

**Data Privacy Notice ONLINE-CATALOGUE****status: 11.2021****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 online catalogue at <https://newwalls.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.com](mailto:datenschutz@as-creation.com) or via our postal address.
- 1.3 In order to carry out the processing of technically necessary personal data, cookies are stored on your computer when you use our online catalogue. Cookies are small text files that are stored on your hard drive in relation to the browser you are using and which provide the owner of the cookie with certain information. Cookies cannot execute programs or transmit viruses to your computer.
- 1.4 Depending on their type and function, cookies are deleted within specified periods of time. The personal data collected will be deleted within the statutory periods depending on the purpose of the data use.
- 1.5 We delete the data accruing in connection with our online-catalogue after the storage is no longer necessary, at the latest after 10 years.

**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 online catalogue

When you visit our online catalogue, we collect the data that is technically necessary for us to display our online catalogue in an attractive format and quality and to ensure the stability and security of the online catalogue. The following data is logged in the server log file:

- Visited website
- Time of access
- Amount of data sent in bytes
- Website from which you accessed our online catalogue
- Browser used
- Operating system used
- IP address used (if applicable: in anonymised form)
- Language and version of browser software

**Legal basis:** legitimate interest in the necessary functionality of the online catalogue according to Art. 6 para. 1 p. 1 lit. f DSGVO.

### 4 Communication

When you contact us by email, your name and email address will be stored by us in order to answer your questions.

**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.

### 5. Social media links

Social media links from Facebook, YouTube, Instagram, Pinterest are used in our online catalogue.

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 notice for social media as well as 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.

## 6. Server

This website is hosted on our own servers.

## 7. Final Notes

7.1 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.

7.2 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.

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