

Data protection declaration of Golden Bull GmbH



Unless stated otherwise below, the provision of your personal data is neither legally nor contractually obligatory, nor required for conclusion of a contract. You are not obliged to provide your data. Not providing it will have no consequences. This only applies as long as the processing procedures below do not state otherwise. "Personal data" is any information relating to an identified or identifiable natural person.

Server log files

You can use our websites without submitting personal data.

Every time our website is accessed, user data is transferred to us or our web hosts/IT service providers by your internet browser and stored in server log files. This stored data includes for example the name of the site called up, date and time of the request, the IP address, amount of data transferred and the provider making the request. The processing is carried out on the basis of Article 6(1) f) GDPR due to our legitimate interests in ensuring the smooth operation of our website as well as improving our services.

Orders

Collection, processing, and transfer of personal data in orders

When you submit an order we only collect and use your personal data insofar as this is necessary for the fulfilment and handling of your order as well as processing of your queries. The provision of data is necessary for conclusion of a contract. Failure to provide it will prevent the conclusion of any contract. The processing will occur on the basis of Article 6(1) b) GDPR and is required for the fulfilment of a contract with you.

Your data is transferred here for example to the shipping companies and dropshipping providers, payment service providers, service providers for handling the order and IT service providers that you have selected. We will comply strictly with legal requirements in every case. The scope of data transmission is restricted to a minimum.

Contact

Collection and processing when using the contact form

When you use the contact form we will only collect your personal data (name, email address, message text) in the scope provided by you. The data processing is for the purpose of making contact. By submitting your message you agree to the processing of your transmitted data. Processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us without affecting the legality of the processing carried out with your consent up to the withdrawal. We will only use your email address to process your request. Finally your data will be deleted, unless you have agreed to further processing and use.

Cookies

Our website uses cookies. Cookies are small text files which are saved in a user's internet browser or by the user's internet browser on their computer system. When a user calls up a website, a cookie may be saved on the user's operating system. This cookie contains a characteristic character string which allows the browser to be clearly identified when the website is called up again.

Cookies will be stored on your computer. You therefore have full control over the use of cookies. By choosing corresponding technical settings in your internet browser, you can be notified before the setting of cookies and you can decide whether to accept this setting in each individual case as well as prevent the storage of cookies and transmission of the data they contain. Cookies which have already been saved may be deleted at any time. We would, however, like to point out that this may prevent you from making full use of all the functions of this website.

Using the links below, you can find out how to manage cookies (or deactivate them, among other things) in major browsers:

Chrome Browser: <https://support.google.com/accounts/answer/61416?hl=en>

Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Safari: <https://support.apple.com/de-de/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

technically necessary cookies

Insofar as no other information is given in the data protection declaration below we use only these technically necessary cookies to make our offering more user-friendly, effective and secure. Cookies also allow our systems to recognise your browser after a page change and to offer you services. Some functions of our website cannot be offered without the use

of cookies. These services require the browser to be recognised again after a page change.

Processing is carried out on the basis of art. 6 (1) lit. f GDPR due to our largely justified interest in ensuring the optimal functionality of the website as well as a user-friendly and effective design of our range of services.

You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR, for reasons relating to your personal situation.

Plug-ins and others

Use of social plug-ins

Our website uses social network plug-ins. The integration of social plug-ins and the data processing associated with this serves the purpose of optimising the advertising for our products.

The integration of social plug-ins involves a connection between your computer and the servers of the service provider of the social network which then instructs your web browser to display the plug-in on that web page, provided you have expressly consented to this. In this process, both your IP address as well as the information on which web pages you have visited will be transmitted to the provider's servers. This happens regardless of whether you are registered with or logged into the social network. The information is transferred even if users are not registered or logged in. Should you be connected simultaneously with one or more of your social network accounts, the collected information may also be assigned to your corresponding profiles. When using the plug-in functions (e.g. by pressing the appropriate button), this information will also be assigned to your user account. You can therefore prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts.

The processing is carried out on the basis of Article 6(1)(a) GDPR with your consent. You can withdraw your consent at any time without affecting the legality of the processing carried out with your consent up to the withdrawal. The following social networks are integrated in our website through social plug-ins. You can find more detailed information on the scope and purpose of collection and use of the data and your associated rights and options for protecting your privacy in the provider's privacy policy via the link.

AddThis by Oracle America, Inc. (500 Oracle Parkway, Redwood Shores, CA 94065, USA)

<https://www.addthis.com/privacy/privacy-policy>

Facebook by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA)

<https://www.facebook.com/policy.php>

Instagram by Instagram LLC. (1601 Willow Road, Menlo Park, CA 94025, USA)

<https://help.instagram.com/155833707900388>

LinkedIn by LinkedIn Corporation (2029 Stierlin Court, Mountain View, CA 94043, USA)

<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

Pinterest by Pinterest Inc. (635 High Street, Palo Alto, CA, 94301, USA)

<https://policy.pinterest.com/en/privacy-policy>

Twitter de Twitter Inc. (1355 Market Street, Suite 900, San Francisco, CA 94107, EE. UU.)

<https://twitter.com/privacy>

Xing by XING SE (Dammtorstraße 30, 20354 Hamburg)

<https://www.xing.com/privacy>

Use of social plug-ins via "Shariff"

Our website uses social network plug-ins. We use data protection-compliant "Shariff" buttons to ensure that you retain control over your data. No connection is made to the social network servers and no data submitted without your explicit consent. "Shariff" was developed by specialists at the computer magazine c't. It enables more personal privacy in the network and replaces the usual social network "share" buttons. You can find more information on the Shariff project here

<https://www.heise.de/ct/artikel/Shariff-Social-Media-Buttons-mit-Datenschutz-2467514.html>.

When you click the buttons a pop-up window appears, allowing you to log on with the relevant provider using your data. It is only after you actively login that a direct connection to the social network is set up. By logging in, you give your permission for the transfer of your data to the respective social media provider. At this time, information such as your IP address and which websites you have visited is transmitted. Should you be connected simultaneously with one or more of your social network accounts, the information collected is also assigned to your corresponding profiles. Therefore, you can only prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts. The social networks listed below are integrated with the "Shariff" function. You can find more detailed information on the scope and purpose of collection and use of the data, your associated rights and options for protecting your privacy in the provider's privacy policy via the link.

AddThis by Oracle America, Inc. (500 Oracle Parkway, Redwood Shores, CA 94065, USA)
<https://www.addthis.com/privacy/privacy-policy>

Facebook by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA)
<https://www.facebook.com/policy.php>

Instagram by Instagram LLC. (1601 Willow Road, Menlo Park, CA 94025, USA)
<https://help.instagram.com/155833707900388>

LinkedIn by LinkedIn Corporation (2029 Stierlin Court, Mountain View, CA 94043, USA)
<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

Pinterest by Pinterest Inc. (635 High Street, Palo Alto, CA, 94301, USA) <https://policy.pinterest.com/en/privacy-policy>

Twitter by Twitter Inc. (1355 Market Street, Suite 900, San Francisco, CA 94107, USA) <https://twitter.com/privacy>

Xing by XING SE (Dammtorstraße 30, 20354 Hamburg) <https://www.xing.com/privacy>

Use of social plug-ins via the “2-click solution”

Our website uses social network plug-ins via the “2-click solution”. No connection is made to the social network servers and no data submitted without your explicit consent. Standard integration of plug-ins set up a connection between your computer and the provider’s servers when you call up pages on our website which contain such a plugin, allowing the plug-in to be shown on the web page by a notice sent to your browser. Both your IP address and the fact that you have visited our web pages are transmitted to the provider’s servers. This happens regardless of whether you are registered with or logged into the social network. The information is transferred even if users are not registered or logged in. If you are also logged into the social network, this information is also assigned to your user profile. When you use plug-in functions (e.g. activate the button) this information is also assigned to your user account, which you can only prevent by logging out before using the plug-in. To ensure that you retain control over your data we have decided to initially deactivate the corresponding button. This is shown by the greyed-out button. No connection is made to the social network servers and no data submitted without your explicit consent - in the form of activation of the button. Only when you activate the button does it become active (highlighted) and set up a direct connection to the social network’s servers. By logging in, you give your permission for the transfer of your data to the respective social media provider. At this time, information such as your IP address and which websites you have visited is transmitted. Should you be connected simultaneously with one or more of your social network accounts, the information collected is also assigned to your corresponding profiles. Therefore, you can only prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts.

The social networks listed below are integrated with the “2-click function”. You can find more detailed information on the scope and purpose of collection and use of the data, your associated rights and options for protecting your privacy in the provider’s privacy policy via the link.

AddThis by Oracle America, Inc. (500 Oracle Parkway, Redwood Shores, CA 94065, USA)
<https://www.addthis.com/privacy/privacy-policy>

Facebook by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA)
<https://www.facebook.com/policy.php>

Instagram by Instagram LLC. (1601 Willow Road, Menlo Park, CA 94025, USA):
<http://instagram.com/legal/privacy/> LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland):
<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>
<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

Pinterest by Pinterest Inc. (635 High Street, Palo Alto, CA, 94301, USA):
<https://policy.pinterest.com/en/privacy-policy>
<https://help.pinterest.com/de/articles/personalization-and-data>

Twitter (Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA):
<https://twitter.com/privacy>
<https://twitter.com/personalization>

Xing by XING SE (Dammtorstraße 30, 20354 Hamburg):
<https://www.xing.com/privacy>
<https://privacy.xing.com/de/datenschutzerklaerung/welche-rechte-koennen-sie-geltend-machen/widerspruchsrecht>

Use of Facebook Connect

Our website uses the single sign-on function Facebook Connect from Facebook Ireland Ltd. (Grand Canal Harbour, Dublin, D02, Ireland; "Facebook").

This function enables website visitors to log on to the website via their already existing Facebook account. The processing of data serves the purpose of verification during registration, personalisation, and for interest-related advertising. To offer this function on the website a connection to the Facebook servers is established. Cookies are used for this purpose. In this process the following information, inter alia, can be collected and transmitted to Facebook: IP address, browser information, referrer URL (website via which you accessed our website), location data. This happens regardless of whether you are registered with or logged into the social network. The information is transferred even if users are not registered or logged in. Should you be connected simultaneously with one or more of your social network accounts, the collected information may also be assigned to your corresponding profiles. You can therefore prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts. Your data may be transmitted to the USA. In accordance with the US-EU Data Protection Agreement, Facebook has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws.

When using the single sign-on function, the Facebook profile of the website visitor is connected with a customer account for this website. In this case we receive personal data of the user through Facebook, as stated in the login process. This can include the following information, inter alia: Name, address, public profile information (e.g. name profile picture, age, gender), email address, friends list, "Likes" information. The data processing, particularly the placing of cookies, is carried out on the basis of Article 6(1)(f) GDPR due to our overriding legitimate interest in the needs-based design of the website.

On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.

Use of Google reCAPTCHA

Our website uses the reCAPTCHA service by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the data controller responsible for your data if you have your habitual residence in the European Economic Area or Switzerland. Google Ireland Limited is therefore the company affiliated with Google which is responsible for processing your data and for compliance with applicable data protection laws.

The request serves to distinguish whether the input was made by a human or automatic machine processing. For this purpose your input will be transmitted to Google and used by them further. In addition, the IP address and any other data required by Google for the reCAPTCHA service will be transferred to Google. This data will be processed by Google within the EU and potentially also in the USA. Transmission of data to the USA is covered by an adequacy decision by the European Commission, the "Privacy Shield". Google participates in "Privacy Shield" and has submitted to its requirements.

Processing is carried out on the basis of Article 6(1)(f) GDPR due to our legitimate interest in protecting our website from automated spying, misuse and SPAM. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.***

You can find more detailed information on Google reCAPTCHA and the associated data protection declaration at:

<https://www.google.com/recaptcha/intro/android.html> and <https://www.google.com/privacy>.

Use of Google invisible reCAPTCHA

Our website uses the invisible reCAPTCHA service by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). This serves to distinguish whether the input was made by a human or automatic machine processing. In the background, Google collects and analyses usage data which is also used by invisible reCaptcha to distinguish between regular users and bots. For this purpose your input will be transmitted to Google and further used there. In addition, the IP address and, where applicable, other data required by Google for the invisible reCAPTCHA service will be transmitted to Google. This data will be processed by Google within the European Union and, where necessary, also in the USA. For data processing in the USA, in accordance with the US-EU Data Protection Agreement, Google has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws. The processing is carried out on the basis of Article 6(1)(f) GDPR due to our legitimate interest in protecting our website against automated spying, misuse and SPAM.

On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.

You can find more detailed information on Google reCAPTCHA and the associated data privacy policy at:

<https://www.google.com/recaptcha/intro/android.html> and <https://www.google.com/privacy>.

Use of YouTube

Our website uses the function for embedding YouTube videos by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "YouTube"). YouTube is a company affiliated with Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

This feature shows YouTube videos in an iFrame on the website. The option "advanced privacy mode" is enabled here. This prevents YouTube from storing information on visitors to the website. It is only if you watch a video that information is transmitted to and stored by YouTube. Your data may be transmitted to the USA. In accordance with the US-EU Data Protection Agreement, Google has become subject to the "Privacy Shield" and is therefore obliged to observe European data protection laws.

The data processing is carried out on the basis of Article 6(1)(f) GDPR due to our legitimate interest in the needs-based and targeted design of the website. ***On grounds relating to your particular situation, you have the right to object at any time to this processing of personal data concerning you and carried out in accordance with Article 6(1)(f) GDPR.***

Further information on the data collected and used by YouTube and Google and your associated rights and options for protecting your privacy can be found in YouTube's privacy policy (<https://www.youtube.com/t/privacy>).

Rights of persons affected and storage duration

Duration of storage

After contractual processing has been completed, the data is initially stored for the duration of the warranty period, then in accordance with the retention periods prescribed by law, especially tax and commercial law, and then deleted after the period has elapsed, unless you have agreed to further processing and use.

Rights of the affected person

If the legal requirements are fulfilled, you have the following rights according to art. 15 to 20 GDPR: Right to information, correction, deletion, restriction of processing, data portability. You also have a right of objection against processing based on art. 6 (1) GDPR, and to processing for the purposes of direct marketing, according to art. 21 (1) GDPR.

Contact us at any time. Our contact details can be found in our imprint.

Right to complain to the regulatory authority

You have the right to complain to the regulatory authority according to art. 77 GDPR if you believe that your data is not being processed legally.

Right to object

If the data processing outlined here is based on our legitimate interests in accordance with Article 6(1)f) GDPR, you have the right for reasons arising from your particular situation to object at any time to the processing of your data with future effect. If the objection is successful, we will no longer process the personal data, unless we can demonstrate compelling legitimate grounds for the processing that outweigh your interests or rights and freedoms, or the processing is intended for the assertion, exercise or defence of legal claims.

If personal data is being processed for the purposes of direct advertising, you can object to this at any time by notifying us. If the objection is successful, we will no longer process the personal data for the purposes of direct advertising.

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