

PRIVACY POLICY

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DATA PROTECTION NOTICE

Data protection is a matter of trust, and your trust is important to us. The data processing of Juwelo Deutschland GmbH, represented by Ms Annette Freising Mr Florian Spatz and Thomas Jarmuske, Erkelenzdamm 59/61, 10999 Berlin (hereinafter also referred to as "we" or "us") as the responsible person within the meaning of Section 4 No. 7 GDPR, is of course based on the legal provisions. These data usage instructions inform visitors and customers about data collection, processing and use during visits, possible registration and conclusion of contract, as well as about objection, revocation and other rights to which you as the person affected by the collection and use of data are entitled. The following linked headings are intended to make it easier for you to access the information you require.

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I. What do we do with your own personal data?

1. What is personal data?

Personal data is all information relating to an identified or identifiable natural person (hereinafter called "data subject"). Identifiability does not necessarily require mentioning a name. Indirect identifiability is also sufficient, e.g. by allocation to an identification number, to location data, to online identification or to one or more special characteristics. So it's about your identity. This, for example, includes your name, but also your telephone number, your address and other data that you provide us with. Many of the legal principles for our data processing can be found in the European General Data Protection Regulation (GDPR), its text and the corresponding recitals which you can find, e.g. [here](#). In the notice below, we refer to respective regulations as the respective legal basis of our processing.

2. Use of data for processing contracts

If you make an enquiry with us or conclude a contract with us, we require and process certain data, such as the details of the intended or made order, your address, email address and payment processing data for the pre-contractual check, contract processing and any subsequent warranty or guarantee processing (see as a basis Art. 6 Para. 1 Sentence 1 lit b, GDPR). In the context of order and payment processing, the service providers (RatePAY, BS Payone, Adyen) used by us will receive the necessary data relating to your person or order. We also carry out credit assessments (see IV. below). Without accurate information, we cannot accept orders or offer you certain payment options. In addition, commercial and tax law obliges us to archive data from completed

transactions for the duration of the statutory retention periods. The legal basis for the corresponding use of data is Art. 6 Para. 1 lit. c, GDPR.

3. Data storage, account

Your concrete order data will be stored with us. You can register with us (email address and password). When you register, you will, among other things, have access to your personal data stored with us. If you wish to close your account, please use one of the contact options below. Please note that your data will continue to be stored and used for the stated purposes (such as order processing, but also for promotional information) even in the event of closure. For your right to object the use of data for advertising purposes, cf. I. No. 6.

4. Establishment of contact

If you contact us using our contact options (e.g. by email or telephone), we will save your name and contact details as well as your request. The data will be used to process your request and to communicate with you. If you have questions about specific orders or if you want us to do something for you personally, we need your real name. For general questions, you can also enter a pseudonym. The data will be deleted as soon as your request has been fully dealt with and there are no other requirements to store it.

5. Use of data for advertising and market research

We are interested in maintaining our customer relationship with you, acquiring new customers, reactivating old customers and providing our customers with information and offers. In order to safeguard these legitimate interests, we process your data on the basis of Art. 6 Para. 1 lit. f, GDPR (also with the help of service providers) in order for us to send you information and personalised offers and to improve our information and offers.

Our advertising measures are designed to protect you as much as possible from unwanted or inappropriate advertising. To be able to take your interests into account, we include such data when selecting information that you know we know about. This, for example, includes your orders, information already received or your reactions to corresponding promotional information, advertising by post or information via our newsletters and email. Wherever it makes sense to pursue the purposes, technically and economically, we separate the relevant data from your person to protect your interests, pseudonymise it and form groups (clusters) where individual information merges before processing.

We use the following data on the basis of the aforementioned legal basis, without asking you separately for your consent (for your right of objection, take a look at the following legal information in I. No. 6)

- Competitions: When you take part in our competitions, we use your data to carry out the competition and in particular to notify you of prizes. (The legal basis is in Art. 6 Para. 1 lit. (b), GDPR). Further information can be found here at <https://www.juwelo.de/gewinnspielteilnahme/>
- Postal advertising: We use your first and last name, your postal address and, as far as we have received this additional information from you, your title, academic degree, date of birth and the designation of your profession, industry or business in order to send you offers and information on our company and our services and products by letter post

if we expect this information to be in your interest after evaluating the data provided at the beginning of this section. To achieve an optimal evaluation, we use the services of Deutsche Post Direkt GmbH, Junkersring 57, 53844 Troisdorf, Germany, and transfer your data to them.

- Email advertising for our own similar offers: If we receive your email address in connection with the sale of goods, we use it to promote our own similar products. You can also object to any use of advertisement at any time without any costs being incurred other than the transmission costs according to the basic rates.

We only implement the following uses after we have asked you for your consent beyond this declaration. Art 6 I lit. a, GDPR serves our company as a legal basis for processing operations through which we obtain consent for a specific processing purpose. Accepting this information does not constitute your consent to the corresponding use of your data for advertising purposes.

- Contact by phone for order enquiries: We will not call you for advertising purposes unless you have given us your consent separately. If you have given us your consent, we will use your name and telephone number as well as information on frequency of contact and the previous order history in order to contact you by telephone at the times you have indicated as your preferred ones and to provide you with relevant information on offers and promotions concerning our products.
- Email advertising with separate consent: If you have registered separately for our newsletter, your email address and any other personal data that you voluntarily provided us with during registration (e.g. your name for addressing you) will be used for own advertising purposes and, if applicable, for advertising partner offers contained in the newsletter. To send emails to you, we pass on data to the service provider Episerver GmbH, Wallstraße 16, 10179 Berlin, Germany, whom we employ for this purpose.
- Review reminder by Trusted Shops: Insofar as you have given us your express consent during or after placing your order by activating a checkbox to be reminded to submit a review of your order, or clicking a button ("Review later") provided for this end, we will transmit your email address to Trusted Shops GmbH, Subbelrather Str. 15c, 50823 Cologne (www.trustedshops.de), so that they can remind you by email of the option to submit your evaluation. This consent may be revoked at any time by sending a message to the contact described below or directly to Trusted Shops.
- Data usage for newsletters and other email advertising: If you use our newsletters or other email advertising, we carry out statistical evaluations when such an email is called up and, if necessary, which information offers and with how much intensity these attract interest (for example when calling up a link). The evaluation is carried out to improve the delivery times and optimise the contents of our offers and advertising information (for your right of objection and revocation see No. 6).
- Use of your data when visiting our pages: If we collect data with the help of web analysis tools and use web advertising tools, we explain this to you in detail under II. Data collection when visiting our pages. There you will also learn how you can use your right of objection and which technical possibilities are available to you to counter data collection.

6. The right of objection and revocation to advertising

You can, of course, object to the use of your data for advertising purposes (see No. 5 at any time - even if this use is legally permissible without your approval - by informing us or revoking your consent. Objection and revocation bring about a stop of future use in

each case. Any use prior to the assertion of your rights remains unaffected. Of course, we do not charge any separate costs for an objection or revocation. (There are no further costs, apart from the transmission costs according to the basic rates of your provider if you notify us by email in particular). Simply send your objection or revocation using one of the contact options listed at the end of this document.

Through our advertising emails and newsletter, you will in each case receive information with an address or a link to cancel this information.

Please note that in individual cases you may still receive advertising despite objection or revocation. Ordered advertising cannot be stopped in all cases with justifiable effort before the next dispatch or comparable other measures.

Your means of objection also extend to profiling (Profiling, cf. to the term in II. No. 3) and the use of data collected in the context of data collection when visiting our website. We explain the technical possibilities of exercising your right of objection and of preventing the collection of data in detail in the information about the used web tools under II. No. 4 "Details on web analytics and advertising". As far as you exercise your right of objection, we no longer process the collected data for these purposes.

For more information on your rights, see V. What rights do I have.

7. Deletion and blocking

Your personal data will be stored until the specified purposes have been achieved or as long as we have a legitimate interest in storing it. The data is then deleted unless otherwise agreed upon with you or unless statutory obligations for archiving exist (e.g. due to commercial or tax law). If you have consented to the collection, processing and use of your data, we will store and use your data for an indefinite period until the purpose for which you have consented to is revoked or ceases to apply. Thereafter, your consent and the processing data will be archived until the statute of limitations (usually three years) for legal defence purposes (legal basis Art. 17 Para. 3 lit. e, GDPR). If you no longer wish to receive advertising from us, we will use your name, address and, if applicable, your email address for blocking purposes in similar lists where we compare our advertising measures so that you will no longer receive any more advertising.

Deletion in this sense means first of all that your data will be blocked especially for advertising and marketing activities in our systems (legal basis Art. 6 Para. 1 lit. f, GDPR). Where necessary, the data will continue to be processed for purposes other than advertising, e.g. within the framework of contract implementation and, where applicable, warranty as well as commercial law and tax law documentation (legal basis Art. 6 Para. 1 lit b and c, GDPR).

8. Centralised data processing

The business activities of our parent company elumeo SE has several brands of subsidiaries (including Juwelo Deutschland GmbH, schmuck.de G&S GmbH, Juwelo Italia s.r.l. and Juwelo France S.A.S.) within its group. We manage and process your customer data (address data, contact data, date of birth, order data and payment methods used) centrally in the group within the European Union in order to realise interests in economic, security and adequate customer care through synergetic effects in simplified customer care and active security data protection measures. Central customer management is regulated by strict group-wide security and data protection regulations, which among other things ensure a logical separation of data of the individual companies. Data will not be exchanged for direct marketing purposes unless you have given us permission to do so by giving us your consent separately. We base our

perception of these interests on the representation of these interests (on the basis of Art. 6 Para. 1 lit. f, GDPR). You only have a right of objection to purely interest-based processing under very special conditions (see "What rights do I have" V.). Please note that we cannot conclude contracts with you in the event of a radical disagreement due to a lack of alternatives to central data processing.

9. Trusted Shops

- Integration of the Trusted Shops Trustbadge: Trusted Shops Trustbadge can be integrated on this website to display our Trusted Shops seal of approval and collected evaluations, if any, as well as to offer Trusted Shops products to buyers after an order. This serves to protect our predominant legitimate interests in the optimal marketing of our offer in the context of a balancing of interests. The Trustbadge and the services advertised with it are an offer of Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne. When the Trustbadge is called up, the web server automatically saves a so-called server log file, which contains, e.g. your IP address, date and time of accessing, transferred data volume and the requesting provider (access data) and documents the accessing. This access data is not evaluated and is automatically overwritten seven days after you visited the page, at the latest. Additional personal data will only be transferred to Trusted Shops if you decide to use Trusted Shops products after completing an order or you have already registered to use it. In this case, the contractual agreement between you and Trusted Shops applies.
- Trusted Shops buyer protection: If you make use of the Trusted Shops buyer protection, you are using a service of Trusted Shops GmbH. Trusted Shops will inform you about data collection and use at <https://www.trustedshops.de/impressum/> (check out "Privacy Policy" and "Registration for Trusted Shops membership for buyers" there) about necessary data collection. Trusted Shops will receive the following data in the case of registration or submission of an evaluation from us: name, e-mail address, contract/customer data, data usage. The legal basis for this is Art. 6 Para. 1 lit. b, GDPR).

II. Will data be collected when you visit our site?

1. Data collection and use when visiting our website

You can visit our website without entering any personal information. When you visit our websites, even if this happens, for example, via a link in a newsletter or an advertisement, certain data will nevertheless be recorded and stored in so-called log files. Even if the visit takes place via newsletter links or advertisement links on the Internet, we only collect access data without direct reference to persons, such as the website from which we are visited, the page that is visited or the name of a requested file, type and version of your browser, time and date of access, the operating system on which the browser is running, the name of your Internet service provider, the Internet address of the accessing party (IP address) and products and content in which the visitor is interested and the degree of interest, such as duration, frequency, interaction with forms, navigational elements and links.

We cannot gather information on you on the basis of this data, and this will not be done without a separate consent by you. If a date is disclosed to us, which theoretically allows conclusions to be drawn about your person, e.g. using the IP address, we have made it more difficult to trace it back to you by reducing information appropriately. If we integrate third-party content (e.g. embedded films or other information) on our pages, they will receive your IP address for this purpose alone, as otherwise the content cannot be

delivered to your browser. The basis for data processing is Art. 6 Para. 1 lit. b, GDPR, which allows for the processing of data to fulfil a contract or measures preliminary to a contract.

2. Cookies

We or service providers commissioned by us use so-called cookies on our website. Cookies are small files that are stored on your terminal device and store certain settings and data for exchanging information with our system or the systems of service providers via your browser. This storage helps us to customise the website accordingly and makes it easier for you to benefit from these offers; for example, specific entries from you are saved so that you do not have to re-enter this information. Cookies usually contain identifiers for this purpose. This enables users and/or browsers (software for displaying Internet content) to be identified and differentiated from other users and browsers and to be recognised again during visits. Many cookies are automatically deleted from your hard drive after the browser session has ended (this also includes session cookies). However, there are also cookies that remain stored with you for a long period. The expiry time is set to a time in the future for your convenience. When you visit our site again, automatic detection will find that you have visited us before and which inputs and settings you prefer. Some of these cookies are used to display information specifically tailored to your interests on our website or the websites of our partners.

Cookies, which guarantee functions without which you could not use this website as intended, are only used by us or our service providers and their contents are not made accessible to third parties. We place such consent-free cookies on the basis of Art. 6 Para. 1 lit. b, GDPR). We obtain your consent for such cookies, which, according to the legislator's intention, are not allowed to be placed without your consent. Their use and specific technical possibilities of objection are explained under II. No. 4.

We use offers from third parties, e.g. to integrate videos or other content, to offer you interesting content. These third parties may also place cookies. Third-party cookies are placed by partners who are interested in informing you on offers that may be of interest to you. These are tools mentioned in Section II.3. You can find out how cookies are used on the websites of third parties. If you block cookies, not all content and functionalities can be made available to you. For unrestricted use, you have to give your consent again and remove the corresponding blockings.

Your technical means of objection

Regardless of the set duration, you can manually delete cookies in your browser (see also the specified opt-out links). In some browser settings, the acceptance of cookies is preset without restrictions. In the security settings of your browser, you can allow or block temporary and permanent cookies independently. Apart from browser settings that generally deactivate the automatic setting of cookies, you can also deactivate cookies by setting your browser so that cookies are blocked by a certain domain, e.g. "googleadservices.com". This setting then prevents the implementation of relevant services that place cookies from this domain. Some web services use opt-out cookies. The cookie to be set by you (hereinafter referred to as the "blocking cookie") indicates to a web analysis service, for example, that you do not wish any data to be collected. We have listed the means of placing a blocking cookie in the web services we use under II. No. 4 separately. If you use the option in your browser to delete all cookies, remember

that you may have to make the appropriate settings or set blocking cookies again. Accepting cookies is not a prerequisite for visiting our website. However, if you do not accept or disable cookies, certain options (e.g. services, purchase options, shopping cart storage and information) may not be available to you on our site, and some websites may not be displayed correctly. If you wish to conclude contracts with us, you must accept certain cookies. If you do not want this, no contract can be concluded. Further information about the use of cookies can be found on the pages of the Bundesverband Digitale Wirtschaft (BVDW) e.V.: <http://www.meine-cookies.org> If you do not wish the use of cookies, then you can exercise your rights by technical means, which we have provided you with under II. No. 2. "Your technical possibilities of objection" in general, or read our information on special cookies under II. No. 4.

3. Profiling of user profiles

The law knows about the formation of automated data collections about a person under the term profiling. Profiling, according to Section 4 No. 4, GDPR is any kind of automated processing of personal data where this personal data is used to analyse or predict certain personal aspects relating to a natural person, in particular, to analyse or predict aspects relating to the performance of work, economic situation, health, personal preferences, interests, reliability, behaviour, whereabouts or change of location of this natural person. We create pseudonymised user profiles of a statistical nature, i.e. profiles that are separated from your identification, in order to be able to draw conclusions about interests in our content and offers through evaluation and to coordinate corresponding information and offers with users of corresponding interests. We also use the information to improve data security, to counter attacks on our systems and, if necessary, to support law enforcement authorities against attacks on our systems or other criminal activities. For this purpose, we keep IP addresses and access times on our websites for a limited period of 14 days. We use appropriate web analysis tools to analyse user behaviour. For more information, see II. No. 4: Details about web analytics and advertising.

You may also object to the creation of profiles containing personal data and the further use of profile data for advertising purposes and revoke your consent to this (see I. No. 6). Exercising the right to object to profiling by means of web analysis and advertising measures, insofar as these work with personal data, can be done through technical measures, which we explain to you below under II. No. 4 in each case.

4. Details on web analysis and advertising

Web analysis tools

- Google Analytics: Our websites use Google Analytics for web analysis. This is a service provided by Google Ireland Limited ("Google"), a corporation incorporated and operated under Irish law (register number: 368047), located in Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Analytics uses "cookies". The information generated by the cookie about your use of our website (including your IP address) will be transmitted to and stored by Google on your computer. It cannot be ruled out that data processing may take place outside the scope of EU law. For your protection, we have made settings where Google shortens the IP addresses of visitors to our website who have IP addresses from the EU or one of the signatory states to the Agreement on the European Economic Area. The full IP address will only be transferred to a Google server in the USA and shortened in exceptional cases. In addition, we have concluded

an order processing agreement with Google. By means of identification, for example, when logging in to Google services, the data listed above can also be recorded and used across operating systems and devices. This means, for example, that you can start visiting us on a PC and continue on a mobile device and the data of both devices can be linked. Google will use this information to evaluate your use of the website on our behalf, to compile reports on website activities for us, to form target groups with interest in us and to provide us with further services associated with website and Internet use. Google may also pass this information on to third parties insofar as this is required by law or if third parties process the data on Google's behalf. Google will not under any circumstances associate your IP address with any other data held by Google. The deletion of Analytics data is set to 30 days. You can prevent the installation of cookies by setting your browser software accordingly; however, we would like to point out that in this case, you may not be able to use all functions of this website and the services requested by us in full. In addition, Google offers the "demographic characteristics" function. This allows you to create compilations of page visitors with information on age, gender and interests. This data is collected by Google from interest-related advertising and visitor data from third parties. The data is not assigned to a specific person and is anonymised.

- Your technical means of objection

If you do not wish information about your visit to the website to be transmitted to Google Analytics, you have the option of installing a "deactivation add-on" for your browser. You can download this add-on [here](https://myaccount.google.com/intro). Google also allows comparable settings under <https://myaccount.google.com/intro>. Possibilities to make advertising settings for numerous other networks are available

under <http://www.youronlinechoices.com/de/praferenzmanagement/>. We added a special disabling option to our website, which is optimised for mobile browsers.

As an alternative to this or within browsers on mobile devices, you can object to the use of Google Analytics by using the following link. By activating the link, an opt-out cookie is placed to prevent future collection by Google Analytics within this website. Please note that this opt-out cookie only works in this browser and only for this domain. Once you delete your cookies in this browser, you must click on the link:

Google Analytics: enabled; [disable](#)

Web advertising

We would, of course, like you to find us on account of our contents. On the other hand, we would like to make sure you don't have to see so much irrelevant advertising on the Internet in the long term. We, therefore, use service providers who support us in advertising and control. These service providers offer so-called retargeting tools that store anonymous data of viewed content, place them in cookies on your computer and evaluate them. The evaluation can also take place when visiting other pages so that advertising in line with your past interests for our products is also made available to you with advertising banners on other pages. It only collects anonymous data, therefore no data associated with your person (no names or addresses), i.e. technical information such as the advertising frequency and the date of advertising media, the browser used or even the installed operating system. At no time is personal data disclosed on pages where our advertising is being displayed. Insofar as IP addresses are used, these are shortened so that inference on your person is not possible for us. We have explained the general options via browser settings to delete or prevent cookies to you above under "II. 1. Cookies". Alternatively, you can disable a lot of third-party advertising by calling up

the deactivation page of the Network Advertising Initiative (link at <http://www.networkadvertising.org/choices/>) and carry out appropriate settings there. Subsequently, you will find information about promotional tools used on our pages and tools to advertise them. You will learn in detail how to object to using them, in particular, to prevent the use of cookies that use these tools. If an opt-out cookie is deleted, you can no longer find out whether an opt-out has taken place or not. In this case, the opt-out process must be repeated.

- Google Adwords: as an AdWords customer, we use Google conversion tracking, an analysis service of Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland "Google"). Google AdWords places a cookie on your computer ("conversion cookie") if you have reached our website via a Google ad. These cookies lose their validity after 30 days. They are not used to identify you in person. When visiting our sites, Google and also ourselves can see that a link was followed in our advertising. The data tells us the total number of users who clicked our ad.

Your technical means of objection

Apart from browser settings that generally deactivate the automatic setting of cookies, you can also deactivate cookies for conversion tracking by setting your browser so that cookies are blocked by the domain, e.g. "googleadservices.com". Google also allows comparable settings under <https://myaccount.google.com/intro>. Possibilities to make advertising settings for numerous other networks are available under <http://www.youronlinechoices.com/de/praeferenzmanagement/>. If you visit our site via a mobile device (e.g. smartphone or tablet), you can use this link to disagree with the use of Google AdWords for the future. By activating the link, we place a cookie in your browser, which gives us a signal to prevent the use of Google Analytics for your device. Please note that you will have to state your objection again if you remove the cookies from your browser. Learn more about the Google Privacy Policy at <http://www.google.de/intl/de/policies/privacy/>.

As an alternative to this or within browsers on mobile devices, you can object to the use of Google Adwords by using the following link. By activating the link, an opt-out cookie is placed to prevent future collection by Google Adwords within this website. Please note that this opt-out cookie only works in this browser and only for this domain. Once you delete your cookies in this browser, you must click on the link:

Google Adwords: enabled; **disable**

- Google remarketing service: In connection with Google Analytics, we use the remarketing technology of Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland "Google"). Remarketing is a subdivision of users into different segments. The division depends on what actions the user has performed on our website. This technology provides users who have previously visited the sites of this company and have been interested what the company offers, to again be addressed through targeted advertising on the pages of the Google Display Network. Google may transfer information to third parties if this is required by law or if third parties process this data on behalf of Google. The insertion of advertising is implemented by using cookies. With their help, the user's behaviour during a visit to the website can be analysed and can subsequently be used for targeted product recommendations and interest-based advertising. If we have placed ads with Google Ad-Words on websites of third parties and advertisements on our website, we are part of the Google (AdWord) display network with these third parties and link analytics and AdWords if necessary.

Creating and managing profiles of interest occurs within Google Analytics in the form of lists. The setting, which campaigns will be delivered to which interest profiles (list) is still controlled by us in Google AdWords. The web pages from Google have more information about remarketing

under <https://support.google.com/analytics/answer/2611268>.

Your technical means of objection

If you do not wish to have this service for our products anymore, temporarily or generally, you can deactivate them accordingly. You can view Google's advertising privacy policy with additional references here. Alternatively, you can disable the use of such cookies by many third parties by visiting the disabling page of the Network Advertising Initiative (link at http://www.networkadvertising.org/managing/opt_out.asp) and making appropriate settings there. If you do not want any interest-based advertising, you can disable the use of cookies by Google for these purposes by calling up the page <https://www.google.de/settings/ads/onweb>. You can also disable the use of cookies by Google by using the following link to download and install the Plug-In provided there: <https://www.google.com/settings/ads/plugin?hl=de>.

As an alternative to this or within browsers on mobile devices, you can object to the use of Google Remarketing by using the following link. By activating the link, an opt-out cookie is placed to prevent future collection by Google Remarketing within this website. Please note that this opt-out cookie only works in this browser and only for this domain. Once you delete your cookies in this browser, you must click on the link:

Google Remarketing: enabled; [disable](#)

- Criteo: We use the service of Criteo SA, 32 Rue Blanche - 75009 Paris - France. When you visit our websites or make a purchase, anonymous data on the products you have viewed or purchased is stored in cookies, and these cookies can be evaluated on the pages of third parties (limited to your visits in the last 30 days). Criteo can thus analyse the surfing behaviour and then display targeted product recommendations as appropriate advertising banners when other web pages are visited. For this purpose, cookies from the following companies can also be placed via pixels: Appnexus (<https://www.appnexus.com/en/company/platform-privacy-policy>), MP Newmedia (<http://www.mp-newmedia.com/datenschutz/>), Adtech (http://www.adtech.com/index_de.html), Yieldlab (<http://www.yieldlab.com/meta-navigation/data-protection/>), Rubicon (<http://rubiconproject.com/privacy/>), DoubleClick (Google) (<https://www.google.com/intl/de/policies/privacy/>), AdSpirit (<http://www.adspirit.de/datenschutz00.0.html>).

Your technical means of objection

If you no longer wish to receive our customised service for our products, either temporarily or in general, you can deactivate it with a simple mouse click accordingly. You will find information usually marked with an "I" (for information) to a link on the banner advertisement, which will take you to further pages where you can switch off the function. Criteo also explains how you can disable the service here <http://www.criteo.com/de/deactivate-criteo-banners/>. Other companies that evaluate the cookies for banner advertising, such as Google, generally allow you to stop an appropriate evaluation. For example, follow this link to the advertising data Privacy Policy of Google (http://www.google.com/privacy_ads.html) or use further information for all Criteo banners here <http://www.criteo.com/de/privacy/>. Alternatively, you can disable the use of such cookies by many third parties by visiting the disabling

page of the Network Advertising Initiative (link at <http://www.networkadvertising.org/choices/>) and carry out appropriate settings there. As an alternative to this or within browsers on mobile devices, you can object to the use of Criteo by using the following link. By activating the link, an opt-out cookie is placed to prevent future collection by Criteo within this website. Please note that this opt-out cookie only works in this browser and only for this domain. Once you delete your cookies in this browser, you must click on the link:

Criteo: enabled; [disable](#)

- Bing Ads: Our websites use Bing Ads, a program of Microsoft Corporation ("Microsoft"), One Microsoft Way Redmond, WA 98052-6399, USA for so-called conversion tracking. Microsoft and ourselves can hereby determine whether someone has responded to an ad on Bing or Yahoo via a link, has been directed to our website and has reached a specified target page (conversion page). In doing so, we are given the total number of people who have responded to a Bing display and were then redirected to a conversion page. No personal information about the identity of the user will be disclosed. For this purpose, a cookie will be placed on the user's computer. Information stored there will be transmitted to servers of Microsoft in the United States, stored for a maximum of 180 days and then deleted. By using the remarketing function, if applicable, we can provide you with offers specifically tailored to your needs during a later search on one of the search engines mentioned above.

Your technical means of objection

You have the option of preventing the collection of data generated by the cookie and relating to your use of the website and its processing by deactivating the setting of cookies. This could limit the functionality of the website. If you do not wish to use Bing Ads, you can alternatively prevent the collection and processing of data generated by the cookie relating to your use of the website, for example, by rejecting the setting of cookies in your browser settings. It is also possible to opt-out from Microsoft receiving interest-based advertising by following this

link: <https://go.microsoft.com/fwlink/?LinkID=286759>. You may also opt out from receiving interest-based advertising from Microsoft and other participating companies altogether at <http://www.youronlinechoices.com/de/>. You will find more information about the terms of use and the privacy policy for this product

here: <https://privacy.microsoft.com/de-DE/privacystatement/> For more information about crossdevice tracking, which can track user behaviour over several devices, can be obtained at <https://help.bingads.microsoft.com/#apex/3/de/53056/2>. You can disable cross-device tracking at <http://choice.microsoft.com/de-de/opt-out>. Please also note Microsoft's Privacy Policy at <https://privacy.microsoft.com/de-de/privacystatement>.

As an alternative to this or within browsers on mobile devices, you can object to the use of Bing Ads by using the following link. By activating the link, an opt-out cookie is placed to prevent future collection by Bing Ads within this website. Please note that this opt-out cookie only works in this browser and only for this domain. Once you delete your cookies in this browser, you must click on the link:

Bing Ads: enabled; [disable](#)

- Facebook Dynamic Ads: Our websites use "Dynamic Ads" of the social network Facebook, which is operated by Facebook Inc., 1601 S. California Avenue, Palo Alto, CA 94394, USA ("Facebook"). This will allow us to use the products that people have viewed on our website or in our app in order to show them relevant ads on Facebook. For this purpose, so-called "Facebook pixels" (a small-scale JavaScript code provided

by Facebook) are integrated into our product pages, which enable Facebook to determine visitors of our offer as a target group for displaying ads on Facebook, so-called "Facebook ads", across all devices. The Facebook pixel also helps us understand the effectiveness of Facebook ads for statistical and marketing research purposes by showing and evaluating whether users are directed to our site after they have clicked a Facebook ad. The Facebook pixel will be integrated directly by Facebook as soon as you visit our website and can store a so-called cookie, i.e. a small file, on your device. If you then log on to Facebook or visit Facebook in a registered state, your visiting our offer will be noted in your profile. The data collected on you remains anonymous to us, so it does not provide us with any information about the identity of the user. However, Facebook stores and processes the data so that a connection to the respective user profile is possible. In addition, the use of like and share buttons can result in the transfer of data to Facebook. You will be asked for your permission before using them. Facebook processes the data in accordance with Facebook's Data Usage Policy. Accordingly, you can find more information about how the re-marketing pixel works and how Facebook ads are displayed in general in Facebook's data policy at <https://www.facebook.com/policy.php>

Your technical means of objection

You can object to the collection by Facebook pixels and use of your data for displaying "Dynamics Facebook Ads". To do this, you can access the page set up by Facebook and follow the instructions on the settings for usage-based advertising (accessible after login) at <https://www.facebook.com/settings?tab=ads> or the object via the US page <http://www.aboutads.info/choices/> or the EU page <http://www.youronlinechoices.com/>. The settings are not dependent of platform, i.e. they are applied to all devices, such as desktop computers or mobile devices. As an alternative to this or within browsers on mobile devices, you can object to the use of Facebook Dynamic Ads by using the following link. By activating the link, an opt-out cookie is placed to prevent future collection by Facebook Dynamic Ads within this website. Please note that this opt-out cookie only works in this browser and only for this domain. Once you delete your cookies in this browser, you must click on the link: Facebook Dynamic Ads: enabled; [disable](#)

III. How do we protect your personal data?

1. General protective measures

The law calls for the creation of an adequate level of data protection by companies. Among other things, the respective risk for data, the probability of occurrence, state of the art and the costs must be harmonised. We have provided appropriate technical and organisational measures to ensure the security of your data and its processing in accordance with legal requirements. If you have any security concerns while entering data or any other questions or suggestions, just contact our customer service or our data protection officer. Further contact details are listed at the end of these references again. Your personal data is securely encrypted when you place an order and log in to your personal account. We use an SSL (Secure Socket Layer) coding system during this process. We secure our website and other systems using technical and organisational measures against loss, destruction, access, modification and the processing of your data by unauthorised persons. You should keep your access information confidential and close the browser window when you have finished your session with us, especially if you share your computer with others.

2. 2. Protection of your payment data

- Protection of card data: The payment form, on which our customers enter their card details, is hosted at the secure computing centre of our payment service provider. This not only ensures that no employee has access to your card data, but also that the data protection standards of the card organisations are observed.
- Protected data transfer: The TLS encryption method is used to transfer the data on the payment form (card number, expiry date, check digits, etc.) to our payment service provider encrypted.
- Access to your card number: the card number is stored as an encrypted string with our payment service providers. The card number is generally never displayed or made accessible in unencrypted form. The card number is only deciphered within the network of international card organisations. The card number is used for authorisations, bookings and credit notes, among other things.
- Payment service provider: Input and submission of your credit card information is done via a payment form of BS PAYONE GmbH Lyoner Straße 9 D-60528 Frankfurt/Main or Adyen GmbH Hackescher Markt 4 Gebäude 44 10178 Berlin. Payment on account, purchase on invoice or by direct debit is carried out by RatePAY GmbH, Franklinstraße 28-29, 10587 Berlin. When paying with PayPal, we do not receive any account or credit card details. You have deposited these with PayPal. We only receive the PayPal email address. Apart from that, data is entered at PayPal in accordance with its security regulations. Stripe Payments Europe Ltd. is a further payment service provider, which passes on data to its parent company Stripe Inc., 185 Berry Street, Suite 550 San Francisco, CA 94107, USA, for payment processing. The latter is certified under the Privacy Shield.
- Other payment data: If you give us your bank account details, we will store this information on our secure servers. In addition, your account number or IBAN will not be fully displayed, but only shortened, which should allow for the identification of the bank account.

IV. Identity and credit assessment and scoring

1. Identity and credit information from external credit agencies

If you choose one of the payment options of RatePay GmbH, Franklinstraße 28-29, 10587 Berlin, RatePay will perform a credit check based on the interest of protecting itself from non-payment and customers from identity fraud. For this, we disclose your address, email address, phone number and date of birth as well as current, previous and known future ordering information. Data from other online shops that RatePay works with are also processed, as well as data for the configuration of devices used by the user ('device-specific data') and data on the use of the web pages of the dealer. In doing so, technical data is transferred to Risk. Ident GmbH, Sternstraße 105, 20357 Hamburg and other details to credit agencies mentioned under IV. No. 3, of which RatePay receives credit information, which is calculated on the basis of accepted mathematical and statistical techniques. RatePay determines your own score values and other reviews (such as risk categories) on the basis of information and other customer information and makes a decision about providing the RatePay payment method of your choice on this basis. RatePay uses the statistical probability values received for a possible default of payment, which also includes your address data for the decision on the desired payment and delivery options, which may be restricted. In the event of payment problems, RatePay reserves the right to transmit data on non-contractual conduct (e.g. non-payment) to the credit agency within the scope of legal requirements and possibilities

and to instruct these or other companies with debt collection if necessary. The credit agencies use this data for credit information in justified cases.

2. Legal basis

The legal basis for our aforementioned inspections is Art. 6 Para. 1 lit b and lit. f, GDPR. The rights to which you are entitled can be found in the following information under V.

3. Credit agencies used

RatePay obtains information from Creditreform Boniversum GmbH (Hellersbergstraße 11, D-41460 Neuss, Tel.: +49 2131-109-501, Fax: -557), infoscore Consumer Data GmbH (arvato) (Rheinstraße 99, 76532 Baden-Baden, Tel.:+49 7221-5040-1000, Fax: -1001, Bürgel Wirtschaftsinformationen GmbH & Co KG (Gasstraße 18, 22761 Hamburg, Tel.: +49 40-89803-0, Fax: -777), SCHUFA Holding AG (Kormoranweg 5, 65201 Wiesbaden, Tel.: +49 611-9278-0, Fax: -109), Deltavista GmbH (Dessauerstr. 9, 80992 Munich, Phone: +49 721-25511-0, Fax: -22).

V. What rights do I have?

You can claim certain rights by law as a person affected by data processing.

1. The right of confirmation and information

According to Art. 15, GDPR, you have the right to request confirmation from us whether personal data concerning you will be processed. If we process such data, you have a right to free information about your stored data. The information includes details of

- the processing purposes;
- the categories of personal data being processed;
- the recipients or categories of recipients to whom the personal data have been or are still being disclosed, in particular recipients in third countries or international organisations;
- if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining this period;
- the existence of a right of rectification or deletion of personal data concerning them or of a restriction on processing by the person responsible or of a right to oppose such processing;
- the existence of a right of appeal to a supervisory authority;
- if the personal data is not collected from the data subject: all available information about the origin of the data;
- the existence of automated decision-making, including profiling, in accordance with Article 22 Para.1 and 4, GDPR and - at least in these cases - meaningful information on the logic involved and the scope and intended effects of such processing for the data subject.

Furthermore, the data subject has a right of access to information as to whether personal data has been transferred to a third country or to an international organisation. If this is

the case, the data subject, in addition, has the right to obtain information about the appropriate guarantees in connection with the transfer. If you have any questions regarding the collection, processing or use of personal data, information or other assertion of your rights, simply contact us using the contact data listed at the end of these notes.

2. The right of rectification

You have a right of rectification and/or completion vis-à-vis the person responsible if the personal data processed concerning you is incorrect or incomplete. The person responsible has to make the correction immediately.

3. The right of objection

You have the right to object to the processing of personal data concerning you at any time, which is carried out in accordance with Art. 6 Para. 1 lit. e or lit. f, GDPS; the same applies to profiling based on these provisions (on the concept, II. No. 4).

In the event of an objection to data processing for direct advertising (Art. 21 Para. 2, GDPR), this processing will be terminated as soon as possible after receipt of the objection (see also I. No. 6 for further details).

An objection to other processings (Art. 21 Para. 2, GDPR) on the basis of Art. 6 Para. 1 lit. e or lit. f, GDPR (e.g., identity and credit check) can only take place for reasons relating to your particular situation, whereby compelling legitimate reasons may justify further processing by us. Consent that has been granted can be revoked at customerservice@juwelo.com, phone: (+44) 0800 931 3333. There are no extra costs (except transmission costs according to the basic rates of your provider).

Revocation and objection of consent act for the future. The legality of data processing in the past remains unaffected.

Its objection can mean that we can offer only limited payment options or must reject the conclusion of a contract.

4. The right of deletion ("right to be forgotten")

a) Requirements for deletion

You have the right to request the deletion of your personal data. Please note that a right to immediate deletion (Art. 17, GDPR) ("right to be forgotten") only exists if one of the following reasons applies:

- The personal data is no longer necessary for the purposes for which they were collected or otherwise processed.
- You revoke your consent on which the processing pursuant to Art. 6 Para. 1 lit. a, GDPR or Art. 9 Para. 2 lit. a, GDPR is based, and there is no other legal basis for processing.
- You submit an objection to the processing according to Art. 21 Para. 1, GDPR, and there are no overriding legitimate grounds for processing, or you submit an objection according to Art. 21 Para. 2, GDPR against processing for direct marketing purposes.
- The personal data concerning your person have been unlawfully processed.

- The erasing of personal data is required to comply with legal obligations according to Union law or the laws of the Member States to which the person responsible is subject.
- The personal data concerning you has been collected in relation to services offered by information society services according to Art. 8 Para. 1, GDPR.

b) Further right to be forgotten

If we have made personal data public that concerns you and if we are obliged to delete it according to Art. 17 Para. 1, GDPR, we will take appropriate measures, including technical measures, taking into account the available technology and the implementation costs, to inform data processors who process the personal data that you as the data subject have requested the deletion of all links to this personal data or of copies or replications of this personal data.

c) Exceptions to deletion

Please note that in addition to the preceding requirements, these exceptions can justify a rejection of your deletion request:

The right to deletion does not exist insofar as the processing is necessary

- to exercise the right of freedom of expression and information;
- for the performance of a legal obligation required for processing under the law of the Union or of the Member States to which the person responsible is subject or for the performance of a task in the public interest or in the exercise of official authority conferred to the person responsible;
- for reasons of public interest in the field of public health in accordance with Art. 9 Para. 2 lit. h and i, as well as Art. 9 Para. 3, GDPR;
- for archiving purposes in the interest of public, scientific or historical research purposes or for statistical purposes in accordance with Art. 89 Para. 1, GDPR, where the right of cancellation is likely to render the objectives of such processing impossible or seriously affected, or
- to assert, exercise or defend legal claims.

5. The right of restriction of processing

You have the right to restrict processing if you dispute the accuracy of personal data for a period that allows us to verify the accuracy of personal data or if, in the event of unlawful processing, you refuse to delete the data and instead request that the use of personal data be restricted. You also have this right when we no longer need the data, and you will need this personal data to claim, exercise or defend legal claims. After all, you can claim this right, if you object to processing according to Art. 21 Para. 1, GDPR and it is not yet clear whether the legitimate reasons of the person responsible outweigh your reasons. Where processing has been restricted, such data may be processed only with your consent or for the purpose of asserting, exercising or defending rights or protecting the rights of another natural or legal person or on grounds of an important public interest of the Union or of a Member State. The possibility of continued storage shall remain unaffected. If the restriction of processing has been restricted in accordance

with the above conditions, you will be informed by us before the restriction has been lifted.

6. The right of data portability

You also have the right to data transferability of the data disclosed to us by you that we have processed on the basis of an effective consent or whose processing was necessary to enter into or fulfil an effective contract in a "structured, current and machine-processable format". You have the right to submit this data to a third party thereupon. The law only applies as far as the rights and liberties of other persons are not affected.

7. Assertion of your rights

If you have any questions or wish to assert your rights, please contact our customer service (contact details: customerservice@juwelo.com, phone: (+44) 0800 931 3333).

You can also contact our data protection officer. He/she is the person to refer to in cases of complaint. You can reach our data protection officer via the following email address: datenschutz@elumeo.com. You also have the right of appeal to the supervisory authority responsible for data protection, in particular in the Member State where you live, work or at the place of suspected infringement, if you consider that we are not dealing adequately with your request (without prejudice to any other administrative or judicial remedy).

VI. Which consents have I given?

You have given us consent for making promotional contact or certain uses of data, if necessary (such as for a newsletter or services within the framework of a customer login etc.). If you have given us your consent, the texts of consent are stored with us and can be retrieved. For retrieval, simply consult einwilligungen@juwelo.de. We will then send you the requested information by email.

Juwelo Deutschland GmbH

Erkelenzdammm 59/61

10999 Berlin

Tel: (+44) 0800 931 3333

Email: customerservice@juwelo.com

Managing Directors: Annette Freising, Florian Spatz

Berlin Charlottenburg Local Court, HRB 72512B , Thomas Jarmuske

Tax number: 29/011/62042

Sales tax identification number: DE202087413