

Privacy policy

1. Introduction

With the following information, we would like to give you as a "data subject" an overview of the processing of your personal data by us and your rights under data protection laws. It is generally possible to use our website without entering personal data. However, if you wish to make use of special services of our company via our website, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain your consent.

The processing of personal data, such as your name, address or e-mail address, is always carried out in accordance with the General Data Protection Regulation (GDPR) and in accordance with the country-specific data protection regulations applicable to Weha - Ludwig Werwein GmbH. By means of this privacy policy, we would like to inform you about the scope and purpose of the personal data we collect, use and process.

As the controller, we have implemented numerous technical and organisational measures to ensure that the personal data processed via this website is protected as completely as possible. Nevertheless, Internet-based data transmissions can generally have security gaps, so that absolute protection cannot be guaranteed. For this reason, you are free to transmit personal data to us by alternative means, for example by telephone or post.

You too can take simple and easy-to-implement measures to protect yourself against unauthorised access to your data by third parties. We would therefore like to take this opportunity to give you some tips on how to handle your data securely:

- Protect your account (login, user or customer account) and your IT system (computer, laptop, tablet or mobile device) with secure passwords.
- Only you should have access to the passwords.
- Make sure that you only ever use your passwords for one account (login, user or customer account).
- Do not use the same password for different websites, applications or online services.
- This applies in particular to the use of publicly accessible IT systems or IT systems shared with other persons: You should always log out after logging in to a website, application or online service.

Passwords should consist of at least 12 characters and be chosen so that they cannot be easily guessed. Therefore, they should not contain common everyday words, your own name or the names of relatives, but should contain upper and lower case letters, numbers and special characters.

2. Person responsible

The controller within the meaning of the GDPR is:

Weha - Ludwig Werwein GmbH
Wikingerstrasse 15
DE-86343 Königsbrunn
Managing Directors: Robert Beck, Richard Hering
Tel: +49 8231 6007-0
info@weha.com

3. Data Protection Officer

You can reach the data protection officer as follows

Mr Carsten Krois
HBK Datenschutz Consulting UG
Bahnhofstr. 5b | D-86368 Gersthofen

You can contact our data protection officer directly at any time with any questions or suggestions regarding data protection.

4. Technology

4.1 SSL/TLS encryption

This site uses SSL or TLS encryption to **ensure** the security of data processing and to protect the transmission of confidential content, such as orders, login data or contact enquiries that you send to us as the operator. You can recognise an encrypted connection by the "https://" instead of "http://" in the address line of the browser and by the lock symbol in your browser line.

We use this technology to protect your transmitted data.

4.2 Data collection when visiting the website

If you only use our website for information purposes, i.e. if you do not register or otherwise transmit information to us, we only collect the data that your browser transmits to our server (in so-called "server log files"). Our website collects a range of general data and information each time a page is accessed by you or by an automated system. This general data and information is stored in the server log files. The following can be recorded:

1. Browser types and versions used,
2. The operating system used by the accessing system,
3. The website from which an accessing system reaches our website (so-called referrer),
4. The sub-websites that are accessed via an accessing system on our website,
5. The date and time of access to the website,
6. An Internet Protocol address (IP address) and,

7. The Internet service provider of the accessing system.

When using this general data and information, we do not draw any conclusions about your person. Rather, this information is required in order to:

1. Deliver the content of our website correctly,
2. Optimise the content of our website and the advertising for it,
3. Ensure the long-term functionality of our IT systems and the technology of our website, and
4. Provide law enforcement authorities with the information necessary for prosecution in the event of a cyberattack.

This collected data and information is therefore evaluated by us both statistically and with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimum level of protection for the personal data processed by us. The data of the server log files are stored separately from all personal data provided by a data subject.

The legal basis for the data processing is Art. 6, para. 1, cl. 1 (f) of the GDPR. Our legitimate interest follows from the data collection purposes listed above.

5. Cookies

5.1 General information about cookies

Cookies are small files that your browser automatically creates and that are stored on your IT system (laptop, tablet, smartphone, etc.) when you visit our website.

Information is stored in the cookie that results in each case from the connection with the specific end device used. However, this does not mean that we will immediately become aware of your identity.

The use of cookies serves to make the use of our website more pleasant for you. For example, we use so-called session cookies to recognise that you have already visited individual pages of our website. These are automatically deleted after you leave our site.

In addition, we also use temporary cookies to optimise user-friendliness - these are stored on your end device for a specified period of time. If you visit our site again to use our services, it will automatically recognise that you have already visited us and which entries and settings you have made so that you do not have to enter them again.

On the other hand, we use cookies to statistically record the use of our website and to evaluate our website for you for the purpose of optimisation. These cookies enable us to

automatically recognise that you have already visited our website when you visit it again. The cookies set in this way are automatically deleted after a defined period of time. The respective storage duration of the cookies can be found in the settings of the consent tool used.

5.2 Legal basis for the use of cookies

The data processed by the cookies, which are required for the proper functioning of the website, are therefore necessary to safeguard our legitimate interests and those of third parties in accordance with Art. 6 para. 1 (f) GDPR.

For all other cookies, you have given your consent to this via our opt-in cookie banner within the meaning of Art. 6 para. 1 (a) GDPR.

5.3 Notes on avoiding cookies in common browsers

You can delete cookies, allow only selected cookies or completely deactivate cookies at any time via the settings of the browser you are using. Further information can be found on the support pages of the respective providers:

- Chrome: <https://support.google.com/chrome/answer/95647?tid=311178978>.
- Safari: <https://support.apple.com/de-at/guide/safari/sfri11471/mac?tid=311178978>.
- Firefox: <https://support.mozilla.org/de/kb/cookies-und-website-daten-in-firefox-loschen?tid=311178978>.
- Microsoft Edge: <https://support.microsoft.com/de-de/microsoft-edge/cookies-in-microsoft-edge-l%C3%B6sungen-63947406-40ac-c3b8-57b9-2a946a29ae09>.

6. Contents of our website

6.1 Data processing when opening a customer account and for contract processing

In accordance with Art. 6 para. 1 (b) GDPR, personal data is collected and processed if you provide it to us for the execution of a contract or when opening a customer account. Which data is collected can be seen from the respective input forms. Your customer account can be cancelled at any time, for example by sending a message to the aforementioned address of the controller. We store and use the data provided by you to process the contract. After completion of the contract or deletion of your customer account, your data will be blocked, taking into account tax and commercial retention periods, and deleted after expiry of these periods, unless you have expressly consented to further use of your data or a legally permitted further use of data has been reserved by us, as explained below.

6.2 Data processing for order processing

The personal data collected by us will be passed on to the transport company commissioned with the delivery as part of the contract processing, insofar as this is necessary for the delivery of the goods. We pass on your payment data to the authorised credit institution

within the scope of payment processing, insofar as this is necessary for payment processing. If payment service providers are used, we provide explicit information about this below. The legal basis for the transfer of data is Art. 6 para. 1 (b) GDPR.

6.3 Data processing for identity verification

If necessary, we verify your identity on the legal basis of Article 6 para. 1 (b) and (f) GDPR using information from service providers. We are authorised to do this in order to protect your identity and to prevent fraud attempts at our expense. The fact and the result of our enquiry will be added to your customer account or your guest account for the duration of the contractual relationship.

6.4 Conclusion of contracts for online shops, retailers and dispatch of goods

We only transfer personal data to third parties if this is necessary in the context of contract processing, for example to the companies entrusted with the delivery of the goods or the credit institution commissioned with payment processing. Further transmission of the data will not take place or will only take place if you have expressly consented to the transmission. Your data will not be passed on to third parties without your express consent, for example for advertising purposes.

The basis for data processing is Art. 6 para. 1 (b) GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

6.5 Contact / Contact form

Personal data is collected when you contact us (e.g. via contact form or e-mail). Which data is collected when a contact form is used can be seen from the respective contact form. This data is stored and used exclusively for the purpose of responding to your enquiry or for contacting you and the associated technical administration. The legal basis for the processing of the data is our legitimate interest in responding to your request in accordance with Art. 6 para. 1 (f) GDPR. If your contact is aimed at concluding a contract, the additional legal basis for the processing is Art. 6 para. 1 (b) GDPR. Your data will be deleted after final processing of your enquiry; this is the case if it can be inferred from the circumstances that the matter in question has been conclusively clarified and the deletion does not conflict with any statutory retention obligations.

6.6 WhatsApp

For communication with our customers and other third parties, we use the instant messaging service WhatsApp, among others. The provider is WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Communication takes place via end-to-end encryption (peer-to-peer), which prevents WhatsApp or other third parties from gaining access to the communication content. However, WhatsApp receives access to metadata that is created in the course of the communication process (e.g. sender, recipient and time). We would also like to point out that WhatsApp, according to its own statement, shares personal data of its users with its parent company

Facebook, which is based in the USA. Further details on data processing can be found in WhatsApp's privacy policy at <https://www.whatsapp.com/legal/#privacy-policy>.

The use of WhatsApp is based on our legitimate interest in communicating as quickly and effectively as possible with customers, interested parties and other business and contractual partners (Art. 6 para. 1 (f) GDPR). If a corresponding consent has been requested, the data processing takes place exclusively on the basis of the consent; this can be revoked at any time with effect for the future.

The communication content exchanged between and on WhatsApp 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 enquiry has been processed). Mandatory statutory provisions - in particular retention periods - remain unaffected.

We use WhatsApp in the "WhatsApp Business" version.

Data transfer to the USA is based on the Privacy Framework and the standard contractual clauses of the EU Commission. Details can be found here: <https://www.whatsapp.com/legal/business-data-transfer-addendum>.

We have set our WhatsApp accounts so that it does not automatically synchronise data with the address book on the smartphones in use.

We have concluded an order processing contract (AVV) with the aforementioned provider.

7. Newsletter dispatch

7.1 Newsletter mailing to existing customers

If you have provided us with your e-mail address when purchasing goods or services, we reserve the right to regularly send you offers for similar goods or services to those already purchased from our range by e-mail. In accordance with Section 7 (3) UWG [law against unfair competition], we do not need to obtain separate consent from you for this. In this respect, data processing is carried out solely on the basis of our legitimate interest in personalised direct advertising in accordance with Art. 6 para. 1 (f) GDPR. If you have initially objected to the use of your e-mail address for this purpose, we will not send you an e-mail. You are entitled to object to the use of your e-mail address for the aforementioned advertising purpose at any time with effect for the future by sending a message to the controller named at the beginning. You will only incur transmission costs in accordance with the basic tariffs. Upon receipt of your objection, the use of your e-mail address for advertising purposes will be discontinued immediately.

7.2 Advertising newsletter

On our website, you are given the opportunity to subscribe to our company's newsletter. Which personal data is transmitted to us when you order the newsletter can be seen in the input screen used for ordering the newsletter.

We inform our customers and business partners about our offers at regular intervals by means of a newsletter. In principle, you can only receive our company's newsletter if:

1. You have a valid e-mail address and
2. You have registered to receive the newsletter.

For legal reasons, a confirmation e-mail will be sent to the e-mail address you entered for the first time for the newsletter mailing using the double opt-in procedure. This confirmation e-mail is used to check whether you, as the owner of the e-mail address, have authorised the receipt of the newsletter.

When you register for the newsletter, we also store the IP address assigned by your internet service provider (ISP) of the IT system you are using at the time of registration, as well as the date and time of registration. The collection of this data is necessary in order to be able to trace the (possible) misuse of your e-mail address at a later date and therefore serves our legal protection.

The personal data collected when registering for the newsletter will be used exclusively for sending our newsletter. Furthermore, subscribers to the newsletter may be informed by e-mail if this is necessary for the operation of the newsletter service or a registration in this regard, as could be the case in the event of changes to the newsletter offer or in the event of a change in technical circumstances. The personal data collected as part of the newsletter service will not be passed on to third parties. You can cancel your subscription to our newsletter at any time. The consent to the storage of personal data that you have given us for the newsletter dispatch can be revoked at any time. There is a corresponding link in every newsletter for the purpose of revoking consent. It is also possible to unsubscribe from the newsletter at any time directly on our website or to inform us of this in another way.

The legal basis for data processing for the purpose of sending the newsletter is Art. 6 para. 1 (a) GDPR.

8. Our activities in social networks

So that we can also communicate with you in social networks and inform you about our services, we are represented there with our own pages. If you visit one of our social media pages, we are jointly responsible with the provider of the respective social media platform for the processing operations triggered by this, within the meaning of Art. 26 GDPR.

We are not the original provider of these pages, but only use them within the scope of the possibilities offered to us by the respective providers.

As a precautionary measure, we would therefore like to point out that your data may also be processed outside the European Union or the European Economic Area. Use may therefore be associated with data protection risks for you, as it may be more difficult for you to protect your rights, e.g. to information, deletion, objection, etc., and processing in social networks is often carried out directly for advertising purposes or to analyse user behaviour by the providers, without us being able to influence this. If user profiles are created by the provider, cookies are often used or the user behaviour is assigned to your own social network member profile.

The described processing operations of personal data are carried out in accordance with Art. 6 para. 1 (f) GDPR on the basis of our legitimate interest and the legitimate interest of the respective provider in order to be able to communicate with you in a timely manner or to inform you about our services. If you have to give your consent to data processing as a user with the respective providers, the legal basis refers to Art. 6 para. 1 (a) GDPR in conjunction with Art. 7 GDPR.

As we do not have access to the providers' databases, we would like to point out that it is best to assert your rights (e.g. to information, correction, deletion, etc.) directly with the respective provider. Further information on the processing of your data in social networks is provided below by the respective social network provider we use:

8.1 Facebook

(Joint) controller for data processing in Europe:

Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland

Privacy Policy (Data Policy):

<https://www.facebook.com/about/privacy>

8.2 Instagram

(Joint) controller for data processing in Germany:

Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland

Privacy Policy (Data Policy):

<https://instagram.com/legal/privacy/>

8.3 YouTube

(Joint) controller for data processing in Europe:

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

Privacy policy:

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

9. Web analysis

9.1 Google Analytics 4 (GA4)

On our websites we use Google Analytics 4 (GA4), a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

In this context, pseudonymised user profiles are created and cookies (see "Cookies") are used. The information generated by the cookie about your use of this website may include, but is not limited to:

- Short-term recording of the IP address without permanent storage
- Location data
- Browser type/version
- Operating system used
- Referrer URL (previously visited page)
- Time of the server request

The pseudonymised data may be transferred by Google to a server in the USA and stored there.

The information is used to analyse the use of the website, to compile reports on website activity and to provide other services relating to website activity and internet usage for the purposes of market research and the needs-based design of this website. This information may also be transferred to third parties if this is required by law or if third parties process this data on our behalf. Under no circumstances will your IP address be merged with other Google data.

These processing operations are only carried out if express consent is given in accordance with Art. 6 para. 1 (a) GDPR.

The parent company Google LLC is certified as a US company under the EU-US Data Privacy Framework. This constitutes an adequacy decision pursuant to Art. 45 GDPR, meaning that personal data may be transferred without further guarantees or additional measures.

Further information on data protection when using GA4 can be found at:
<https://support.google.com/analytics/answer/12017362?hl=de>.

10. Plugins and other services

10.1 Google Maps

We use Google Maps (API) on our website. The operating company of Google Maps is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is part of the Google group of companies headquartered at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Maps is a web service for displaying interactive maps in order to visualise geographical information. By using this service, for example, our location can be shown to you, making it easier for you to find us.

Information about your use of our website (such as your IP address) is transmitted to Google servers in the USA and stored there as soon as you access those sub-pages in which the Google Maps map is integrated, provided that you have given your consent within the meaning of Art. 6 para. 1 (a) GDPR. In addition, Google Maps loads the Google web fonts and Google Photos as well as Google stats. The provider of the services is also Google Ireland Limited. When you call up a page that integrates Google Maps, your browser loads the web fonts and photos required to display Google Maps into your browser cache. The browser you are using also establishes a connection to Google's servers for this purpose. As a result, Google becomes aware that our website has been accessed via your IP address. This takes place regardless of whether Google provides a user account that you are logged in to or if no user account exists. When you are logged into Google, your data is assigned directly to your account. If you do not wish for assignment to your profile with Google to take place, you must log out of your Google user account. Google stores your data (even for users who are not logged in) as usage profiles and analyses them. You have the right to object to the formation of these user profiles, wherein you must assert this right towards Google.

If you do not agree to the future transmission of your data to Google when using Google Maps, you also have the option of completely deactivating the Google Maps web service by switching off the JavaScript application in your browser. Google Maps and thus also the map display on this website cannot be used in this case.

These processing operations are only carried out if express consent is given in accordance with Art. 6 para. 1 (a) GDPR.

You can view Google's terms of use at <https://www.google.de/intl/de/policies/terms/regional.html>, the additional terms of use for Google Maps can be found at https://www.google.com/intl/de_US/help/terms_maps.html.

The parent company Google LLC is certified as a US company under the EU-US Data Privacy Framework. This constitutes an adequacy decision pursuant to Art. 45 GDPR, meaning that personal data may be transferred without further guarantees or additional measures.

You can view the data protection provisions of Google Maps at ("Google Privacy Policy"): <https://www.google.de/intl/de/policies/privacy/>.

11. Your rights as a data subject

11.1 Right to confirmation

You have the right to request confirmation from us regarding whether personal data relating to you is processed.

11.2 Right to information Art. 15 GDPR

You have the right to receive free information from us at any time about the personal data stored about you and a copy of this data in accordance with the statutory provisions.

11.3 Right to correction Art. 16 GDPR

You have the right to demand the correction of incorrect personal data relating to you. You also have the right to request the completion of incomplete personal data, taking into account the purposes of the processing.

11.4 Deletion Art. 17 GDPR

You have the right to demand that we delete your personal data immediately if one of the reasons provided for by law applies and insofar as the processing or storage is not necessary.

11.5 Restriction of processing Art. 18 GDPR

You have the right to demand that we restrict processing if one of the legal requirements is met.

11.6 Data portability Art. 20 GDPR

You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format. You also have the right to transmit such personal data to another controller, without hindrance from us, if the processing is based on consent pursuant to Art. 6 para. 1 (a) Art. 9 para. 2 (a) GDPR or on a contract pursuant to Art. 6 para. 1 (b) GDPR and the processing is carried out by automated means, unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us.

Furthermore, in exercising your right to data portability pursuant to Art. 20 para. 1 GDPR, you have the right to have the personal data transmitted directly from one controller to another, where technically feasible and provided that this does not adversely affect the rights and freedoms of others.

11.7 Objection Art. 21 GDPR

You have the right, for reasons arising from your specific situation, to object at any time to the processing of personal data relating to you, which takes place on the basis of Art. 6, para. 1, (e) (data processing in the public interest) or (f) (data processing on the basis of a balancing of interests) of the GDPR.

This also applies to profiling based on these provisions within the meaning of Art. 4 No. 4 GDPR.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or if the processing serves the establishment, exercise or defence of legal claims.

In individual cases, we process personal data for direct marketing purposes. You can object to the processing of your personal data for the purpose of such advertising at any time. This also applies to profiling insofar as it is associated with such direct advertising. If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

In addition, you have the right, for reasons arising from your specific situation, to object to the processing of personal data related to you, which takes place for scientific or historical research purposes or statistical purposes in accordance with Art. 89, para. 1 of the GDPR unless such processing is necessary for fulfilment of a function that is in the public interest.

You are free to exercise your right to object in connection with the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

11.8 Revocation of consent under data protection law

You have the right to withdraw your consent to the processing of personal data at any time with effect for the future.

11.9 Complaints to a supervisory authority

You have the right to complain to a supervisory authority responsible for data protection about our processing of personal data.