

## Data Privacy Statement

In this data privacy statement, we inform you about how your personal data are processed whenever you use our website or order anything in our online shop or over the ordering hotline.

“Personal data” means all information which relates to an identified or identifiable person. This primarily includes information that can be used to identify you, such as your name, telephone number, address or email address. The term “personal data” does not include statistical data that we collect when you use our website and that cannot be connected to your identity.

You can print out or save this data privacy statement by using the normal functionality of your browser. You can also download and archive this data privacy statement as a PDF file by clicking here: [PDF].

### 1. Controller and contact information

For the purposes of the EU General Data Protection Regulation (“GDPR”), the controller is

kfzteile24 GmbH  
Am Treptower Park 28-30  
12435 Berlin  
 (“kfzteile24”, “we” or “us”)

Telephone: +49 30 / 40 50 400  
Email: [info@kfzteile24.de](mailto:info@kfzteile24.de)

### 2. Data protection officer

If you have questions or requests regarding the protection of your data, please send a letter by post to the aforementioned address, or send an email to: [datenschutz@kfzteile24.de](mailto:datenschutz@kfzteile24.de).

### 3. Contract execution and making contact

#### 3.1 Your order or purchase data

Whenever you order something in the online shop through the ordering hotline or buy something in one of our branches, we collect your order and purchase data. Examples of your order and purchase data include:

- Form of address
- Your first and last names
- Your date of birth
- Gender
- Your email address
- Your delivery and billing address
- Your identifier (*on [www.carpardoo.nl](http://www.carpardoo.nl) and [www.carpardoo.fr](http://www.carpardoo.fr)*)
- Your vehicle type: KBA number (KBA = Federal Motor Transport Authority) (*on [www.kfzteile24.de](http://www.kfzteile24.de), [www.autoteile24.de](http://www.autoteile24.de), [www.auspuff.com](http://www.auspuff.com), [www.bremsen.com](http://www.bremsen.com) and [www.kfzteile.com](http://www.kfzteile.com)*), manufacturer, model, type, national code (*on [www.kfzteile24.at](http://www.kfzteile24.at)*)
- Your declarations of withdrawal, your complaints and your other notifications regarding your orders or purchases
- Your order number
- Your order status, e.g. “Sent” or “returned”
- Your payment status

Optionally, information such as your telephone and fax numbers is possible, so that we can contact you in these ways if we have any questions. We process your data so we can process and send you your order and process any returns, complaints or warranty cases.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(b) GDPR.

### 3.2 My Customer Account / Login

You have the option of registering for our login area to be able to use the full functional scope of our website. You need the following data to register:

- Your email address
- Your self-selected password

Later, you will be able to log in using your email address and password, under “My Customer Account / Login.”

We process your data so you can manage your customer account and have an overview of your orders.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(b) GDPR.

### 3.3 Making contact

You can contact us in various ways. Examples include the contact form, the order and service hotline, and email. In this context, we process data exclusively to communicate with you.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(b) GDPR.

The data we collect while you use the contact form will be erased automatically after your inquiry is processed completely, unless we still need your inquiry to fulfil contractual or statutory obligations (“[Storage period](#)”).

### 3.4 Payment data

We offer you the types of payment that are common in online business. These are advance payment, credit card, PayPal, instant transfer, invoicing, cash on delivery and on [www.carpardoo.nl](http://www.carpardoo.nl) iDEAL, on [www.bremsen.com](http://www.bremsen.com) and [www.kfzteile.com](http://www.kfzteile.com) hire-purchase, on [www.carpardoo.pl](http://www.carpardoo.pl) PayU and on [www.carpardoo.dk](http://www.carpardoo.dk) Dankort. Depending on which type of payment you select during the order process, to process payments we will forward the payment data collected to that end to the credit institute commissioned with the payment and any payment service provider we have commissioned. Those payment data are necessary to process the payment and execute the contract.

You will find more detailed information in the [Privacy Statement](#) of PayPal (a service of PayPal (Europe) S.à r.l. et Cie, S.C.A., 22–24 Boulevard Royal, L-2449 Luxembourg), in the [Privacy Policy](#) of Sofort (a service of Klarna Bank AB, Sveavägen 46, 111 34 Stockholm, Sweden) and in the [Privacy Statement](#) of iDEAL (a service of Currence Holding BV, Beethovenstraat 300, Amsterdam, 1077 Netherlands), in the [Privacy Policy](#) of PayU (a service of PayU SA, ul. Grunwaldzka 186, 60-166 Poznań) and in the [Privacy Policy](#) of Dankort (Nets Holding A/S, Lautrupbjerg 10, 2750 Ballerup).

The legal basis for the aforementioned data processing is Art. 6(1)(1)(b) GDPR.

### 3.5 Assessing creditworthiness and risk

#### 3.5.1 Assessing creditworthiness

To assess your creditworthiness, we obtain information about your previous payment behavior and credit rating information based on mathematical and statistical procedures while using the address

data via the company of Arvato Payment Solutions GmbH, Gütersloher Straße 123, 33415 Verl, and the firm infoscore Consumer Data GmbH, Reinstraße 99, 76532 Baden-Baden.

If you select the payment method “invoice” while the purchase is being processed, kfzteile24 GmbH will transmit your data regarding the contract execution (such as the purchase object, your name, postal address, email address, telephone number, date of birth, delivery address, payment method and bank details) to Arvato Payment Solutions GmbH, Gütersloher Str. 123, 33415 Verl, to identify and prevent misuse and to prevent payment defaults.

Score values will be consulted for the credit assessment. Score values are statistically founded forecast values concerning the future probability that a certain person will default in payment and are shown as a numeric value, possibly a percentage. The credit rating information contains features about the address, as well as any existing bad debts or procedures aimed at outstanding claims.

We use the features received concerning the probability of a payment default to make a carefully considered decision about establishing, executing or terminating the contractual relationship. If an identity assessment fails to produce a clear result, we reserve the right to evaluate that assessment to make a carefully considered decision about establishing, executing or terminating the contractual relationship.

If you do not agree to this, you may notify us thereof in writing or by an email sent to [datenschutz@kfzteile24.de](mailto:datenschutz@kfzteile24.de). We will then reevaluate the decision while considering your point of view.

The legal basis for the aforementioned credit assessment is Art. 6(1)(1)(b) GDPR.

### 3.5.2 Assessing risk

On this website, technologies of infoscore Profile Tracking GmbH, Hammer Str. 19, 40219 Düsseldorf, can be used to collect, store and use the data about the end device you use during the visit to the website (such as your screen resolution or operating system version) to identify and prevent misuse.

This also applies to data that are collected, processed and used by Arvato Payment Solutions GmbH, Gütersloher Str. 123, 33415 Verl, in connection with a cookie, visitor ID or both, each of which contain data about the end device used during your website visit and about the end device you will probably use during subsequent visits, to automatically check for indications of any misuse of kfzteile24.

Arvato Payment Solutions GmbH has commissioned informa solutions GmbH, Rheinstraße 99, 76532 Baden-Baden, and infoscore Profile Tracking GmbH as data processors for the purposes of Art. 28 GDPR.

You may object [here](#) to the collection, storing and use of data at any time, with effect for the future, in regard to the end device you used to visit this online shop. After that, the end device data will no longer be used to identify and prevent misuse. But the options for using this online shop might be restricted.

The legal basis for this processing is Art. 6(1)(1)(f) GDPR, based on our legitimate interest and that of other users in avoiding payment defaults, identifying and preventing fraud, and investigating criminal offences.

## 4. Lotteries and surveys

If you take one of our surveys, we will use your data for market and opinion research. As a general principle, we will use the data in anonymized form for internal purposes. If, by way of deviation, surveys are not processed in anonymized form, we will obtain your consent before collecting any personal data. The GDPR does not apply to anonymous surveys.

For personal data by way of exception, the legal basis for the aforementioned data processing is Art. 6(1)(1)(a) GDPR.

Within the context of lotteries, we use your data to carry out the lottery and notify the prizewinners. You can find detailed information in the participation conditions of the lottery in question.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(b) GDPR.

#### 5. Applications ([on www.kfzteile24.de](http://www.kfzteile24.de) and [www.autoteile24.de](http://www.autoteile24.de))

Under “Jobs & Apprenticeships,” you can view current job vacancies. For your application, please use only the contact addresses provided for in the job advertisement in question. The purpose of data processing is to select applicants with whom an employment relationship might be established.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(b) GDPR and Art. 88(1) GDPR in combination with § 26(1)(1) BDSG (German Data Protection Act).

You will find more detailed information in the data privacy notices for [applicants](#), which will appear during our digital application process.

### 6. Newsletter and promotional activities

#### 6.1 Newsletter

You have the option of subscribing to our newsletter, in which we will regularly inform you about sales promotions and innovations to our products.

When you subscribe to our newsletter, we use the double opt-in procedure: we will not send you newsletters by email until you have confirmed that you wish to receive them by clicking a link in our notification email. If you confirm that you do wish to receive the newsletter, we will store your email address, the time of registration, and the IP address used for that registration until you unsubscribe from the newsletter. That information will be stored only to send you the newsletter and verify your registration. You may unsubscribe to the newsletter at any time. An “unsubscribe” link is included in every newsletter. A notification sent to the contact information indicated above or in the newsletter (such as by email or letter) is also obviously sufficient for this purpose.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(a) GDPR.

In our newsletter, we use commercially typical technologies with which the interactions with the newsletter can be measured (such as opening the email and clicking on a link). We use those data in pseudonymized form for general statistical evaluation and to optimize and refine our content and customer communication. This occurs with the help of pixels: small graphics embedded in the notifications. The data are collected only in pseudonymized form; this means the IDs are not connected with other personal data, excluding any chance of relating them to anyone in particular.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(f) GDPR, based on our aforementioned legitimate interest.

If you do not want the usage behavior analyzed, you can unsubscribe to the newsletter (see immediately below) or deactivate the graphics in your email program as standard. You can find more detailed information in the instructions for [Microsoft Outlook](#) and [Mozilla Thunderbird](#). We wish to share content through our newsletter that is as relevant as possible for our customers and better understand what our readers are interested in. The data regarding the interaction with our newsletters is stored in pseudonymized form for 6 months and then anonymized completely.

#### 6.2 Transaction-related emails and product recommendations

By concluding an order, as a customer of kfzteile24 you will receive transaction-related emails such as order confirmations, processing information, shipping information and product recommendations.

You can object to these product recommendations at any time, via the “unsubscribe” link in the email containing the product recommendation.

If we receive your email address in connection with the sale of goods or services, we reserve the right to send you regular offers to products from our range that are similar to the one you have just bought, unless you have objected to this. You can object to this use of your email address at any time, through a message to [info@kfzteile24.de](mailto:info@kfzteile24.de) or via the link in the advertising email provided for this purpose, without incurring any costs other than the transmission costs according to the base rates.

### 6.3 Promotional activities

The customer data named under item 3.1 is used to start advertising campaigns for the target groups in question. The legal basis for the aforementioned data processing is Art. 6(1)(1)(f) GDPR, based on our legitimate interests in continually optimizing our website, giving it a needs-based design, and sending you personalized ads.

### 6.4 Assessments

#### 6.4.1 Trusted shops

If you have given us your express consent during or after your order, by activating the checkbox in question or clicking the button provided, we will transmit your email address to Trusted Shops GmbH, Subbelrather Str. 15c, 50823 Cologne (“Trusted Shops”), so they can remind you by email of your opportunity to issue a rating.

You may withdraw this consent at any time [here](#), through a message to the contact option described above, or by contacting Trusted Shops directly.

You can find more detailed information in the [Data Privacy Notice](#) of Trusted Shops.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(a) GDPR.

#### 6.4.2 Google customer reviews (on [www.kfzteile24.at](http://www.kfzteile24.at) and [www.carpardoo.nl](http://www.carpardoo.nl))

Our website uses the service “Google customer reviews,” which is offered for users from the European Economic Area, Switzerland and Liechtenstein by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (“Google”) and for all other users by Google, Inc. 1600 Amphitheatre Parkway Mountain View, CA 94043 (“Google”).

Google customer reviews is a program in which the user is asked, after making a purchase on our website, if he or she would like to participate in an email survey by Google on their shopping and purchasing experience on our website. If the user agrees, he or she will receive a survey email from Google once we have received that user’s order. The ratings given by the customer will then be displayed in summarized form in our optional logo by Google customer reviews and our Merchant Center Dashboard, and used for seller evaluations. A seller’s evaluation consists of the users’ ratings, the number of reviews given (if available) and a qualifier that describes a property of our company that forms the basis for the rating. A Google algorithm is used to automatically decide whether a qualifier will be shown or not. Google has subjected itself to the EU-U.S. Privacy Shield in case personal data is transmitted to the USA.

You can find more detailed information in Google’s [Privacy Policy](#).

The legal basis for the aforementioned data processing is Art. 6(1)(1)(a) GDPR.

## 7. Website

Whenever you use our website, we will collect the data that your browser automatically transmits to enable you to visit the website. This data particularly includes:

- IP address of the inquiring end device
- Date and time of the inquiry
- Address of the website accessed and the inquiring website
- Information on the browser used, the operating system, and technical information on the end device.

The data processing is necessary to enable the visit to the website and guarantee the permanent functionality and security of our systems. The data mentioned is also stored temporarily in internal log files for the purposes described above, to compile statistical data on the use of our website, refine our website regarding our visitors' usage behavior (e.g., if the percentage of mobile end devices with which the pages are accessed increases) and to generally maintain our website as administrators.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(b) GDPR.

The information stored in the log files does not allow us to identify anyone directly – in particular, we only store IP addresses in truncated form. The log files are stored for 30 days, then archived after being anonymized.

## 8. Cookies and comparable technologies

### 8.1 Use of our own cookies

We must use cookies for some of our services. A cookie is a small text file stored on your device by the browser. Cookies are not placed to execute programs or load viruses onto your computer. Instead, the main purpose of our own cookies is to present you with customized offers and design our services to be used as expeditiously as possible.

In particular, we use our own cookies

- for login authentication;
- for load distribution;
- to store your language settings;
- to note that information placed on our website was shown to you, so that it is not shown again the next time you visit.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(f) GDPR, based on our legitimate interest. We would like to use that processing to enable a comfortable and more customized use of our website.

Furthermore, we also use cookies and comparable technologies (such as web beacons) from partners for analysis and marketing purposes. This is described in the following sections.

### 8.2 Analysis and promotional activities

To improve our website, we use cookies and comparable technologies (such as web beacons) to statistically record and analyze general usage behavior by using the access data, and for advertising purposes.

The legal basis for the aforementioned data processing is Art. 6(1)(1)(f) GDPR, based on our legitimate interest in continually optimizing our website, giving it a needs-based design, and sending you personalized ads.

These data particularly include

- the device's IP address;
- the date and time of access;
- the ID number of a cookie;
- the device ID of mobile devices and
- technical data about the browser and operating system.

However, the collected data will be stored exclusively in pseudonymized form so that no immediate conclusions can be drawn about anyone's identity.

In each of the following descriptions of the technologies we use, you will find information about options for using opt-out cookies to object to our analysis and promotional activities. Please keep in mind that after you delete all the cookies in your browser, or subsequently use another browser, profile or both, you must place an opt-out cookie again.

In the following, we will describe your options for objecting to our analysis and promotional activities. Alternatively, you can assert your objection through appropriate settings on the websites [Truste](#) or [Your Online Choices](#), which provide bundled options to object from many advertisers. Both sites allow you to deactivate all ads for the providers listed by using opt-out cookies or to change the settings individually for each provider.

In the following section, we wish to explain these technologies and the providers used for them in greater detail.

#### 8.2.1 Awin (formerly Affilinet)

Our website participates in partner programs of AWIN AG, Eichhornstr. 3, 10785 Berlin ("awin"), a service for incorporating ads in the form of text links, image links, ad banners or input screens. Awin uses cookies and similar technologies to present ads that will be relevant for you. Awin also uses web beacons (invisible graphics). They can be used to evaluate information, such as visitor traffic on the sites.

The information collected by the cookies and web beacons on the use of this website (including your IP address) and delivery of advertising formats will be transmitted to an awin server and stored there. awin might forward this information to one of its contract partners. However, awin will not combine your IP address with other data you have stored.

You can prevent cookies from being stored by changing your browser settings appropriately (as described above).

You can find more detailed information in the [Data Privacy Policy](#) of awin.

#### 8.2.2 AppNexus

Our website uses technologies from AppNexus Inc., 28 West 23rd Street, 4th Fl, New York, New York 10010, USA ("AppNexus"), a service for incorporating ads in the form of text links, image links, ad banners or input screens. AppNexus uses cookies and similar technologies to present ads that will be relevant to you. AppNexus also uses web beacons (invisible graphics). They can be used to evaluate information, such as visitor traffic on the sites. In this context, AppNexus uses cookies and similar technologies to collect data such as your browser version, your IP address, the cookie ID, the site visited, and the date and time. AppNexus might forward these data to advertising partners and service providers so they can provide their services. AppNexus has subjected itself to the [EU-U.S. Privacy Shield](#) in case personal data are transmitted to the USA.

You may object [here](#) to the collection of your data by App Nexus. Alternatively, you can prevent



interest-based ads by changing your browser settings appropriately (as described above).

You will find more detailed information on this in the [Privacy Policy](#) of App Nexus.

#### 8.2.3 Bing Ads

Our website uses Bing Ads, a service of the Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA (“Microsoft”). Microsoft uses cookies and similar technologies to show you ads that are relevant for you. The use of these technologies enables Microsoft and its partner websites to place ads based on prior visits to our websites or similar websites. The data produced in this context might be transmitted by Microsoft to a server in the USA and stored there for evaluation purposes. In case personal data are transmitted to the USA, Microsoft has subjected itself to the [EU-U.S. Privacy Shield](#).

You can prevent cookies from being stored by changing your browser accordingly (as described above). But we must point out that if you do, you might not be able to use all of this website’s functions to their full extent. You can also prevent Microsoft from recording or processing the data the cookie generates in relation to your use of the website (including your IP address) by deactivating the personalized ads on the [Microsoft objection site](#). Please keep in mind that after you delete all the cookies in your browser, or subsequently use another browser, profile or both, you must place an opt-out cookie again.

You can find more detailed information on this in Microsoft’s [Privacy Statement](#).

#### 8.2.4 Criteo

Our website uses the service of Criteo SA, 32 Rue Blanche, 75009 Paris, France (“Criteo”) for personalized advertisement. While you are surfing our website, Criteo uses cookies from third-party providers. This allows us to show our ads on partner websites, apps and emails to visitors that are interested in our products. Retargeting technologies use cookies or advertising IDs and show ads based on your former browsing behavior.

You can prevent the use of cookies by objecting on Criteo’s [website](#). Alternatively, you can prevent interest-based ads by changing your browser settings appropriately (as described above) or visit one of the following websites:

<http://www.networkadvertising.org/choices/>  
<http://www.youronlinechoices.com/>

We might exchange information with reliable advertising partners (such as technical identifiers from your login information) on our website or our CRM system. In doing so, your devices, environments or both can be connected, and you can be offered a seamless usage experience with the devices and environments you use.

You can find more detailed information on this in Criteo’s [Privacy Policy](#).

#### 8.2.5 Facebook Pixel

For marketing purposes, our website uses remarketing tags (including “Facebook pixels”) of the social network Facebook, a service of Facebook Inc., 1601 Willow Road, Menlo Park, California 94025, USA (“Facebook”). Whenever you visit our website, a connection between your browser and a Facebook servicer is established through these tags. This informs Facebook that you have accessed our website with your IP address. In case personal data is transmitted into the USA, Facebook has subjected itself to the [EU-U.S. Privacy Shield](#). Facebook uses this information to provide statistical and anonymous data about the general use of our website, as well as the effectiveness of our Facebook advertisements (“Facebook ads”).



If you are a member of Facebook and have given Facebook the appropriate permission through the privacy settings of your accounts, Facebook can also connect information collected about your visit to our site with your member account and use it to place Facebook ads in a targeted manner. You can view and modify the [privacy settings](#) of your Facebook profile at any time. If you are not a Facebook member, you can prevent Facebook from processing data by clicking the deactivation button for the provider “Facebook” on the TRUSTe website mentioned before. You can also prevent such data processing by clicking the following [buttons](#).

If you deactivate the data processing by Facebook, Facebook will only show general Facebook ads that were not chosen based on the information collected about you.

You can find more detailed information on this in Facebook’s [Data Privacy Policy](#).

#### 8.2.6 Google

For users from the European Economic Area, our website uses the services and technologies offered by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (“Google”); for all other users, it uses the services and technologies offered by Google, Inc. 1600 Amphitheatre Parkway Mountain View, CA 94043 (“Google”). Google has subjected itself to the EU-U.S. Privacy Shield in case personal data has been transmitted to the USA.

You can find more detailed information in Google’s [Privacy Policy](#). In particular, we use the following services and technologies:

##### 8.2.6.1 Google Marketing Platform

Our website uses the Google Marketing Platform. The Google Marketing Platform includes, among other things, the products “ads conversion tracking,” “ads remarketing,” “Google Analytics” “Search Ads 360,” and “Tag Manager.”

###### 8.2.6.1.1 Ads conversion tracking and ads remarketing

Using “ads conversion tracking,” we will record and analyze defined customer activity (such as clicking on an ad, accessing a site, and downloads). We use “ads remarketing” to show you individualized advertising messages for our products on Google’s partner websites. Both services use cookies and similar technologies. The data produced in this context might be transmitted by Google to a server in the USA and stored there for evaluation purposes.

If you use a Google account, Google may connect your web and app browser behavior with your Google account (depending on the settings in that account) and use information from your Google account to personalize ads. If you do not wish this assignment to your Google account to take place, you will need to log out of Google before accessing our contract page.

You can configure your browser as shown above so that it rejects cookies. In addition, you can prevent the use of cookies for advertising purposes in the [cookie settings](#) of Google’s Privacy Policy.

###### 8.2.6.1.2 Google Analytics

Google Analytics uses cookies and similar technologies to analyze and improve our website using your user behavior. The data produced in this context might be transmitted by Google to a server in the USA and stored there for evaluation purposes. However, your IP address will be truncated before the usage statistics are evaluated, to keep you from being identified. To that end, Google Analytics will be extended by the code “anonymizeIP” to guarantee that captured IP addresses are recorded in anonymized form.

Google will process the information gained by the cookies to evaluate your use of the website, to assemble reports about website activities for the website’s operator, and to render further services connected to website and internet use.

As shown above, you can configure your browser settings to reject cookies, or you can prevent Google from recording and processing the data generated by the cookies regarding your use of this website (incl. your IP address) by downloading and installing the [Browser-Add-On](#) provided by Google. Instead of the browser add-on, or if you access our website from a mobile end device, please use this [opt-out link](#). This will prevent the capturing by Google Analytics within this website in the future (the opt-out works only in this browser and only for this domain). If you delete your cookies in this browser, you must click this link again.

#### 8.2.6.1.3 Search Ads 360

Search Ads 360 (formerly “DoubleClick”) uses cookies and similar technologies to show you ads that are relevant for you. The use of Search Ads 360 enables Google and its partner websites to place ads based on prior visits to our website or similar websites. The data produced in this context might be transmitted by Google to a server in the USA and stored there for evaluation purposes.

You can prevent cookies from being stored by changing your browser settings appropriately (as described above). But we must point out that if you do, you might not be able to use all of this website’s functions to their full extent. Moreover, you can prevent Google from capturing and processing the information the cookies generate regarding your use of the website by downloading and installing the [browser plug in](#) for “double click” deactivation. As an alternative to the browser plug-in, or within browsers on mobile devices, you can deactivate the button “personalized ads” in the Google [Ad Settings](#). If you do so, Google will only show general ads that were not chosen based on the information collected about you.

#### 8.2.6.1.4 Google Tag Manager

Tag Manager helps to manage Tracking Tools and other services known as “website tags.” A tag is an element placed in the source text of our website to collect prescribed usage data, for example. The Google Tag Manager works without the use of cookies and collects no personal data. It helps trigger other tags which capture data under certain circumstances. Some data are stored on a Google server in the USA. If “deactivate” is applied to the domain or cookie level, it will apply to all tracking tags implemented with the Google Tag Manager.

You can find more detailed information in Google’s [Tag Manager overview](#).

#### 8.2.6.2 Google reCaptcha v3

Our website uses Google reCaptcha v3, a service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. reCaptcha prevents automatic software (“bots”) from executing abusive activities on the website; this means that a test will be performed to make sure entries are actually made by a human being. To make this determination, the following data will be processed:

- Referrer (address of the site on which Captcha will be used),
- IP addresses,
- Cookies placed by Google,
- The user’s input behavior (e.g., the site on which mouse clicks occur, how long the user remains over a checkbox, entry speed in form fields, etc.),
- Browser type,
- Browser plugins,
- Browser size and resolution, date
- Language settings,
- Presentation instructions (CSS) and
- Scripts (JavaScript).

Furthermore, Google reads the cookies of other Google services, such as Gmail, Search, and Analytics. If you do not wish this assignment to your Google account to take place, you will need to log out of Google before accessing our contract page.

The data named are sent to Google in encrypted form. Google's evaluation will decide the form in which Captcha will be shown on the page. Google has subjected itself to the [EU-U.S. Privacy Shield](#) in case personal data has been transmitted to the USA.

You can find more information on this in Google's [Privacy Policy](#).

#### 8.2.7 MainAd

Our website uses the technologies of mainADV S.R.L, Piazza Alessandrini, n°25, 65127 Pescara, Italy ("MainAd"). MainAd uses cookies and similar technologies to analyze and improve our website using your user behavior.

You can find more information on this in the [Privacy Policy](#) of Main Ad.

#### 8.2.8 Salesforce

To be able to always recommend individual and current offers, products or services to you via newsletter, we use a service of Salesforce.com Inc., The Landmark @ One Market St., Suite 300, San Francisco, California 94105, USA ("Salesforce"). To that end, Salesforce.com also uses cookies from other providers, to advertise products and services that correspond exactly to your interests and to be better able to manage our own marketing efforts and track their effectiveness. This also entails forwarding your data to the service partners of salesforce.com across national borders if a customer has previously shown interest in these products and services. In case personal data are transmitted to the USA, Salesforce has subjected itself to the [EU-U.S. Privacy Shield](#).

You may object [here](#) to the collection of your data by Salesforce. Alternatively, you can prevent interest-based ads by changing your browser settings appropriately (as described above).

You will find more detailed information on this in Salesforce's [Privacy Statement](#).

#### 8.2.9 Taboola

Our website uses the technologies of Taboola, Inc., 1115 Broadway, 7th Floor, New York, New York 10010, USA ("Taboola"), a platform for incorporating ads in the form of text links, image links, banner ads or input screens. Taboola uses cookies and similar technologies to show you ads that are relevant for you. Taboola also uses web beacons (invisible graphics). They can be used to evaluate information, such as visitor traffic on the sites.

The information collected by the cookies and web beacons on the use of this website (including your IP address) and delivery of advertising formats will be transmitted to a Taboola server and stored there. Taboola might forward this information to one of its contract partners.

You may object [here](#) to the collection of your data by Taboola. Alternatively, you can prevent interest-based ads by changing your browser settings appropriately (as described above).

You will find more information to this end in Taboola's [Privacy Policy](#).

#### 8.2.10 TradeTracker

Our website uses the technologies of TradeTracker Germany, Umlandstraße 26, 22087 Hamburg ("TradeTracker"), a platform to incorporate ads in the form of text links, image links, banner ads or input screens. TradeTracker uses cookies and similar technologies to show you ads that are relevant for you. TradeTracker also uses web beacons (invisible graphics). They can be used to evaluate information, such as visitor traffic on the sites.

The information collected by the cookies and web beacons on the use of this website (including your IP address) and delivery of advertising formats will be transmitted to a TradeTracker server and stored there. TradeTracker might forward this information to its contract partners.

You will find more detailed information on this in TradeTracker's [Data Privacy Policy](#).

#### 8.2.11 VEGlobal

Our website uses the technologies of VE Global UK Limited, White Collar Factory, Old Street Yard, London, England, EC1Y 8AF ("VEGlobal").

VEGlobal analyzes information that is collected on your computer during use of the website and allows us to analyze how you use our website.

You will find more detailed information on this in VEGlobal's [Privacy Policy](#).

#### 8.2.12 PushEngage

Our website uses PushEngage, a technology of Sanchar Software Inc. with registered office in 2035 Sunset Lake Road, Suite B-2 Newark, DE, 19702, US. Via native Push APIs of various browsers, PushEngage enables the visitor to reach our website with push notifications. You can obtain details on how PushEngage handles your personal data, and your rights in the matter, from PushEngage's data privacy policy under <https://www.pushengage.com/terms>. Push notifications in your browser always depend on your consent. You can go to your browser settings to undo your consent to push notifications on our website.

#### 8.2.13 OptiMonk

Our website uses OptiMonk, a technology of Webshop Marketing Ltd. with registered office in 4028 Debrecen, Kassai ú 129, Hungary. This tool is used for marketing purposes. Visitors to our website will be shown a pop-up window if they add a few products to their shopping cart but decide not to buy anything. At that time, the pop-up will appear and the customer will be given a rebate code for their next purchase. The only visitor data collected by OptiMonk on our site are

- the data and time of the visit,
- the device's IP address,
- the browser type,
- the site shown and the one previously visited, and
- products that are added to the shopping cart.

All the data are collected in anonymized form and standardized. In this context, OptiMonk uses its own cookies to collect information about customers. You can obtain details on how OptiMonk handles your personal data, and your rights in the matter, from OptiMonk's data privacy policy under <https://www.optimonk.com/privacy-policy/>.

#### 8.2.14 Shape (on [www.kfzteile24.de](http://www.kfzteile24.de) and [www.autoteile24.de](http://www.autoteile24.de))

Our website uses Shape, a technology of Shape Security, 800 West El Camino Real, Suite 250, Mountain View, CA 94040, USA ("Shape"). This tool is a security solution aiming to filter out annoying or unwanted visitor traffic or data traffic on the website, and ultimately on our system, thereby preventing attacks, fraud and misuse. All unwanted data traffic or malicious attacks on our website will be directed via the server of Shape, then encrypted, evaluated, and possibly blocked or redirected.

You will find more detailed information on this in Shape's [Privacy Policy](#).

### 9. Social Media

The social media sites Facebook, Google+ and YouTube, which are linked to ours, lead to the corporate presence with the provider in question. If you have no account of your own with the provider, or are

not logged in there, no personal data will be transmitted via our link when you visit the provider's website.

We operate a page (fan page) on the social network Facebook Inc., 1601 Willow Road, Menlo Park, California, 94025, USA ("Facebook") in a shared responsibility with Facebook, to communicate with followers there (such as our customers and interested parties) and inform them about our products and services.

In so doing, we may obtain statistics about the use of our fan page (such as data on the number, names, interactions such as "likes" and comments, as well as summarized demographic and other information or statistics). You will find more detailed information on the type and scope of these statistics in the [Facebook Page Statistics Notice](#). You will obtain additional information on the respective responsibilities in the [Facebook Page Insights Supplement](#). The legal basis for this data processing is Art. 6(1)(1)(f) GDPR, based on our aforementioned legitimate interest.

We have no influence on the data that Facebook processes independently in accordance with their usage conditions. But we point out that when you visit the fan page, data from your usage behavior will be transmitted from Facebook and the fan page to Facebook. Facebook itself will prepare the aforementioned information to create detailed statistics and for their own market research and advertising purposes on which we have no influence. You can find more detailed information on this in Facebook's [Data Privacy Policy](#). In case personal data is transmitted into the USA, Facebook has subjected itself to the [EU-U.S. Privacy Shield](#).

If we obtain your personal data when operating the fan page, you are entitled to certain rights named in this data privacy statement. If you wish to assert your rights toward Facebook beyond those, the simplest way is for you to consult Facebook directly. Facebook knows both the details for technically operating the platform and associated data processing, and the specific purposes of the data processing, and can take appropriate measures on request if you wish to assert your rights. We would be glad to support you as much as we can when you assert your rights, and to forward your inquiry to Facebook.

You will find more detailed information on this in the [Data Privacy Policy](#) of Facebook and the [Privacy Policy](#) of Google (YouTube, among others).

#### 10. Amazon, Daparto, eBay, Check24, Rakuten and Real

We also offer our products on the marketplace platforms Amazon, Daparto and eBay.

Amazon is operated by Amazon.com, Inc., 2021 Seventh Ave, Seattle, Washington 98121, USA ("Amazon"). In case personal data is transmitted into the USA, Amazon has subjected itself to the [EU-U.S. Privacy Shield](#).

Daparto is operated by magari internet GmbH, Stralauer Platz 33, 10243 Berlin ("Daparto"). You will find more detailed information on this in Daparto's [Data Privacy Policy](#).

eBay is operated in Germany by eBay GmbH, Albert-Einstein-Ring 2-6, 14532 Kleinmachnow ("eBay"). You will find more information on this in eBay's [Privacy Notice](#).

Check24 is operated in Germany by Check24 Vergleichsportal GmbH, Erika-Mann-Str. 62–66, 80636 Munich ("check24"). You will find more information on this in check24's [Data Privacy Policy](#).

Rakuten is operated in Germany by Rakuten Deutschland GmbH, Geisfelder Str. 16, 96050 Bamberg ("Rakuten"). You will find more information on this in Rakuten's [Data Privacy Policy](#).

Real is operated in Germany by real GmbH, Onlineshop department, Metro-Straße 1

40235 Düsseldorf ("real"). You will find more information on this real's [Data Privacy Policy](#).

### 11. Recipients of the data

As a general principle, the data we collect will be forwarded only if:

- you have expressly consented to such forwarding under Art. 6 (1)(1)(a) GDPR,
- –forwarding under Art. 6(1)(1)(f) GDPR is necessary to assert, exercise or defend against legal claims and there is no reason to assume that you have an overriding legitimate interest in your data not being forwarded,
- we are obligated by law to forward those data under Art. 6(1)(1)(c) GDPR or
- such forwarding is legally permitted and necessary under Art. 6(1)(1)(b) GDPR to develop contractual relationships with you or to execute pre-contractual measures ensuing from your inquiry.

Part of the data processing can be performed by our service providers. Besides the service providers mentioned in this data privacy statement, these can include computer centers that store our website and databases, IT service providers that maintain our systems, consultancy firms, suppliers, carriers and postal service providers. If we forward data to service providers, they may use those data exclusively to fulfill their assignment. We choose and commission these service providers carefully. They are bound by our instructions, have suitable technical and organizational measures at their disposal to protect the rights of the data subject, and are supervised by us periodically.

Moreover, data may be forwarded in connection with official inquiries, court orders and legal proceedings if this is necessary for legal prosecution or enforcement.

### 12. Duration of storage

As a general principle, we store personal data we have collected only as long as necessary to fulfil contractual or statutory obligations. After that, we will erase the data without undue delay unless we must keep them, until the statute of limitations expires, for evidence purposes for civil rights claims or due to statutory retention obligations.

We must retain contract data for three years after the end of the year in which the business relationships with you are terminated, for evidence purposes. In accordance with the normal statutory retention period, any claims become time-barred at that time at the earliest.

Even after that, we must sometimes store data for bookkeeping reasons. We must comply with statutory documentation obligations arising from the HGB (German Commercial Code), the AO (German Tax Code), the KWG (German Banking Act), the GwG (German Money Laundering Act) and the WpHG (German Securities Trading Act). The time limits for retention or documentation prescribed in those locations can last from two to ten years.

### 13. Your rights

Under applicable statutory requirements, you have the following statutory rights to data protection:

- Right to information (Article 15 GDPR, § 34 BDSG (German Data Protection Act))
- Right to erasure (Article 17 GDPR, § 35 BDSG (German Data Protection Act))
- Right to rectification (Article 16 GDPR)
- Right to restriction of processing (Article 18 GDPR)
- Right to data portability (Article 20 GDPR)

To assert your rights described here, you may at any time turn to the contact information specified under "[Controller and contact information](#)".

You also have a right to file a complaint at any time with the data protection supervisory authority responsible for us: Berliner Beauftragte für Datenschutz und Informationsfreiheit ([Berlin Commissioner for Data Protection and Freedom of Information](#)), Friedrichstr. 219, 10969 Berlin. You may assert this right with a supervisory authority in the member state of your abode or workplace, or the location of the alleged breach.

#### 14. Rights to withdrawal and objection

Under Article 7(3) GDPR, you may at any time revoke a consent you have granted to us. If you do so, from that point on we may no longer continue any data processing based on that consent. Withdrawing that consent will not affect the legality of any processing that occurred based on that consent before it was withdrawn.

If we are processing your personal data based on legitimate interests under Art. 6(1)(1)(f) GDPR, you may object to that processing pursuant to Art. 21 GDPR, if grounds exist that relate to your particular situation or if the objection is directed at processing for direct marketing purposes. In the latter case you have a general right to object, which we will honor without requiring you to give us reasons.

If you wish to assert your right to object or revoke consent, a notification sent to the contact information specified under [“Controller and contact information”](#) will suffice (no official form is required).

#### 15. Website security

All accesses of your personal data in the customer area and the checkout process are transmitted with SSL encryption (HTTPS).

#### 16. Amendments to the data privacy statement

We occasionally update this data privacy statement (if we adjust our website or the statutory specifications change, for example).