

# Privacy

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**Available Mon – Fri, 7am – 5pm UK time**

**Data Protection Officer: Christoph Kuhn**

Privacy and security are especially important to Connox. With our constant optimisation of all technical security principles, Connox is continuously improving the protection of your data.

Your data is in good hands, we promise that:

**We will not sell your personal data to third parties, nor lease it to other companies for advertising purposes. Data will not be transferred to third persons, except for the purpose of completing your transaction (eg. your address will be shared with the delivery company for the purpose of delivering your purchase).**

In the following, you will find information regarding the storage of your data. Our data protection practices are in accordance with the German Federal Data Protection Act (in short: BDSG) as well as the German Telemedia Act (in short: TMG).

## *Personal data*

Connox treats the customers data as confidential and exclusively for processing the order, except if the customer wishes to enjoy additional services. To process the customer's order and to deliver, Connox only forwards the customer's data to the supplier and, if need be, for a checking of the creditworthiness to Creditreform Boniversum GmbH, Hellersbergstraße 11, 41460 Neuss. The transmitted data may be used by the recipient only in accordance to the task to be performed. Another use of this information is prohibited. For the registration as a regular customer or the use of the newsletter service, Connox, due to the aforementioned laws, needs the customer's approval, which is being asked for at the appropriate time and place. Should the customer later decide to not enjoy these services anymore, he or she may

revoke their approval at any time via message to Connox (email, fax, postal message, phone).

To better handle your enquiries, orders etc., Connox collects the following personal data:

*Customer registration:* Here, Connox processes and uses the data that has been voluntarily submitted into the forms and that has been transmitted to Connox, for example name, address or other contact data such as phone number and email address, a user name and a password.

*Newsletter registration:* Here, Connox uses the email address that has been voluntarily submitted and transmitted by the customer to Connox. The customer is able to unsubscribe from the newsletter at any time.

*Order:* Aside of the customer registration data, Connox furthermore needs all the data that are necessary for executing the order, such as, for example, the delivery address and payment information (f.e. credit card or debit information). In addition, Connox collects the IP-address, which Connox uses to protect the customer and to prevent or to detect misuse of the website. It is to be pointed out that the IP-address will only be used and handled in a shortened form to exclude the possibility of a direct connection to a person.

*Transaction in the Online-Shop:* In order to be able to use the shopping cart and to enable customer recognition in case of repeated visits on our website, Connox saves so-called „cookies“ on the visitor's computer. You can find further information in regards to cookies in the section "cookies".

*Checking of creditworthiness and credit scoring:* Should we deliver in advance, we reserve the right to perform a checking of the creditworthiness on the principles of mathematical-statistical procedures to preserve our legitimate interests. The personal data that are necessary for such an examination will be transmitted to the following service provider:

Creditreform Boniversum GmbH, Hellersbergstraße 11, 41460 Neuss

The credit information may contain probability values (so-called score values). As far as score-values are included in the result of the creditworthiness examination, these are based upon a scientifically recognized mathematical-statistical procedure. In the calculation of these score-values, inter alia, address data may have some influence. The result of this checking in regards to the statistical non-payment probability will be used for the purpose of the conclusion, execution or cancellation of a contractual relation.

**Connox guarantees that your data, including your email address, will principally not be passed on to a third party. The data information will not be sold.**

### *Information*

On request, Connox will give the customer information about the stored data at no charge. If that is what the customer desires, he or she shall contact Connox with the email address [datenschutz@connox.de](mailto:datenschutz@connox.de). Connox is also obligated by request to correct, bar or delete the customer's data.

### *SSL-Encryption*

Personal data on this website will only be transmitted in an encrypted form, using the TLS-encryption-method (Transport Layer Security, also known as SSL, Secure Sockets Layer). The used method TLS v1.0 is at this time one of the safest ways to encrypt data. Connox.de uses a 256-Bit-encryption pursuant to AES (Advanced Encryption Standard) and thereby meets highest security standards. The issuer of this SSL-certificate is GeoTrust, and the method for the key exchange is DHE\_RSA (2048 Bit).

Through the application of the SSL-encryption, your data will be changed to a degree that a third party could not reconstruct it, before it is transmitted to the Connox-server. Along the lines of this encryption procedure, it is further assured that your data will be sent exclusively to the server that has been requesting them. In the moment of your data's reception on the Connox-server, it will be examined in regards to completeness and potential changes.

If you use the Internet Explorer as your browser, you can identify a secure transmission of personal information with the yellow lock-symbol in the address line of your browser.

### *Non-personal data*

With every visit of the website, access data of this visit will be stored in a log-file. This file is non-personal, which is why Connox cannot conclude which user has transmitted which data. With the access on the website, Connox receives data that will be stored for statistical purposes only.

In particular, every access results in the storage of the following data set: Name of the accessed file; date and time of access; transmitted data volume; notification if the transfer has been successful; notification why an access has failed; if applicable, operating and browser software of the user as well as the website, from which our website has been visited.

### *Cookies*

Connox partially uses so-called cookies on internet sites, in order to enable web-based applications to administer the status of an online-visit and to provide a smooth navigation between the separate services and contents on the website as well as provide the internet-user with repeating settings on the Connox website.

A cookie is a small file that is being transferred by Connox onto the user's computer if he or she visits Connox' website. A cookie only contains information that Connox itself transmits to the user's computer – private files cannot be read by a cookie.

When cookies are accepted by the user, Connox does not have access to his or her personal information. Connox may however identify the user's computer through the use of the cookies. Connox uses cookies so that the user can fill up the shopping cart with orders and administer those while in session, so that Connox' website can be tailored even more towards the desires of the customer.

Connox applies „session-related“ cookies that are not stored permanently on the website's visitor's computer. These temporary cookies will be deleted after leaving the website. By ascertaining the gathered information, Connox is able to analyse usage patterns and structures of the website, thus continuously optimizing the website through improving the content and simplifying its use.

Connox also uses „permanent“ cookies. These cookies remain on the customer's computer to simplify shopping and registration services. For example, the cookies are able to remember which articles the customer has chosen for purchase while he or she continues to shop. Furthermore, the customer only has to enter passwords on sites that require a registration once.

Permanent cookies can be removed by the user manually. The permanent cookies used by Connox will be stored for up to 1000 days on your hard disk. Afterwards, they are automatically deleted. Most of the standard browsers accept cookies by default. Temporary or stored cookies can be admitted or barred separately and independently by setting the security settings. If cookies are barred, certain features on the Connox-websites might not be available and some websites might potentially not be displayed correctly.

In order to use the Connox shopping cart as well as the check-out, session-related cookies have to be allowed! If the customer does not allow cookies in general, he or she also has the option to order at Connox by email, phone or fax.

Connox works with some partner companies in order to increase the value of the internet assortment and of the websites for the user. This is the reason why some cookies of partner companies are saved on your hard disk. The cookies used by Connox are "permanent" ones. These cookies remain on the computer of the user and they will be deleted after their programmed duration automatically. The duration of them lasts up to 22 years in some cases. Our partner companies won't have any

access to your personal information. The pseudonym data won't come together with your personal data. The pseudonyms are e.g. data about the products you searched or which ones the user bought. That information is only used by our partner companies for publicity purposes, so that the user will only see publicity of things that are really interesting for him – or also to avoid the repetition of the same publicity again and again.

### *Kupona Re-Targeting*

Technologies from Kupona GmbH are used on our pages. Kupona uses cookies to control the display and delivery of advertising. For this purpose, anonymised information is temporarily stored on the user's computer and is evaluated by the user's browser. This way, Kupona is able to, among other things, control the advertising frequency, or "frequency capping", which prevents the user always sees the same ads, or the CPC user ban, which prevents the customer seeing a banner again on which he or she has already clicked. In some cases, Kupona makes use of another module for re-targeting. In this case the cookie is used capture anonymised movement patterns and thus tailor the ads to the user's interests. Users then are shown advertisements which are probably of interest to them. Only numeric IDs and/or timestamps that do not allow personally identifiable information are used. All information also has an expiry date, usually just mere minutes, hours or days, after which the browser deletes it automatically. In case you do want to revoke your consent to data collection by Kupona, you can object and deactivate the data collection by clicking on the following link: <http://datenschutz.kupona.de/?cus=9472>

### *Google Remarketing Tag*

On our websites, technologies by Google (Google Remarketing Tag) are used to collect and store data for marketing purposes. From this data, anonymised usage profiles can be created and stored in cookies. Third parties, including Google, serve ads on web pages in the internet. These parties, including Google, use cookies to serve ads based on your previous visits to our website, as part of the remarketing tag function. The data collected by the remarketing tag function, will not – without your separate consent – be used to personally identify you as a visitor of this website and will not be merged with personal information from the anonymised user profile. You can opt out of the use of cookies by Google by going to <https://www.google.com/settings/u/0/ads/authenticated> and clicking on the "opt out"-button. Alternatively, you may find the deactivation site of the Network Advertising Initiative here: [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp). For more information about Google's privacy policy can be found here: <http://www.google.com/intl/eng/privacy>.

### *Google Conversion Tracking*

We use Google Conversion Tracking on our website. It is an analysis service by Google Inc. ("Google"). Google Adwords places a cookie on your computer ("conversion cookie"), if you came to our website via a Google advertisement. These cookies will expire after 30 days and are not personally identifiable. You can visit certain pages of ours and the cookie has not expired, Google and we are able to see that someone clicked on the advertisement and was directed to our webpage. Every AdWords customer receives a different cookie. Cookies can be tracked over different web sites of AdWords customers. The information collected using the conversion cookie is used to create conversion statistics for AdWords customers who have opted to use conversion tracking. The AdWords customers will know the total amount of users that clicked on their advertisement and were directed to a webpage with a conversion tracking tag. They won't receive any information that would allow them to identify the user personally, however. If you do not want to be part of the tracking procedure, you can also reject the necessary cookie – by generally deactivating the automatic storage of cookies, for example. You can also deactivate cookies for conversion tracking by adjusting your browser settings to only block cookies from the domain "googleadservices.com". Google's privacy policy for conversion tracking can be found here <https://services.google.com/sitestats/en.html>.

#### *Google DoubleClick*

On our website, we use DoubleClick by Google, which is a service by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). DoubleClick uses cookies in order to show you relevant advertisements. This includes verifying which ads were shown in your browser and which ones were clicked. The cookies do not contain any personal information. The use of the DoubleClick cookies allows Google and their partner pages to place advertisements based on previous visits to ours or other websites. You can prevent the storage of cookies by adjusting setting your web browser. You can also prevent the collection of the data created by the cookie and the processing of this data by google by downloading and installing the browser plug-in available here: <https://www.google.com/settings/ads/plugin>. You can also deactivate the use of cookies by Google by clicking on the "opt out" button at: <https://www.google.com/settings/u/0/ads/authenticated>. Alternatively, you can access the deactivation page of the network advertising initiative: [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp). For more information about Google's privacy policy can be found here: <http://www.google.com/intl/eng/privacy>.

#### *Google Analytics*

This website uses Google Analytics, including the function Universal Analytics, a web analysis service of the Google Inc. Google Analytics uses so-called Cookies, text files which are stored on your computer and which allow an analysis of the use of the website by you. Through Universal Analytics and the use of a pseudonym user ID, device-crossing activities (e.g. tablet, PC or laptop) on our website can be analysed. The information generated by the cookie concerning your use of this website

(including your IP address) will be passed on to a Google server in the USA and saved there. In case of an activation of the IP-anonymization on this website, your IP-address will be shortened by Google within the member states of the European Union or in other contractual states of the Agreement on the European Economic Area. Only in exceptional cases will the complete IP-address be transmitted to a Google-server in the USA and shortened then and there. Google will use this information on behalf of this website's provider for the purpose of evaluating your website to gather reports concerning the website's activities and to furthermore provide services around this website. Google Analytics does not combine your transmitted IP-address data with other data collected by Google. You can prevent the storage of cookies by a specific setting in your browser-software; however please note that if you do this you may not be able to use the full functionality of this website. You can furthermore prevent the collection of your data (including your IP-address) by Google as well as the processing of that data by Google by downloading and installing the following browser-plugin: <http://tools.google.com/dlpage/gaoptout?hl=eng>

Alternatively, you can prevent the processing of your data by Google by clicking on the following link: [Click here, to be excluded from the Google Analytics measurement protocol.](#)

**We hereby point out that this website uses Google Analytics including Universal Analytics with the add-on „anonymizeIp()“, which is in accordance with privacy regularities. IP-addresses thereby are processed only in a shortened version to exclude any possibility of direct personal relation.**

#### *Bing Ads*

We use conversion tracking by Microsoft (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). Thereby Microsoft Bing Ads saves a cookie on your computer if you arrived at our webpage via a Microsoft Bing advertisement. We and Microsoft can see that someone clicked on our ad and was directed to our page, and visited a predetermined target page beforehand. We learn only the total number of users that clicked on a Bing ad and were directed to our page. No personal information related to the identity of the user are transmitted. If you do not want to be part of the tracking procedure, you can also reject the necessary cookie – by generally deactivating the automatic storage of cookies, for example. Find further information privacy and cookies used by Microsoft Bing on the Microsoft website: <https://privacy.microsoft.com/de-de/privacystatement>.

#### *Facebook Pixel*

We use the "Pixel" by Facebook, Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") for the analysis and support of online marketing measures. With its help we can track the movements of users after they see or click on a Facebook ad. This is

how we can evaluate the significance of Facebook ads for statistics and market analysis purposes. The data collected is anonymous and personal data of individual users is not visible to us. However, the information is saved and processed by Facebook. Facebook can connect the information with your Facebook account and use them for its own advertising purposes according to Facebook's Data Policy: <https://www.facebook.com/policy.php>. Cookies may be saved on your computer for this purpose. You can prevent the storage of cookies by adjusting setting your web browser.

### *Facebook Plugins*

Our website also includes plugins by the social network Facebook. Our website is configured so that a direct connection between your browser and the Facebook server is made only when you click on a Facebook plugin. A connection will not be made automatically as soon as you open our website. Data is transmitted to Facebook only after you click on the plug-in, consciously "activating" it. If you click on the Facebook button while you're logged in on your Facebook account, Facebook can possibly associate the visit to our website with your account. We would like to point out that as the provider of the web page we have no knowledge of the content of the transmitted data or of their use through Facebook. Further information about this can be found in Facebook's Data Policy: <http://de-de.facebook.com/policy.php>. If you do not wish for Facebook to be able to associate the visit of our website with your Facebook account, please do not click on the Facebook plugins or log out of your Facebook account.

### *Twitter*

On our website, we use plugins by the social network Twitter (Twitter Inc., 1355 Market St., Suite 900, San Francisco, CA 94103, USA). Our website is configured so that a direct connection between your browser and the Twitter server is made only when you click on a Twitter plugin. A connection will not be made automatically as soon as you open our website. Data is transmitted to Twitter only after you click on the plug-in, consciously "activating" it. By clicking on the Twitter plugin, the websites you visit are linked with your Twitter account and divulged to other users. Data will thereby also be transmitted to Twitter. We would like to point out that as the provider of the web page we have no knowledge of the content of the transmitted data or of their use through Twitter. Find further information you can view Twitter's privacy policy here: <https://twitter.com/privacy>. If you do not wish for Twitter to be able to associate the visit of our website with your Twitter account, please do not click on the Twitter plugin.

### *Google+*

Our website uses plugins by the social network Google+ (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). Our website is configured so

that a direct connection between your browser and the Google+ server is made only when you click on a Google+ plugin. A connection will not be made automatically as soon as you open our website. Data is transmitted to Google only after you click on a plug-in, consciously "activating" it. If you click on the Google+ button while you're logged in on your Google+ account, Google can possibly associate the visit to our website with your account. We would like to point out that as the provider of the web page we have no knowledge of the content of the transmitted data or of their use through Google. Further information and settings options can be found in the Google+ privacy policy here: <http://www.google.com/intl/de/+ /policy/+1button.html>. If you do not wish for Google+ to be able to associate the visit of our website with your Google+ account, please do not click on the Google+ plugins or log out of your Google+ account.

### *Pinterest*

We use the „Pin it“ button by the social media network Pinterest (Pinterest, Inc., 808 Brannan St, San Francisco, CA 94103, USA). Our website is configured so that a direct connection between your browser and the Pinterest server is made only when you click on a Pinterest plugin. A connection will not be made automatically as soon as you open our website. Data is transmitted to Pinterest only after you click on a plug-in, consciously "activating" it. If you click on the Pinterest button while you're logged in on your Pinterest account, Pinterest can possibly associate the visit to our website with your account. We would like to point out that as the provider of the web page we have no knowledge of the content of the transmitted data or of their use through Pinterest. Further information and settings options can be found in the Pinterest privacy policy here: <http://pinterest.com/about/privacy/>. If you do not wish for Pinterest to be able to associate the visit of our website with your Pinterest account, please do not click on the Pinterest plugins or log out of your Pinterest account.

### *XING*

The „XING Share Button“ by the social media network XING (XING AG, Gänsemarkt 43, 20354 Hamburg, Germany) is used on this webpage. Our website is configured so that a direct connection between your browser and the XING server is made only when you click on a XING plugin. A connection will not be made automatically as soon as you open our website. Data is transmitted to XING only after you click on the plug-in, consciously "activating" it. XING does not save any personal data when you open this website. XING does not store any IP addresses. There is also no analysis of your user behaviour through the usage of Cookies related to the "XING Share Button". The current privacy policy of the "XING Share Button" and more information can be found on this webpage: [https://dev.xing.com/plugins/share\\_button/privacy\\_policy](https://dev.xing.com/plugins/share_button/privacy_policy)

XING doesn't save any personal data when you open it via this website.

XING especially doesn't save any IP-addresses. There won't especially be any analysis of your user behaviour of the usage of Cookies related with the "XING Share Button". Find the current privacy information of the "XING Share Button" and more on this webpage: [https://dev.xing.com/plugins/share\\_button/privacy\\_policy](https://dev.xing.com/plugins/share_button/privacy_policy)

### *Target Performance*

Cookies are used to enable the switching of Retargeting campaigns of the target performance GmbH (Rosenheimerstr. 145 e-f, 81671 Munich, Germany) on our website. The saved data while using Cookies are only anonymized visitor's data, which won't allow personal associations. The target performance advertising technology used IP-addresses for the evaluation of the geographical region, the access velocity and of the internet provider. You can prevent the storage of cookies by adjusting setting your web browser. An association of the information to determinate people, the exact address, the geographical place or transmitted personal data is not possible at any time. IP data won't be transmitted to third parties. All the information moreover has an expiration date of max. 90 days, which is then your browser will erase the saved information automatically. You are able to avoid the saving of Cookies by means of adjusting your browser software. Moreover, you will be able to avoid the collection of the data from Cookies referring your usage of the website by means of activating the opt-out function clicking on the following link: <http://www.targetperformance.de/datenschutz/>. Find further information about the retargeting of the target performance GmbH in here: <http://www.targetperformance.de/en.html>.

### *Affilinet / Tracelight*

Our website uses services of the companies affilinet GmbH (Joseph-Wild-Str. 20, 81829 Munich, Germany) and tracelight GmbH (Wilhelmstr. 4a, 70182 Stuttgart, Germany). Cookies are produced for the optimization of our advertisement measures. These Cookies are only used for a correct association of the success of an advertisement of the distribution partner and the according invoicing of the service partner. Personal data aren't collected. The Cookie only contains the information of when a determinate advertisement has been clicked from an internet-capable device. If you don't want such Cookies to be saved in your browser, you will be able to change it via your browser adjustments.

### *Zopim*

We use a chat program of the company Zopim Technologies Pte Ltd (8 Prince George's Park, Extension Block Singapore 118407) in order to improve and facilitate the communication with our customer service. If you have questions and problems concerning our products, the website or our company, you will be able to send us a message via Zopim. Thereby visitors of the visited page are recorded with their IP-address. The IP-address is thereby anonymized. Zopim also uses Cookies. The

information caused by the Cookie about your usage of this website are transmitted to a server of Zopim in the USA and buffered there. The information is only visible for the moment of your stay on a determinate page and they're not saved. Done chats are protocolled and saved. Please also note the privacy information of Zopim: <https://www.zopim.com/privacy>.

### *Trustpilot*

We offer you the possibility to evaluate our service through a rating service (de.trustpilot.com) operated by Trustpilot A/S, Pilestræde 58, 5, 3rd floor, 1112 Copenhagen, Denmark. The evaluation is published on the Trustpilot internet pages and can also be displayed in so-called widgets on the connox.de website. In order to rate us without having to first log in to Trustpilot, we offer a direct evaluation via a "Unique Link". By clicking on this link, we send your name, e-mail address and order number as a unique reference to Trustpilot. This information is sent encrypted and will not be transmitted in plaintext or be passed on to third parties. You can find more information about the "Unique Link" here: <https://support.trustpilot.com/hc/en-us/articles/204953148-The-Unique-Link>. Please also find Trustpilot's privacy policy at <http://legal.trustpilot.com/end-user-privacy-terms>.