

**Data Privacy Notice B2B-PORTAL****status: 02.2026****Content**

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**1. General information**

1.1 The protection of your personal data is very important to us. In the following, we inform you about the collection and use of personal data when using our B2B-portal at [service.as-creation.com](https://service.as-creation.com)

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

**A.S. Création Tapeten AG**, Südstraße 47, 51645 Gummersbach, Germany.

You can contact our data protection officer at [datenschutz@as-creation.de](mailto:datenschutz@as-creation.de) or via our postal address.

1.3 In order to carry out the processing of technically necessary personal data based on your **consent** or our **legitimate interest**, cookies are stored on your computer when you use our website. Cookies are small text files that are stored on your hard disk assigned to the browser you are using and through which certain information flows to the owner of the cookie. Cookies cannot execute programmes or transfer viruses to your computer.

Irrespective of your consent, you can configure your browser settings according to your wishes and, for example, refuse to accept individual or all cookies (see also section 11). We would like to point out that you may not be able to use all functions of the website if you reject additional technical cookies.

1.4 Depending on their type and function, the cookies are deleted within specified periods of time. The collected personal data will be deleted within the statutory periods depending on the purpose of the data use.

## 1.5 Cookie Consent Manager

- a. When you visit our website, a cookie is set to record your consent to the various services. It records whether you give your consent and if so, what consent you give. You can change this selection at any time by saving your new selection in the Cookie Consent Manager (at the bottom of every web page).

If you do not activate a service in the Cookie Consent Manager but click on this service during your visit to the website, this **click** will be **recorded as consent** in the Cookie Consent Manager.

- b. The following data is logged in the cookie:
- IP address
  - Consent selection
  - Date and time of selection
  - Website from which you accessed our website
  - Language used
  - Geographical data
- c. If you delete all cookies, you will be asked for your consent again on your next visit. If you do not delete the cookie history, you will be asked after 6 months whether your consent selection is still up to date.
- d. **Legal basis:** Your consent, according to art. 6 para. 1 p. 1 lit. a GDPR.
- e. The cookie consent manager is being processing on our behalf by the service provider **Consent Manager GmbH** (address: Eppendorfer Weg 183, 20253 Hamburg, Germany). This service provider is based within the European Union.

## 2. Your rights

### 2.1 You have the following rights in respect of personal data relating to you:

- Right of access,
- Right to rectification or erasure,
- right to restriction of processing,
- right to object to processing,
- right to data portability.

### 2.2 If you have given **consent** to the processing of your data, you may revoke this consent in whole or in part at any time. Such revocation will affect the permissibility of processing your personal data after you have expressed it to us.

### 2.3 Where we base the processing of your personal data on balance of **interests**, you may object to the processing. Please tell us the reasons why we should not process your personal data. Based on your submission, we will review the merits of the case and either stop or adjust the data

processing or show you our compelling legitimate grounds on the basis of which we will continue the processing.

- 2.4 Please direct any queries to our data protection officer (see no. 1.2). You also have the right to complain to a data protection supervisory authority about our processing of your personal data.

### **3. Collection of personal data when visiting our B2B-portal**

#### **3.1 Visit of our website**

When you visit our B2B-portal, a cookie is set to identify the valid login on the server. Due to this you do not have to re-enter your username and password every time you open another page. The cookie is deleted when you log out of the B2B-portal or close the browser. In addition, we collect such personal data which is technically necessary to visualize our website in appealing format and quality and to secure its stability and security.

This data shall be recorded in a **server log file**:

- Landing page
- Time of first visit to website
- Volume of sent data in byte
- Website from which you referred to us
- used browser
- used operation system, language and release no of your operation system
- your IP-address (if so: in anonymized form)

**legal basis:** legitimate interest to necessary functionality of website, art. 6 para. 1 sent. 1 lit. f GDPR.

#### **3.2 Communication**

If you contact us via **email** or via our **contact form** the personal data you provide to us (mandatory data are marked with \* in the contact form) will be stored in a **log file** to answer your questions.

**Legal basis:** processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract, art. 6 para. 1 sent. 1 lit. b GDPR.

This data is being erased when it is not necessary anymore, after 10 years at the latest.

### **4. Registration, Ordering and Execution of Contract**

#### **4.1 Registration and Ordering**

- a. If you would like to order in our B2B-portal, you must register. In doing so, the following mandatory data will be collected and stored by us:

- First and last name
- email address
- Address (street, postcode, city, country)

You can voluntarily enter telephone and fax data. The voluntary data will only be used to communicate with you.

- b. If you wish to place an order, only the following mandatory data will be collected and stored by us:
- First and last name
  - Address (street, postcode, town, country)
- c. The personal data will be used for the processing of the contracts and stored in the customer master data. The data is stored for the duration of the business relationship. Due to commercial and tax law requirements, we are obliged to store your address, payment and order data for a period of ten years. However, we restrict processing after two years, i.e., your data is only used to comply with legal obligations.
- d. **Legal basis:** Processing of data for contract performance or pre-contractual measures according to Art. 6 para. 1 p. 1 lit. b DSGVO.

#### 4.2 Execution of the contract

Insofar as this is necessary for the delivery of ordered goods, we pass on the following data to the shipping company commissioned by us:

- First and last name, e-mail address
- delivery address

The shipping company may contact you prior to delivery to inform you of the time of delivery or to coordinate other details of the delivery with you.

**Legal basis:** Processing of the data for the execution of the contract or pre-contractual measure according to Art. 6 para. 1 p. 1 lit. b DSGVO.

#### 4.3 Receivables management

We use external service providers to carry out receivables management (in particular dunning and debt collection). Where necessary, we pass on the following data to the service provider commissioned by us:

- Master data (e.g. name, address)
- Contract and receivables data
- Payment and dunning history

**Legal basis:** Processing is carried out for the purpose of enforcing contractual payment claims (Art. 6(1)(b) and (f) GDPR).

## 5. Newsletter

- 5.1 We use double-opt-in process for our newsletter registration: after your subscription to our newsletter, we will send an email to the indicated email address with which we ask for your confirmation of newsletter subscription. Obligatory data is only your email address. Optional data is your first and last name and your date of birth. Optional data shall only be used to address you personally and to congratulate you to your birthday or to celebrate your jubilee.

If you do not confirm your subscription within 7 days, your data shall be blocked and deleted automatically after one month.

- 5.2 As verification of date, time and scope of your newsletter subscription (as well as un-subscription) we store the following data by setting a **cookie**:

- timestamp of subscription / un-subscription (date and time)
- IP-address
- newsletter content selection

- 5.3 **Legal basis** (newsletter): consent to the processing of his or her personal data for one or more specific purposes, art. 6 para. 1 sent. 1 lit. a GDPR. **Legal basis** (cookie): compliance with the legal obligation to prove consent, art. 6 para. 1 sent. 1 lit. c GDPR.

- 5.4 The newsletter shall be sent via the service provider **rapidmail GmbH** (address: Wentzingerstrasse 21, 79106 Freiburg, Germany) who is processing the personal data on our behalf. The service provider is located within the European Union. Data will not be transferred to third countries. You can find the data protection declaration of rapidmail GmbH here: <https://www.rapidmail.de/datensicherheit>

- 5.5 You may withdraw your consent to receiving the newsletter at any time by un-subscription. You can either unsubscribe (i) by clicking the unsubscribe-link provided in each newsletter email, or (ii) by sending your withdrawal notice to: [contact@as-creation.de](mailto:contact@as-creation.de)

- 5.6 We carry out statistical analysis regarding the click rate of our newsletter links. For this purpose, the emails sent contain a so-called tracking pixel that connects to rapidmail's servers when the email is opened. This enables us to determine whether a newsletter message has been opened. Furthermore, it can be determined whether and which links in the newsletter message are clicked. Optionally, links in the email can be set as tracking links with which your clicks can be counted. Upon this data we can measure the rate between information in our newsletter and visit of the respective campaign.

For this analysis no complete IP-address is collected. The analysis shows the data of the recipient regarding opening the newsletter and clicking a campaign link in an anonymized form.

## 6. Social Media Links

So-called social media links from **Facebook, Instagram, Pinterest, LinkedIn, YouTube** are used on our website.

If you click on one of the social media links, you will be directed to our social media account with the social network in question. The respective network collects personal data about you; for more information, please see our privacy policy for social media <https://www.as-creation.com/datenschutz> and the privacy statements of the respective social media providers.

If you do not want the social networks to directly assign the data collected via our website to your profile on the respective service, you must log out of the respective service before visiting our website.

## 7. YouTube-Videos

7.1 On our web pages, information and application tips are offered in the form of videos that can be played via YouTube. These videos can be presented in three different ways:

- a. YouTube video is directly playable on our website. The video is embedded in "enhanced data protection mode", i.e. data about you as a user is only collected by YouTube when you play the videos.
- b. YouTube video is only linked. When you click on a marked preview image you leave our website and are redirected to [www.youtube-nocookie.com](http://www.youtube-nocookie.com); for shorts you are redirected to [www.youtube.com](http://www.youtube.com)

7.2 YouTube is operated by **Google Inc.** (address: 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). The **responsible party** and contact person in the EU is Google Ireland Limited (address: Gordon House, Barrow Street, Dublin 4, Ireland).

7.3 Only when you play a video data is collected by YouTube. Despite the data protection-friendly "no-cookie" setting, YouTube may use cookies. We have no influence on the data collection. The data collection takes place regardless of whether you have a user account with YouTube or not.

If you are logged in to your Google account, your data will be directly assigned to your Google account. If you do not wish to have your account profile associated with YouTube, you must log out of Google before activating the video. YouTube stores your data as usage profiles and uses them for the purposes of advertising, market research and/or designing its own. Such an evaluation is carried out in particular (even for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about your activities on our website.

For further information on the purpose and scope of data collection and its processing by YouTube, please refer to the privacy policy. There you will also find further information on your rights and setting options to protect your privacy: <https://www.google.de/intl/de/policies/privacy>

7.4 We only collect non-personal data for analysis purposes (e.g., number of clicks on the video and time of day), which are transmitted to Google Analytics to create statistics.

7.5 **Legal basis:** Your consent according to art. 6 para. 1 p. 1 lit. a GDPR.

## 8. Analysis

### 8.1 We use the following Google services in our website:

- a. Google **Web Analytics** is a service for recording the interaction of a user with our website, the products and other contents of our website. This enables us (i) to ensure that our website is designed and continuously optimised to meet your needs; and (ii) to record and evaluate your usage statistically in order to optimise our offer for you.
- b. IP address is shortened by Google via **Google Tag Manager** (so-called IP masking) so that no conclusions can be drawn about you as a private individual. Only user behaviour is recorded. The IP address remains anonymised, even if the recorded data is transferred outside the EU/EEA.
- c. Google Web Analytics and Google Tag Manager are services of **Google Inc.** (address: 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). The **responsible party** and contact person in the EU is Google Ireland Limited (address: Gordon House, 4 Barrow Street, Dublin D04 E5W5, Ireland).
- d. Through the integration of server-side tagging (see section 8.2), the data collected is anonymised before being forwarded to Google Inc. No personal data is processed by Google Inc.

### 8.2 We use the following service from **ProxyRiders** on our website:

- a. Server-side tagging is a service for recording a user's interaction with the website and its content. All personal data collected is anonymised by the service before being passed on to third-party analysis services.
- b. Server-side tagging is a service provided by ProxyRiders GmbH. (Address: Bavariafilmpfad 7, Building 109, 82031 Grünwald, Germany). Further information on data protection and cookies at ProxyRiders GmbH can be found in the privacy policy: <https://www.proxyriders.com/> We have also concluded a contract with ProxyRiders GmbH for order processing in accordance with Art. 28 GDPR.

### 8.3 We use the following service from **Hotjar** on our website:

- a. **Observe** is a service for recording the interaction of a user with our website and the contents of our website. The Observe analysis tool is used to measure and monitor user behaviour.
- b. For this analysis, cookies are stored on your computer, which collect the following information about your use of the website:
  - Hotjar's unique user ID;
  - Resolution of the terminal screen;
  - Terminal device type (individual terminal device identifiers), operating system and browser type;
  - console logs and errors;

- geographic location (country only);
  - language preferred when viewing the Hotjar-based website;
  - Mouse events (movements, location and clicks);
  - keystrokes;
  - referring URL and domain;
  - Pages visited;
  - Date and time of access to your website and a specific event on your website;
- c. All data is stored by Hotjar on servers located in the EU or EEA.
- d. Observe is a service provided by **Hotjar Ltd** (address: Dragonara Business Centre, 5th Floor, Dragonara Road, Paceville St Julian's STJ 3141, Malta). Hotjar Ltd is part of the Content Square SaaS Group with headquarters in Paris, France. Hotjar Ltd. and Content Square SaaS are **jointly responsible**.
- For more information on data protection and cookies at Hotjar Ltd, please refer to the privacy policy: <https://www.hotjar.com/privacy/>
- e. We are a contractual partner of Hotjar Ltd. and only receive **anonymised, statistical data** on our company homepage via its services. We do not receive any other data, in particular we cannot identify users from this information. We have also concluded an order processing contract with Hotjar Ltd. in accordance with Art. 28 of the GDPR.
- f. The **legal basis** for (i) the processing of your data for marketing purposes is your consent pursuant to Art. 6 (1) sentence 1 lit. a GDPR; (ii) the processing of anonymous data for statistical purposes is our legitimate interest in the design of our website and the efficiency of advertising pursuant to Art. 6 (1) sentence 1 lit. f GDPR.

## 9. Server

- 9.1 The hosting services underlying this website are provided by **Maxcluster GmbH** (address: Lise-Meitner-Str. 1b, 33104 Paderborn, Germany). Maxcluster offers Software as a Service (SaaS) services as part of cloud hosting. Maxcluster automatically collects and stores server log files with information that your browser transmits to us. This information includes:
- Browser type
  - operating system
  - Referrer URL (previously visited page)
  - Host name (IP address)
- 9.2 Maxcluster cannot relate this data to specific persons. This data will not be merged with other data sources. After a statistical evaluation, the data will be deleted, at the latest after seven (7) days. Further information can be found in the data protection regulations of Maxcluster. These can be viewed here: <https://maxcluster.de/datenschutz>



- 9.3 We have concluded a contract for commissioned data processing. This contract regulates the scope, type, and purpose of Maxcluster's access to data. The access options are limited only to necessary accesses that are required for the fulfilment of the hosting services.
- 9.4 **Legal basis:** legitimate interest in the necessary functionality of the website in accordance with Art. 6 para. 1 sent. 1 lit. f GDPR.

## 10. Final Notes

- 10.1 In addition to the data processing described in this Privacy Notice, there may be additional data processing by third parties if you have consented to the third party linking your web and app browsing history to your account (which you have with the third party) and using information from your account to personalise ads, regardless of which website you visit. Third parties include, for example, Google, You Tube, social media networks.
- 10.2 If you do not want the third party to collect (personal) data about you for statistics and marketing and to build user profiles, you can prevent the installation of cookies by setting your browser software accordingly or in your user account with the third party.
- a. Setting of the browser software (e.g. suppression of third-party cookies, i.e. you do not receive any ads from third-party providers),
  - b. Deactivation of cookies for conversion tracking, i.e. cookies from certain domains are blocked (note: this setting is deleted when you delete your cookies),
  - c. Deactivation of interest-based ads <http://www.aboutads.info/choices> (Attention: this setting will be deleted when you delete your cookies),
  - d. permanent deactivation in your Firefox, Internetexplorer or Google Chrome browser at the link <http://www.google.com/settings/ads/plugin> ,
  - e. Deactivate device identification via "Device setting".

You also have the right to object to the creation of these user profiles, whereby you must contact the respective third party to exercise this.

\* \* \*