

STRENESE

Data Protection Policy of the Strenesse New GmbH Online Store

1 Responsible Parties

Strenesse New GmbH (“Strenesse”) attaches great importance on a legitimate application of data processing aiming to protect your personal information. The personal information, which you entrust to Strenesse when visiting the Strenesse Online Store (“Online Store”), is gathered and protected in compliance with statutory provisions – for instance, the German Telemedia Act and General Data Protection Regulation (GDPR)– as well as with principles as stated in the following.

Responsible party for the operation of the Online Store at *www.strenesse.com* including all its webpages and all adjustments for mobile devices like smartphones, tablets etc. is

Strenesse New GmbH
Eichendorffplatz 3
D- 86720 Noerdlingen
Germany

*Phone: +49 (0)9081- 807 0**
E-mail: info@strenesse.com

Strenesse would like to point out that some functions or applications of the desktop version as described hereinafter may not be offered on all versions for mobile devices.

Strenesse will not be liable for content and information about Strenesse provided by websites of third parties (e.g. multi-label platforms, wholesale partners, affiliate partners), and cannot guarantee for the content to be correct, up to date or complete. Solely the respective supplier or operator of these websites is responsible for their contents. This also applies to the application of the data processing by third party websites.

2 Collection of Personal Data

Personal data mean any information relating to an identified or identifiable natural person such as your first and last name, your phone number, your date of birth, your billing and shipping address or your e-mail address. Strenesse collects, processes and uses such data only in accordance with statutory provisions, or as far as you allowed permission to use your personal data, e.g. when subscribing for the Online Store Newsletter.

STRENESE NEW GmbH

Delivery and postal address: Eichendorffplatz 3 • D-86720 Noerdlingen

Telefon +49(0)90 81 – 8 07-0 • Telefax +49(0)90 81 - 64 48 • E-Mail info@strenesse.com • Web www.strenesse.com

Registered office: Noerdlingen • Registration court Augsburg, HRB 31106

CEO: Micaela Sabatier

STRENE SSE

In addition STRENE SSE New GmbH collects, processes and uses only personal data that you provide within the framework of placing your order, you saved in your personal customer account or which is collected when visiting our Online Store in order to legitimately justify, process and fulfill your contract of purchase.

We herewith advise you that the transmission of data via the Internet (i.e. through e-mail communications) may be prone to security gaps. It is not possible to completely protect data against third party access.

Revocation of your consent to the processing of data

A wide range of data processing transactions are possible only subject to your express consent. You can also revoke at any time any consent you have already given us. To do so, all you are required to do is sent us an informal notification via e-mail. This shall be without prejudice to the lawfulness of any data collection that occurred prior to your revocation.

Right to object to the collection of data in special cases; right to object to direct advertising (Art. 21 GDPR)

In the event that data are processed on the basis of Art. 6 Sect. 1 lit. e or f GDPR, you have the right to at any time object to the processing of your personal data based on grounds arising from your unique situation. This also applies to any profiling based on these provisions. To determine the legal basis, on which any processing of data is based, please consult this Data Protection Declaration. If you log an objection, we will no longer process your affected personal data, unless we are in a position to present compelling protection worthy grounds for the processing of your data, that outweigh your interests, rights and freedoms or if the purpose of the processing is the claiming, exercising or defence of legal entitlements (objection pursuant to Art. 21 Sect. 1 GDPR).

If your personal data is being processed in order to engage in direct advertising, you have the right to at any time object to the processing of your affected personal data for the purposes of such advertising. This also applies to profiling to the extent that it is affiliated with such direct advertising. If you object, your personal data will subsequently no longer be used for direct advertising purposes (objection pursuant to Art. 21 Sect. 2 GDPR).

Right to log a complaint with the competent supervisory agency

In the event of violations of the GDPR, data subjects are entitled to log a complaint with a supervisory agency, in particular in the member state where they usually maintain their domicile, place of work or at the place where the alleged violation occurred. The right to log a complaint is in effect regardless of any other administrative or court proceedings available as legal recourses.

Right to data portability

You have the right to demand that we hand over any data we automatically process on the basis of your consent or in order to fulfil a contract be handed over to you or a third party in a

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commonly used, machine readable format. If you should demand the direct transfer of the data to another controller, this will be done only if it is technically feasible.

For only visiting the Online Store, it is not necessary to provide any of our personal details. Personal information will only be stored if you allow permission to do so, e.g. when using the contact form or within your personal customer account.

Whenever the Customer accesses one of the pages of the Online Store, or downloads a file, access information relating to this process and browser data are stored in a log file on Strenesse servers. This information may contain your IP address, browser settings and type, operating system, access status, date and time of your visit or pages the Customer accessed the Online Store from. This data is gathered to generate statistics helping Strenesse to continuously optimize the Online Store to your requirements.

2.1 Customer Account

Within the Online Store, you have the possibility to register for your personal customer account where you need to enter only once your personal information, billing and shipping address for all your future purchases; where you can view your order history, create your personal wish list with all your favorite articles or manage your newsletter settings at any time.

To register for such customer account, your name, your billing and shipping address, your e-mail address and a personally chosen password are required. Your e-mail address and your password will serve as your login data.

All data entered are transmitted by 256-bit SSL encryption.

To notify you of any important changes of your order or in the event of technical modifications, we shall use the e-mail address provided during the registration process.

We shall process the data entered during the registration process on the basis of your consent (Art. 6 Sect. 1 lit. a GDPR). You have the right to revoke at any time any consent you have already given us. To do so, all you are required to do is sent us an informal notification via e-mail. This shall be without prejudice to the lawfulness of any data collection that occurred prior to your revocation.

The data recorded during the registration process shall be stored by us as long as you are registered on our website. Subsequently, such data shall be deleted. This shall be without prejudice to mandatory statutory retention obligations.

2.2 Placing an Order as a Guest (“Guest Order”)

If you wish to place an order without registering for a personal customer account, Strenesse offers placing an order as a guest. To do so, you are asked to enter your first and last name, your

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billing and shipping address, your e-mail address, as well as optional your date of birth and your phone number.

Strenesse requires your first and last name, your billing and shipping address to generally process and ship your order. Your phone number further helps a smooth order processing in case questions relating to your order arise which are fastest to clarify directly over the phone.

Your e-mail address is needed to confirm your order. Your date of birth is important if you choose a method of payment (e.g. on invoice), which requires carrying out a credit check, as this data is an additional means of identification that distinguishes you from other users.

For the purpose of placing a guest order, a fast-track account is created where your entered data remains saved enabling you to return to your ordering process after disrupting it (e.g. to view your shopping bag or to look for further articles) without having to start entering all data anew.

Strenesse collect, process and use personal data only to the extent necessary for the establishment, content organization or change of the legal relationship (data inventory). These actions are taken on the basis of Art. 6 Sect. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual actions. Your entered data will be deleted according to the applicable tax and commercial provisions, unless you explicitly have agreed to the further use of your data (e.g. by subscribing to the newsletter).

2.3 Credit Check, Address and debt enforcement

When choosing payment on invoice during the order process, Strenesse may – given proof of legitimate interest - carry out an automated run credit check and/or validation of billing address upon request by one of the institutions listed below. Such checks may be run on your name, your address and your date of birth identifying a “score-value” on the basis of mathematical calculations and evaluating a potential credit risk from that. The legal basis for these processing operations is our legitimate interest in accordance with Art. 6 Sect. 1 lit. f.

These institutions carry out the credit check:

creditPass GmbH
Mehlbeerenstraße 4
D-82024 Taufkirchen
www.creditpass.de

Bürgel Wirtschaftsinformationen GmbH & Co. KG
Gasstraße 18
D-22761 Hamburg
www.buergel.de

arvato infoscore GmbH
Rheinstraße 99

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*D- 76532 Baden-Baden
www.arvato-infoscore.de*

Creditreform Boniversum GmbH
*Hellersbergstraße 11
D- 41460 Neuss
www.boniversum.de*

Strenesse regularly checks customers, including existing ones, for creditworthiness whenever contracts are concluded and also in certain cases when there is a legitimate interest. We therefore collaborate with Creditreform Boniversum GmbH – address: Hellersbergstrasse 11, 41460 Neuss, Germany – which provides us with the relevant data. For this purpose we send your name and contact details to Creditreform Boniversum GmbH. The information on the data processing conducted by Creditreform Boniversum GmbH is based on the EU General Data Protection Regulation, article 14, which can be found here:
www.boniversum.de/EU-DSGVO/?lang=en

The billing address validation is carried out by:

United Parcel Service Deutschland S.à r.l. & Co. OHG
Görlitzer Straße 1
41460 Neuss
www.ups.com

The debt enforcement is carried out by:

In the event of default, your data will be passed on for the purpose of debt enforcement to the following debt collection agency:

atriga GmbH
*August-Bebel-Straße 29
D- 63225 Langen
www.atriga.de*

You will find further information about these partners on their above stated websites. By contacting them directly, you also have the possibility to request a self-disclosure about the data saved about you by these institutions.

3 Processing and Use of Personal Information

Strenesse processes and uses all personal data for fulfilling your orders and enquiries in accordance with applicable data-protection legislation and only to the extent required in each case.

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3.1 Use of Service Providers

For processing and shipping your order as well as for distributing newsletters, promotional or editorial e-mailings, Strenesse cooperates with specific service providers. All our cooperation partners handle personal information on behalf of Strenesse and in compliance with statutory data protection provisions. All personal data are only used for the purpose for which it is provided to Strenesse and are not passed on to any other third parties. Strenesse does not trade with personal information.

The decision is entirely yours whether you wish to enter your data for the relevant purposes at the Online Store.

3.1.1 Processing an Order

Your personal details are only used by the Online Store to process your order and payment. For this purpose.

E-fulfillment Partner:

Strenesse New GmbH
Eichendorffplatz 3
D-86720 Nördlingen

Payment on invoice:

Strenesse New GmbH
Eichendorffplatz 3
D-86720 Nördlingen

Payment by credit card:

Heidelberger Payment GmbH
Vangerowstraße 18
D-69115 Heidelberg

Payment via PayPal:

PayPal (Europe) S.à r.l. et Cie, S.C.A.
22-24 Boulevard Royal
L-2449 Luxembourg

Among other options, we offer payment via PayPal and on our website. The provider of this payment processing service is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as “PayPal”).

If you choose payment via PayPal, we will share the payment information you enter with PayPal.

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The legal basis for the sharing of your data with PayPal is Art. 6 Sect. 1 lit. a GDPR (consent) as well as Art. 6 Sect. 1 lit. b GDPR (processing for the fulfilment of a contract). You have the option to at any time revoke your consent to the processing of your data. Such a revocation shall not have any impact on the effectiveness of data processing transactions that occurred in the past.

3.1.2 Newsletter and Promotional e-Mailings

To subscribe for the Online Store Newsletter, only your name and your e-mail address are required. After clicking the “Subscribe” button, an e-mail will be sent to you asking to confirm your newsletter subscription. This procedure ensures that your personal information has not been used by a third party. The processing of the information entered into the newsletter subscription form shall occur exclusively on the basis of your consent (Art. 6 Sect. 1 lit. a GDPR). You may revoke the consent you have given to the archiving of data, the e-mail address and the use of this information for the sending of the newsletter at any time, for instance by clicking on the "Unsubscribe" link in the newsletter. This shall be without prejudice to the lawfulness of any data processing transactions that have taken place to date.

The data you archive with us for the purpose of the newsletter subscription shall be archived by us until you unsubscribe from the newsletter. Once you cancel your subscription to the newsletter, the data shall be deleted. This shall not affect data we have been archiving for other purposes.

For sending newsletters and e-mailings, the e-mailing software tools of these partners are used:

Shopware AG
Eggeroder Str. 6
D-48624 Schöppingen

Mapp Digital Germany GmbH
Nymphenburger Höfe NY II
Dachauer Str. 63
D-80335 Munich

You can unsubscribe from newsletters and e-mailings at any time via e.g. the link included at the bottom of each newsletter or the “Unsubscribe” button at the Online Store. Or send an email to service@strenesse.com

3.1.3 Customer Service

Your personal information will be used by our customer service only for contacting you in regards to your orders, for processing your enquiries or for solving issues. The Strenesse customer service is managed by

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Tel.: +49 (0)9081-807 404 (Mo-Fr: 8:00 – 18.00Uhr)

E-Mail: service@strenesse.com

3.2 Cookies and Web Beacons

3.2.1 Cookies

Cookies are small files of text data sent by websites, which are stored by your browser on the hard drive of your computer, tablet or mobile phone. Strenesse uses this technology to improve the Online Store (e.g. to make website navigation easier), to optimize your user experience (e.g. to identify most popular pages and features) as well as to better the offers presented to you at the Online Store. The use of cookies, by e.g. logging your personal preferences, enables Strenesse to save your virtual shopping bag or to recognize you when you visit the Online Store again. In addition, some cookies will be sent by third parties enabling Strenesse to place product recommendations that reflect your personal interests offered to you on our partners' websites ("retargeting").

The information acquired does not allow identification of an individual nor includes any payment details. You can change your browser settings to block or delete cookies. If you do so, Strenesse would like to point out that some areas or functions of the Online Store may no longer function properly.

Cookies that are required for the performance of the electronic communications transaction or to provide certain functions you want to use (e.g. the shopping cart function), are stored on the basis of Art. 6 Sect. 1 lit. f GDPR. The website operator has a legitimate interest in storing cookies to ensure the technically error free and optimised provision of the operator's services. If other cookies (e.g. cookies for the analysis of your browsing patterns) should be stored, they are addressed separately in this Data Protection Declaration.

3.2.2 Server log files

The provider of this website and its pages automatically collects and stores information in so-called server log files, which your browser communicates to us automatically. The information comprises:

- The type and version of browser used
- The used operating system
- Referrer URL
- The hostname of the accessing computer
- The time of the server inquiry
- The IP address

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This data is not merged with other data sources.

This data is recorded on the basis of Art. 6 Sect. 1 lit. f GDPR. The operator of the website has a legitimate interest in the technically error free depiction and the optimization of the operator's website. In order to achieve this, server log files must be recorded.

3.2.3 Web Beacons (Pixel Tags)

At the Online Store, Strenesse also uses web beacons (also called "pixel tags"), which are small graphics. When opening a page, a web beacon will be downloaded from a server and registered, e.g. enabling to identify which pages were viewed, when and which actions were undertaken.

3.3 Web Analytic Tools and Social Plugins

3.3.1 Web Analytic Tools

Strenesse uses Google Analytics, a web analytic tool provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"), as well as the Web analytic tool by Shopware AG ("Shopware"). These analytical tools use cookies, which are stored on your computer to help the website analyze how users view the pages. The acquired information about the use of the Online Store (including your IP address) is passed on to Google servers in the USA where it is stored. The storage of Google Analytics cookies and the utilization of this analysis tool are based on Art. 6 Sect. 1 lit. f GDPR. The operator of this website has a legitimate interest in the analysis of user patterns to optimize both, the services offered online and the operator's advertising activities. Google and Shopware will use this information to evaluate your clicking behavior at the Online Store, to compile reports and statistics for Strenesse, and to provide further services relating to the use of the Online Store and the Internet.

Google may also transfer this information to third parties if required by law or if these third parties process the data on Google's behalf. Google will not link your IP address to other data stored by Google. You can prevent cookies from being stored by setting your browser settings accordingly. If you do so, Strenesse would like to point out that some areas or functions of the Online Store may no longer function properly.

3.3.1.1 IP anonymization

On this website, we have activated the IP anonymization function. As a result, your IP address will be abbreviated by Google within the member states of the European Union or in other states that have ratified the Convention on the European Economic Area prior to its transmission to the United States. The full IP address will be transmitted to one of Google's servers in the United States and abbreviated there only in exceptional cases. On behalf of the operator of this website, Google shall use this information to analyse your use of this website to generate reports on website activities and to render other services to the operator of this website that are related to the use of the website and the Internet. The IP address transmitted

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in conjunction with Google Analytics from your browser shall not be merged with other data in Google's possession.

3.3.1.2 Browser plug-in

You do have the option to prevent the archiving of cookies by making pertinent changes to the settings of your browser software. However, we have to point out that in this case you may not be able to use all of the functions of this website to their fullest extent. Moreover, you have the option prevent the recording of the data generated by the cookie and affiliated with your use of the website (including your IP address) by Google as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

3.3.1.3 Objection to the recording of data

You have the option to prevent the recording of your data by Google Analytics by clicking on the following link. This will result in the placement of an opt out cookie, which prevents the recording of your data during future visits to this website: [Google Analytics deactivation](#).

For more information about the handling of user data by Google Analytics, please consult Google's Data Privacy Declaration at: <https://support.google.com/analytics/answer/6004245?hl=en>.

3.3.1.4 Contract data processing

We have executed a contract data processing agreement with Google and are implementing the stringent provisions of the German data protection agencies to the fullest when using Google Analytics.

For more information about the web analytic tools of Shopware please visit their website en.shopware.com/.

For more information on Google Analytics, got to www.google.com/intl/de_DE/analytics/.

3.3.2 Social Plugins

Social Plugins from Facebook and Instagram are integrated at the Online Store. When viewing a page with one of these plugins implemented, your browser may use the plugin to establish a connection with the servers of the providers. If logged into one of the mentioned social media providers, the respective provider may assign your visit directly to your social media account.

Strenesse does not have any control or liability over the data content, which providers collect through plugins. For more information in regards to the protection of your personal data by these providers, please visit their websites:

Facebook: www.facebook.com/policy.php

Instagram: <http://instagram.com/about/legal/privacy/>

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3.3.3 Google AdWords and Google Conversion Tracking

This website uses Google AdWords. AdWords is an online promotional program of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States (“Google”).

In conjunction with Google AdWords, we use a tool called Conversion Tracking. If you click on an ad posted by Google, a cookie for Conversion Tracking purposes will be placed.

Cookies are small text files the web browser places on the user’s computer. These cookies expire after 30 days and are not used to personally identify users. If the user visits certain pages of this website and the cookie has not yet expired, Google and we will be able to recognise that the user has clicked on an ad and has been linked to this page.

A different cookie is allocated to every Google AdWords customer. These cookies cannot be tracked via websites of AdWords customers. The information obtained with the assistance of the Conversion cookie is used to generate Conversion statistics for AdWords customers who have opted to use Conversion Tracking. The users receive the total number of users that have clicked on their ads and have been linked to a page equipped with a Conversion Tracking tag. However, they do not receive any information that would allow them to personally identify these users. If you do not want to participate in tracking, you have the option to object to this use by easily deactivating the Google Conversion Tracking cookie via your web browser under user settings. If you do this, you will not be included in the Conversion Tracking statistics.

The storage of “Conversion” cookies and the use of this tracking tool are based on Art. 6 Sect. 1 lit. f GDPR. The website operator has a legitimate interest in the analysis of user patterns, in order to optimize the operator’s web offerings and advertising.

To review more detailed information about Google AdWords and Google Conversion Tracking, please consult the Data Privacy Policies of Google at:

<https://policies.google.com/privacy?hl=en>.

You can set up your browser in such a manner that you will be notified anytime cookies are placed and you can permit cookies only in certain cases or exclude the acceptance of cookies in certain instances or in general and you can also activate the automatic deletion of cookies upon closing of the browser. If you deactivate cookies, the functions of this website may be limited.

3.3.4 Plug-ins and Tools

Google Maps

Via an API, this website uses the mapping service Google Maps. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To enable the use of the Google Maps features, your IP address must be stored. As a rule, this information is transferred to one of Google’s servers in the United States, where it is archived. The operator of this website has no control over the data transfer.

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We use Google Maps to present our online content in an appealing manner and to make the locations disclosed on our website easy to find. This constitutes a legitimate interest as defined in Art. 6 Sect. 1 lit. f GDPR.

For more information on the handling of user data, please review Google's Data Privacy Declaration under: <https://policies.google.com/privacy?hl=en>.

4 Data Security

Strenesse uses a variety of technical and organizational security processes to protect your personal information stored with us. Your payment details are protected when being transmitted by using a 256-bit SSL (Secure Sockets Layer) encryption. Furthermore, all payment providers are PCI-DSS (Payment Card Industry Data Security Standard) certified. Strenesse regularly aligns its security processes to newest technological developments and optimizes them continuously.

5 Right to Obtain, Correct or Delete Information

The Customer has the right to obtain all details regarding personal information stored with Strenesse, if applicable, their origins and the purpose of their storage.

Besides this, the Customer has the right to correct, block or delete personal data as well as to revoke any given permission relating to the collection, processing or use of data at any time with future effect.

If you have questions or enquiries on data protection or on the processing and use of your personal data, please contact us by e-mail: datenschutz@strenesse.com.

5.1 Right to demand processing restrictions

You have the right to demand the imposition of restrictions as far as the processing of your personal data is concerned. To do so, you may contact us at any time at the address provided in section "Information Required by Law." The right to demand restriction of processing applies in the following cases:

- In the event that you should dispute the correctness of your data archived by us, we will usually need some time to verify this claim. During the time that this investigation is ongoing, you have the right to demand that we restrict the processing of your personal data.
- If the processing of your personal data was/is conducted in an unlawful manner, you have the option to demand the restriction of the processing of your data in lieu of demanding the eradication of this data.

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- If we do not need your personal data any longer and you need it to exercise, defend or claim legal entitlements, you have the right to demand the restriction of the processing of your personal data instead of its eradication.
- If you have raised an objection pursuant to Art. 21 Sect. 1 GDPR, your rights and our rights will have to be weighed against each other. As long as it has not been determined whose interests prevail, you have the right to demand a restriction of the processing of your personal data.

If you have restricted the processing of your personal data, these data – with the exception of their archiving – may be processed only subject to your consent or to claim, exercise or defend legal entitlements or to protect the rights of other natural persons or legal entities or for important public interest reasons cited by the European Union or a member state of the EU.

5.2 Rejection of unsolicited e-mails

We herewith object to the use of contact information published in conjunction with the mandatory information to be provided in section “Information Required by Law” to send us promotional and information material that we have not expressly requested. The operators of this website and its pages reserve the express right to take legal action in the event of the unsolicited sending of promotional information, for instance via SPAM messages.

5.3 Designation of a data protection officer as mandated by law

We have appointed a data protection officer for our company.

Kutzschbach Electronic GmbH & Co. KG
Michael Weber
Markham Str. 15
86720 Nördlingen

Telephone: +49(0)9081 2503 450

Email: datenschutz@strenesse.com

6 Supported Browsers

The Online Store is optimized for the latest versions of Firefox, Chrome, Safari and Internet Explorer (as of version 9). When using an older browser, Strenesse would like to point out that areas or functions of the Online Store may not function properly or can only be viewed partially.

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7 Modifications

Strenesse New GmbH reserves the right to modify this Data Protection Policy from time to time.

Date: August 2018

***Call to Deutsche Telekom landline (Germany), prices from mobile or landline providers may vary.**

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