



Privacy Policy

28.01.2026

Wenn Sie Kaufdown nutzen, verarbeitet die Süddeutsche Zeitung GmbH Ihre personenbezogenen Daten. Mit dieser Datenschutzerklärung informieren wir Sie, wie und warum wir Ihre Daten verarbeiten und wie wir gewährleisten, dass sie vertraulich bleiben und geschützt sind.

We take data protection seriously: as a matter of principle, we only process personal data if this is necessary for the provision of a service or offer or if it is provided voluntarily by the user. We also use technical and operational security measures to protect personal data against accidental or intentional manipulation, loss, destruction or access by unauthorised persons. We regularly review and modernise these precautions.

Privacy policy for applications

If you have applied for a job with us, you will find the necessary data protection information [here](#).

Data protection at a glance

What data do we collect?

- Inventory data (e.g., names, addresses)
- Contact details (e.g., email, phone numbers)
- Content data (e.g., entries in online forms)
- Payment data (e.g., bank details, invoices, payment history)
- Contract data (e.g., subject matter of the contract, term)
- Usage data (e.g., websites visited, interest in content, access times)
- Meta/communication data (e.g., device information, IP addresses, ID)

How do we collect the data?

We collect the data that is generated when you access our digital offers automatically. Otherwise, we collect data based on your entries or messages or through the use of cookies or similar technologies.

What do we use the data for?

Bereitstellung der Inhalte

- Cookies und ähnliche Technologien
- technische Bereitstellung und Sicherheit
- Unbedingt erforderliche Technologie
- Registrierung und Login

Produktoptimierung

- Weiterentwicklung der Nutzerfreundlichkeit
- Nutzungsanalyse

- Umfragen

Vertragsabwicklung

- Kauf von Produkten

Kommunikation

- Kontakt und Kommunikation

Werbung für unsere eigenen Produkte

- Direktwerbung
- Newsletter
- Erinnerungsmails
- Bietagent

Do we share data?

If you have given your consent or we are otherwise legally authorized to do so, we will pass on your personal data to service providers (e.g., hosting, marketing, sales partners, payment service providers) for the above-mentioned purposes. In such cases, we comply with the legal requirements and, in particular, conclude appropriate contracts or agreements with the recipients of your data to protect your data.

We transfer personal data to other companies within our group of companies or grant them access to this data for administrative purposes. This transfer of data is based on our legitimate business and economic interests or takes place if it is necessary to fulfill our contractual obligations or if the consent of the data subjects or legal permission has been obtained.

Do we transfer data to third countries?

In order to use our digital services, it may be necessary to transfer certain personal data to third countries, i.e. countries where the GDPR does not apply. However, we only allow your data to be processed in a third country if the specific requirements of Art. 44 ff. GDPR are met and thus an adequate level of data protection is guaranteed in that country. This means that the third country must either have an adequacy decision by the European

Commission or suitable safeguards in accordance with Art. 46 GDPR or one of the conditions of Art. 49 GDPR. **Unless otherwise stated below, we use the currently valid [standard contractual clauses] (<https://eur-lex.europa.eu/legal-content/DE/TXT/HTML/?uri=CELEX:32021D0914&from=DE> “current version of the standard contractual clauses”) for the transfer of personal data to processors in third countries.**

How do we secure the data?

In order to protect your privacy and ensure a level of protection appropriate to the risk, we take technical and organizational measures in accordance with legal requirements, taking into account the state of the art, implementation costs, and the nature, scope, circumstances, and purposes of processing, as well as the varying likelihood and severity of threats to the rights and freedoms of natural persons. These measures ensure the confidentiality, integrity, availability, and resilience of your data. This includes, among other things, the use of recognized encryption methods (SSL or TLS) and pseudonymization.

However, we would like to point out that, due to the structure of the Internet, it is possible that the rules of data protection and the above-mentioned security measures may not be observed by other persons or institutions outside our area of responsibility. In particular, unencrypted data disclosed, e.g., by email, may be read by third parties. We have no technical influence on this.

When do we delete the data?

We delete or anonymize your personal data as soon as it is no longer required for the purposes for which we collected or used it.

However, we may still need to store your data until the expiry of the retention obligations and periods imposed by the legislator or supervisory authorities, which may arise from the German Commercial Code, the German Fiscal Code, and the German Money Laundering Act (usually 6 to 10 years). In addition, we may retain your data until the expiry of the statutory limitation periods (i.e., usually 3 years, but in individual cases up to 30

years) if this is necessary for the assertion, exercise, or defense of legal claims. After that, the relevant data will be deleted.

What rights do you have?

- Information
- Deletion
- Correction
- Objection

You can contact the data protection officer with your request by mail or by email at swmh-datenschutz@atarax.de.

This privacy policy is updated from time to time. The date of the last update can be found at the beginning of this information.

Privacy Manager

You can obtain an overview of all the tools and cookies we use as well as an option to withdraw your consent by clicking on Privacy settings at the bottom of the website you are visiting.

You will find detailed data protection information below.

How we make our content available to you

Cookies and similar technologies

If cookies, device identifiers, or other personal data are stored or accessed on your device for processing purposes, this is done on one of the legal bases of Art. 6 GDPR.

In order to be able to provide the telemedia service you have expressly requested, we also take into account the provisions of Section 25 of the German Telecommunications Digital Services Data Protection Act (TDDDG), in particular the requirement under Section 25 (2) No. 2 TDDDG.

You can find an overview of the technologies used under Privacy settings.

Types and functions of cookies

Cookies are text files that contain data from visited websites or domains and are stored by a browser on users' devices. A cookie primarily serves to store information about a user during or after their visit to an online offering. The stored information may include, for example, language settings on a website, login status, a shopping cart, or video interactions. The term “cookies” also includes other technologies that perform the same functions as cookies (e.g., when user information is stored using pseudonymous online identifiers, also known as “user IDs”).

There are the following types of cookies and functions:

- **Temporary cookies (also known as session cookies):** Temporary cookies are deleted at the latest after a user leaves an online offering and closes their browser.
- **Permanent cookies:** Permanent cookies remain stored even after the browser is closed. This allows, for example, the login status to be saved or preferred content to be displayed directly when the user visits a website again. Similarly, the interests of users, which are used for reach measurement or marketing purposes, can be stored in such a cookie.
- **First-party cookies:** First-party cookies are set and used by us to process user information.
- **Third-party cookies:** Third-party cookies are mainly used by advertisers (so-called third parties) or other partners to process user information.

- **Strictly necessary (also: essential or necessary) cookies:** These cookies ensure functions without which these digital offerings could not be used as desired. They may be absolutely necessary for the operation of a website, for example to store logins or other user entries, or for security reasons.
- **Analysis and statistics cookies:** These cookies enable us to analyze the use of our digital offerings, in particular to measure reach—i.e., clicks, visits, and visitor numbers. The aim is to statistically determine the number of visits and visitors and their surfing behavior (duration, origin) and thus obtain market-wide comparable values. The information collected is evaluated in aggregate form in order to derive improvements and optimizations for our products.
- **Marketing and personalization cookies:** Cookies are also used to store a user's interests or behavior (e.g., viewing certain content, using functions, etc.) in a user profile. Such profiles are used, for example, to display content to users that corresponds to their potential interests. This process is also referred to as “tracking,” i.e., tracking the potential interests of users. If we use cookies or tracking technologies, we will provide separate information about this in our privacy policy or when obtaining consent.

Technical provision and security

When our offer is used, we automatically employ essential technologies and process the following information:

- Information about the accessing device and the software used
- Date and time of access
- Websites from which the user accesses our website or which the user visits via our website
- IP address

The collection of these logs and their temporary storage and processing are necessary to ensure system security and integrity (in particular to ward off and defend against attempts at attack or damage) and are carried out in accordance with our legitimate interest (§ 25 (2) No. 2 TDDDG, Art. 6 (1) f GDPR).

The storage period for this log data is usually seven days; for reliable detection of AI bots, it is 30 days. From this point on, this specific server log

data is anonymized based on our legitimate interest in statistical evaluation to assess AI bots and their impact on our content (Art. 6 (1) f GDPR).

The legal basis for the aforementioned data processing is our legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR.

Essential technology

The following tools and cookies are strictly necessary technologies, i.e., essential for providing our services as requested by the user.

The legal basis for the data processing described below is our legitimate interest pursuant to Art. 6 (1) (f) GDPR.

Folgende Session-Cookies auf der Domain kaufdown.de dienen der Sicherheit der Webseite und dem Schutz des Nutzers gegen Cross-Site-Request-Forgery(CSRF)-Attacken, in dem sie jede Anfrage vom Client an den Server mit einem eindeutigen „Token“ versehen, der sicher stellt, dass der Request vom Client kommt, und werden aufgrund unseres überwiegenden berechtigten Interesses (Art. 6 Abs. 1 lit f) DSGVO) gesetzt. Die einzelnen hier aufgeführten Cookies werden bei der jeweiligen Ausführung der spezifischen Handlung (z.B. Newsletteranmeldung, Profiländerungen, Betätigung der Schaltflächen beim Webshop) gesetzt und dienen dem CSRF-Schutz der jeweiligen Handlung. Mehr Informationen zu CSRF-Attacken und dessen Abwehr auf dieser Webseite finden Sie auf <https://developers.shopware.com/developers-guide/csrf-protection/>.

- csrf[api.kaufdown.product.checkout]
- csrf[frontend.store-api.proxy]
- csrf[frontend.wishlist.product.add]
- csrf[frontend.wishlist.product.merge.pagelet]
- csrf[frontend.wishlist.product.merge]
- csrf[frontend.wishlist.product.remove]
- csrf[kaufdown.biddingAgent.add]
- csrf[kaufdown.biddingAgent.disable]
- csrf[kaufdown.biddingAgent.list]
- csrf[kaufdowntheme.modal.login]

Die folgenden Session-Cookies werden nach Ihrer Einwilligung (Art. 6 Abs. 1 lit a) DSGVO) gesetzt:

Cookie-Name	Zweck
csrf[frontend.account.login]	Login
csrf[frontend.account.recover.request]	Bietagent
csrf[frontend.account.register.save]	Registrierung
csrf[frontend.captcha.basic-captcha.validate]	Bot-Detection
csrf[frontend.form.newsletter.register.handle]	Newsletter
csrf[frontend.wishlist.guestPage.pagedet]	Merkzettel

Consent management

In order to obtain and store your consent under data protection law, we use the consent management platform from Sourcepoint (Sourcepoint Technologies, Inc., 228 Park Avenue South, #87903, New York, NY 10003-1502, United States). This platform uses strictly necessary cookies to query the consent status and thus display the corresponding content.

The data is stored for a maximum of 13 months.

Cookie	Purpose	Duration	Type
consentUUID	UniqueUserID to store the user's consent status	12 months	Cookie
_sp_su	Identification of users for sampling consent rates reporting	12 months	Cookie
_sp_user_consent	UniqueUserID to retrieve the user's consent	Unlimited	Local storage

Cookie	Purpose	Duration	Type
	status stored in our database if necessary		
_sp_local_state	Determines whether a user has seen the consent banner so that it is only shown once	unlimited	local storage
_sp_non_keyed_local_state	Information about the metadata and the user's UniqueUserID	unlimited	local storage

Registration

Sie haben die Möglichkeit, sich bei uns zu registrieren und ein Kundenkonto anzulegen. Für die Registrierung erheben und speichern wir von Ihnen folgende Daten:

- Anrede, Vorname, Nachname,
- Telefonnummer und E-Mail-Adresse
- Straße, Hausnummer, PLZ und Ort, Land

Nach erfolgter Registrierung erhalten Sie einen persönlichen, passwortgeschützten Zugang und können die von Ihnen hinterlegten Daten einsehen und verwalten. Die Registrierung erfolgt freiwillig, kann aber Voraussetzung sein, um unsere Dienste in Anspruch zu nehmen (Art. 6 Abs. 1 S. 1 lit. a) sowie Art. 6 Abs. 1 lit. b) DSGVO).

Freiwillige Angaben verwenden wir zur Aussteuerung unserer Angebote (Art. 6 Abs. 1 S. 1 lit. f) DSGVO).

Die Daten werden im Rahmen der Rückwärtsauktion und für die Abwicklung von auf der Online-Plattform geschlossenen Verträgen genutzt, d.h. wir verarbeiten sie, um Sie im Falle eines Vertragsschlusses zu

informieren, die Zahlungsabwicklung und Aushändigung eines Zertifikates durchzuführen. Die Daten werden an den jeweiligen Anbieter weitergegeben, damit der mit diesem geschlossene Vertrag erfüllt werden kann, u.a. damit er den Artikel Ihnen als Käufer aushändigen kann. Dies gilt entsprechend bei Ersteigerung von Dienstleistungen. Diese Datenweitergabe erfolgt aufgrund des zwischen dem jeweiligen Anbieter und uns bestehenden Handelsvertretervertrages und somit zur Vertragserfüllung (Art. 6 Abs. 1 lit. b) DSGVO).

Die Daten werden gelöscht, sobald sie zur Zweckerreichung nicht mehr erforderlich sind und keine gesetzlichen Aufbewahrungsfristen dem entgegenstehen.

Payment processing PayPal

At your request, you can use the services of PayPal (PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg) for payment. For this purpose, we pass on your payment data (total amount of the order, reference on the PayPal account) to PayPal on the basis of Art. 6 para. 1 sentence 1 lit. b) GDPR. The processing of data for payment with PayPal is necessary for the fulfilment of the contract.

PayPal collects information about the transaction as well as other information associated with the transaction, such as the amount sent or requested, the amount paid for products or services, information about the merchant, including information about the means of payment used to carry out the transaction, device information, technical usage data and location data. In the case of a PayPal payment, we may see your data in our PayPal account.

With PayPal Express Checkout, you do not have to re-enter order information or credit card or address details, as these are transferred directly by PayPal.

PayPal reserves the right to carry out an identity and credit check via credit agencies under certain circumstances. Further information on PayPal's data protection can be found [here](#).

How we optimize our products

Further development of user-friendliness

We use cookies and tracking tools to optimize our digital offerings based on your usage. To do this, we measure the development of reach and the use of content and functions, and use A/B testing to determine which variants users prefer.

Usage analysis

We want to continuously develop and improve our products. To do this, we need to analyze usage. This serves to evaluate visitor traffic to our digital offerings and may include behavior, interests, or demographic information about visitors, such as age or gender, as pseudonymous values. With its help, we can see, for example, when our digital offerings are used most frequently or which functions are popular. This enables us to identify areas that need optimization.

In addition to usage analysis, we also use testing procedures to test different versions of our digital offerings or their components, for example, and to increase certain user actions or reactions if necessary.

For these purposes, profiles, i.e., data summarized for a usage process, are created and information is stored in a browser or on a terminal device and read from it. The information collected includes, in particular, websites visited and elements used there, as well as technical information such as the browser used, the computer system used, and information on usage times.

The IP addresses of users are also stored. We use an IP masking procedure (i.e., pseudonymization by shortening the IP address) for your protection. In general, no clear data of users (such as email addresses or names) is stored in the context of web analysis, A/B testing, and optimization, but rather pseudonyms, so that neither we nor the providers of the software used, who act as processors for us, know the actual identity of the users.

The legal basis for data processing is your consent in accordance with Art. 6 para. 1 lit. a) GDPR.

Participate in surveys

To find out how satisfied you are with our products, you can participate in our surveys. For each survey, you decide individually whether you want to participate and what information you want to give us.

To enable participants to interrupt a survey embedded in the website and continue it with the same browser, a session cookie is created when the survey participation starts. This also prevents the same survey from being displayed to you multiple times.

You can delete this cookie at any time in your browser's privacy settings. However, this will remove the option to continue a partially completed survey from the point where you left off and the protection against the survey being displayed again.

If personal data is collected in a survey, it will be deleted at the latest at the end of the year in which the survey and its evaluation were completed.

The legal basis for data processing is your consent in accordance with Art. 6 para. 1 lit. a) GDPR.

Für unsere Umfragen verwenden wir das Online-Umfragetool easyfeedback unseres Dienstleisters easyfeedback GmbH, Ernst-Abbe-Straße 4, 56070 Koblenz. Informationen zum Datenschutz finden Sie [hier](#).

When you contact us

Contacting us

When you contact us, we only collect personal data (e.g. name, e-mail address, telephone number) if you provide it to us voluntarily. This information is expressly provided on a voluntary basis. The purpose of processing your data is to process and respond to your enquiry. This is also our legitimate interest in data processing in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR.

In the case of a telephone enquiry, your data will also be processed by telephone applications and in some cases also via a voice dialogue system in order to support us in the distribution and processing of enquiries.

We will delete your data that we have received in the course of contacting you as soon as your request has been fully processed and no further communication with you is required or requested by you.

Wenn Sie Produkte kaufen

Kauf von Produkten

Wenn Sie ein Produkt (Artikel oder Dienstleistung) bei einer Auktion kaufen, werden nicht wir Ihr Vertragspartner sondern der jeweilige Anbieter des Produkts. Wir geben nach Abschluss des Kaufvertrages folgende, im Rahmen der Registrierung und der Kaufabwicklung angegebene Daten an den jeweiligen Anbieter weiter; sowohl wir als auch der jeweilige Anbieter verarbeiten die Daten jeweils als eigenständig Verantwortlicher zur Vertragserfüllung (Art. 6 Abs. 1 lit b) DSGVO):

- Zahlungsdaten zur Zahlung des Kaufpreises
- E-Mail-Adresse, um Ihnen ein Zertifikat zuzusenden, das Sie berechtigt, das erworbene und bezahlte Produkt entgegen bzw. in Anspruch zu nehmen (Nachweis des Vertragsschlusses)
- Adress und Kontaktdaten, damit Ihnen Informationen und Dokumente im Rahmen der Vertragsabwicklung (z.B. vertragliche Korrespondenz, Abrechnungs-/Forderungsbelege) zur Verfügung gestellt werden können.

Die Daten werden gelöscht, sobald sie zur Zweckerreichung nicht mehr erforderlich sind und keine gesetzlichen Aufbewahrungsfristen dem entgegenstehen.

When we advertise our products

Direct marketing

We also use your contact data beyond contract-related use for advertising purposes. This is only done if you have expressly consented (Art. 6 para. 1 lit. a) GDPR) or on the basis of our legitimate interest in a personalised customer approach or direct advertising (Art. 6 para. 1 lit. f) GDPR), for example for information about the same and similar products of our company (Section 7 para. 3 UWG).

If you no longer wish to receive advertising, you can withdraw your consent or object to advertising at any time.

The data processed by us will be deleted as soon as they are no longer required for their intended purpose, you have objected to the advertising and the deletion does not conflict with any statutory retention requirements.

Ihre Einwilligung können Sie widerrufen

- durch einen Klick auf den Abmelde-Link am Ende der Mail
- per Mail an info@kaufdown.de
- schriftlich an die Süddeutsche Zeitung GmbH, Stichwort Kaufdown, Hultschiner Str. 8, 81677 München (bitte Mail-Adresse bzw. Telefonnummer und den Namen von der Registrierung angeben).

Newsletter

Sie erhalten von uns Newsletter zu unseren aktuellen Auktionen und den damit verbundenen exklusiven Angeboten und Rabatten, wenn Sie diese Newsletter jeweils explizit bestellen (Art. 6 Abs. 1 S. 1 lit. b) DSGVO).

Für die Anmeldung zu unserem Newsletter verwenden wir das sog. Double-opt-in-Verfahren. Das heißt, dass wir Ihnen nach Angabe Ihrer E-Mail-Adresse eine Bestätigungs-E-Mail an die angegebene E-Mail-Adresse senden, in welcher wir Sie um Bestätigung bitten, dass Sie den Versand des Newsletters wünschen. Wir speichern Ihre E-Mail-Adresse so lange, bis Sie den Newsletter abbestellen. Die Speicherung dient alleine dem Zweck, Ihnen den Newsletter senden zu können. Pflichtangabe für die Übersendung des Newsletters ist allein die E-Mail-Adresse. Die Angabe weiterer, gesondert markierter Angaben ist freiwillig und wird allein zu einer Personalisierung des Newsletters verwendet. Auch diese Daten werden bei Wunsch vollständig gelöscht.

Sobald Sie aufgrund der Angabe Ihrer E-Mail Adresse Newsletter erhalten, enthalten diese Newsletter Elemente, die auf das Lesen oder Bestätigen von Links innerhalb des Newsletters reagieren und mit einer individuellen technischen Kennzeichnung verbunden sind. Dabei erfassen wir, wann Sie unsere Newsletter lesen, welche Links Sie in diesen anklicken und folgern daraus Ihre persönlichen Interessen. Wir nutzen diese Informationen für eine statistische Auswertung aller aus der Nutzung des Newsletters erlangten Rückinformationen, um den Newsletter-Dienst für Sie zu verbessern.

Ihre Einwilligung in die Übersendung des Newsletters und damit dem Tracking können Sie jederzeit mit Wirkung für die Zukunft widerrufen. Den Widerruf können Sie durch Klick auf den in jeder Newsletter-E-Mail bereitgestellten Link, auch auf unserer Website nach Login unter „Meine Daten“ oder per E-Mail an info@kaufdown.de erklären. Sie erhalten dann allerdings keinen Newsletter mehr.

Erinnerungsmails

Gerne erinnern wir Sie mit einer E-Mail am Tag vor Auktionsstart an von Ihnen ausgewählte Auktionen. Hierzu können Sie auf das Merken-und-Erinnern-Icon einer Auktion klicken, sofern Sie sich registriert oder eingeloggt haben (Art. 6 Abs. 1 S. 1 lit. a) DS-GVO sowie Art. 6 Abs. 1 S.1 lit. b) DS-GVO). Die entsprechend markierten Auktionen erscheinen unter

„Merken & Erinnern“ im Bereich „Mein Kaufdown“. Sie können die E-Mail-Erinnerung deaktivieren, indem Sie die Einstellung dazu unter „Meine Daten“ ändern. Es ist ebenfalls möglich, dass Sie sich pro Auktion unter „Merken & Erinnern“ einen Termin herunterladen, um sich damit selbst an die Auktion zu erinnern.

Bietagent

Sie haben die Möglichkeit über den Bietagenten, an der Auktion teilzunehmen, ohne live dabei zu sein. Hierfür können Sie Ihren Preisvorschlag bereits im Vorfeld der Auktion abgeben.

Um Sie über die Auktion auf dem Laufenden zu halten und um Ihnen die Möglichkeit zu geben, Ihr Gebot anzupassen, informieren wir Sie mit einer E-Mail darüber, wenn

- der Bietagent erfolgreich war und das Produkt gekauft wurde
- nur noch 3 Produkte im Angebot sind und Ihr Bietagent noch nicht zugeschlagen hat.
- die Auktion beendet ist und Ihr Bietagent nicht zugeschlagen hat.

Für diesen Service verarbeiten wir Ihre E-Mail-Adresse mit Ihrer Einwilligung (Art. 6 Abs. 1 lit. a) DSGVO). Sie können den Bietagenten deaktivieren und damit diese Einwilligung jederzeit widerrufen. Außerdem haben Sie die Möglichkeit, den Erhalt der Informationsmail zu deaktivieren, indem Sie die Einstellungen dazu unter „Meine Daten“ ändern.

What else you should know

Controller

Süddeutsche Zeitung GmbH

Hultschiner Str. 8
D-81677 Munich

Data Protection Officer

atarax group of companies

Luitpold-Maier-Str. 7

D-91074 Herzogenaurach

Phone: 09132 79800

Email: swmh-datenschutz@atarax.de.

Contact for your data protection enquiry

You can ask your questions about data protection here.

datenschutz@sz.de

Your rights

- In accordance with Art. 15 GDPR, you have the right to request **information** about your personal data processed by us. In this context, you also have the right to receive a copy of your personal data processed by us in accordance with Art. 15 para. 3-4 GDPR.
- In accordance with Art. 16 GDPR, you can immediately request the **correction** of incorrect or the completion of your personal data stored by us.
- In accordance with Art. 17 GDPR, you can request the erasure of your personal data stored by us.
- In accordance with Art. 18 GDPR, you can request the **restriction of the processing** of your personal data.
- In accordance with Art. 20 GDPR, you can request to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format and you can request the **transfer** to another controller.
- In accordance with Art. 7 para. 3 GDPR, you can **revoke** your consent once given to us at any time. This means that the processing carried out on the basis of the consent prior to the revocation was lawful and

has the consequence that we may no longer continue the data processing based on this consent in the future.

Right to object

If your personal data is processed on the basis of legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR or Art. 6 para. 1 sentence 1 lit. e) GDPR, you have the right to object to the processing of your personal data in accordance with Art. 21 GDPR. In the event of such an objection, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

In the case of direct marketing, you have the right to object at any time to the processing of personal data concerning you. If you object to processing for direct marketing purposes, the personal data will no longer be processed for these purposes.

Right to lodge a complaint with the supervisory authority

You have the right to lodge a complaint with a data protection supervisory authority against the processing of your personal data if you feel that your rights under the GDPR have been violated. As a rule, you can contact the supervisory authority of your usual place of residence, your workplace or our company headquarters.

Data protection information in the GTC

With this privacy policy, we fulfil the information obligations under the GDPR. Our General Terms and Conditions also contain data protection information. These explain in detail how your personal data, which we require to fulfil contracts and for the purpose of identity and credit checks, is processed.

Links to other websites

We link to websites of other providers or have integrated elements from them into our website. This data protection information does not apply to

them - we have no influence on these sites and cannot check that others comply with the applicable data protection regulations.

Changes to the privacy policy

We reserve the right to change or adapt this privacy policy at any time in compliance with the applicable data protection regulations.