who are not logged in) for the provision of needs-based



advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, and you must contact Google to exercise this right.

For more information on the purpose and scope of data collection and processing by the plug-in provider, please refer to the provider's privacy policy. There you will also receive further information on your rights and setting options for protecting your privacy: <http://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

§ 10 Use of Google Adwords Conversion

We use Google Adwords offer to draw attention to our attractive offers on external websites with the help of advertising media (so-called Google Adwords). We can determine how successful individual advertising measures are in relation to data on advertising campaigns. In doing so, we pursue the interest of showing you advertising that is of interest to you, of making our website more interesting for you, and of achieving a fair calculation of advertising costs.

These advertisements are delivered by Google via so-called "ad servers". For this purpose, we use ad server cookies, which can be used to measure certain parameters for measuring success, such as the display of ads or clicks by users. If you access our website via a Google ad, Google Adwords will store a cookie on your PC. These cookies usually lose their validity after 30 days and are not intended to identify you personally. The unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions), and opt-out information (marking that the user no longer wishes to be addressed) are usually stored as analysis values for this cookie.

These cookies enable Google to recognise your internet browser. If a user visits certain pages of an Adwords client's website and the cookie stored on their computer has not yet expired, Google and the client can recognise that the user has clicked on the ad and been redirected to that page. A different cookie is assigned to each Adwords customer. Cookies can therefore not be tracked via the websites of Adwords customers. We ourselves do not collect and process any personal data in the aforementioned advertising measures.

We only receive statistical evaluations from Google. Based on these evaluations, we can see which of the advertising measures used are particularly effective. We do not receive any further data from the use of the advertising media; in particular, we cannot identify users on the basis of this information.

Due to the marketing tools used, your browser automatically establishes a direct connection with Google's server. We have no influence on the scope and further use of the data collected by Google through the use of this tool and therefore inform you according to our state of knowledge: Through the integration of AdWords Conversion, Google receives the information that you have called up the corresponding part of our website or clicked on an advertisement from us. If you are registered with a Google service, Google can assign the visit to your account. Even if you are not registered with Google or have not logged in, it is possible that the provider will find, receive, and store your IP address.

You can prevent participation in this tracking process in various ways:

- a) by adjusting your browser software accordingly, in particular the suppression of third-party cookies will result in you not receiving ads from third-party providers;
- b) by disabling conversion tracking cookies by setting your browser to block cookies from the domain "www.googleadservices.com", <https://www.google.de/settings/ads>, which can lead to



- the setting being deleted when you delete your cookies;
- d) by deactivating the interest-based ads of the providers that are part of the self-regulation campaign "About Ads" via the link <http://www.aboutads.info/choices>, whereby this setting is deleted when you delete your cookies;
- e) by permanently deactivating them in your Firefox, Internet explorer or Google Chrome browsers at the link <http://www.google.com/settings/ads/plugin>. Please note that in this case you may not be able to use all the functions of this website to their full extent.

The legal basis for the processing of your data is Art. 6(1)(f) GDPR. Further information on data protection at Google can be found here: <http://www.google.com/intl/de/policies/privacy> and <https://services.google.com/fh/files/misc/sitestats/de.html>. Alternatively, you can visit the Network Advertising Initiative (NAI) website at <http://www.networkadvertising.org>. Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

§ 11 Data security

On our website, we use the widespread Secure Socket Layer (SSL) procedure in conjunction with the highest level of encryption supported by the browser you are using. As a rule, this is 256-bit encryption. If this is not supported by the browser you are using, we use 128 bit v3 technology for encryption. The fact that individual pages of our website are transmitted in encrypted form can be recognised by the closed display of the key or lock symbol in the status bar of your browser. We also use appropriate technical and organisational security measures to protect your data against accidental or intentional manipulation, loss, destruction or against unauthorised access by third parties. In line with technological progress, our security measures are regularly adapted and improved.

§ 12 Topicality and modification of this privacy policy

This data protection declaration is currently valid and has the status June 2021.

Due to the further development of our website or due to changes in legal or regulatory requirements, it may become necessary to modify this data protection declaration. The current version of our data protection declaration can be accessed by you at any time on the website in the imprint at <https://polfood.de/impressum/>.

