

## Data Privacy Notice for B2B-Shop

**login.as-creation.de**

status: 09.2023

### 1. General Information

1.1 Protecting your personal data is important to us. Via this Notice we like to inform you about collecting and use of personal data in the event you visit our website.

1.2 Responsible party in line with art. 4 para. 7 EU - General Data Protection Regulation (GDPR) is:

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

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

1.3 For the purpose of processing technically **necessary** personal data cookies shall be stored on your computer if you use our B2B-shop. Cookies are small text files, which are stored on your hard disc and which are connected to the browser you use; via such text file the owner of the cookie shall receive certain information. Cookies cannot execute programs or transfer viruses to your computer.

**Legal basis:** our legitimate interest to have and maintain a functional website, according to Art. 6 para. 1 p. 1 lit. f GDPR.

### 2. Your Rights

2.1 You have these rights regarding your personal data:

- Right of access (art. 15 GDPR),
- Right to rectification (art. 16 GDPR),
- Right to erasure (art. 17 GDPR),
- Right to restriction (art. 18 GDPR)
- Right to data portability (art. 20 GDPR),
- Right to object (art. 21 GDPR).

2.2 If you have given **consent** to processing your personal data, you can revoke your consent at any time in full or partially. Such revocation does only influence the validity of data processing as of the time you have made your revocation.

2.3 If we base processing of your personal data on our **legitimate interest**, you can object. Please inform us about your reasons why we should not process your personal data. Upon your reasoning we shall evaluate the facts and either we stop or adjust the data processing, or we will demonstrate legitimate grounds for the processing.

2.4 Please turn your request or objection to our data protection officer (see clause 1.2). In addition, you have the right to file an objection to our processing at the national data protection authority.

### 3. Collection of Personal Data during your visit at our website

#### 3.1 Visit at our website

When you visit our B2B-shop, 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-shop or close the browser.

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

#### 3.2 Registration and Ordering

a. If you would like to order in our B2B-shop, 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.

#### 3.3 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.

### 3.4 Communication

If you contact us via **email** the personal data you provide to us will be stored to answer your questions and to execute the business relation.

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

**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 l. 1 lit. b GDPR.

## 4. Newsletter

4.1 For registration to our newsletter the double-opt-in procedure is being used. This means that after you have registered for our newsletter, we will receive an e-mail to the specified e-mail address in which you are asked to confirm that you wish to receive the newsletter. Only your e-mail address is required for sending the newsletter. Voluntarily you may give your first and last name as well as your date of birth. The voluntary data is only used to address you personally and to congratulate on the occasion of birthdays and anniversaries.

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

4.2 To prove the time and scope of the subscription to the newsletter (as well as any un-subscription), the following data is being stored by setting a cookie:

- Timestamp of the registration or un-subscription (date and time)
- IP address
- Newsletter selection

4.3 **Legal basis** (newsletter): processing of data based on consent according to Art. 6 para. 1 p. 1 lit. a DSGVO. **Legal basis** (cookie): legal obligation to be able to provide proof of consent according to Art. 6 para. 1 p. 1 lit. c DSGVO.

4.4 The newsletter is sent as part of processing on our behalf by the service provider **rapidmail GmbH** (address: Wentzingerstrasse 21, 79106 Freiburg, Germany), to whom we pass on your e-mail address for this purpose. This service provider is based within the European Union. A transfer of data to third countries does not occur. You can find the data protection declaration of rapidmail GmbH here: <https://www.rapidmail.de/datensicherheit>

4.5 You can revoke your consent to receive the newsletter at any time by unsubscribing. You can revoke your consent (i) by clicking on the link provided in every newsletter email, or (ii) by sending a message to [contact@as-creation.de](mailto:contact@as-creation.de)

4.6 We carry out a statistical analysis of which links are clicked in the newsletter. 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. With the data obtained in this way, we can measure the success between information in the newsletter and visits to the corresponding corporate website campaign.

For the evaluation, no complete IP addresses and cookies are collected and processed. The evaluation presents the data of the opening and clicking recipients anonymously.

## 5. Server

The server is being hosted by A.S. Création Tapeten AG.

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