

## **Data Privacy Policy**

Last updated on: 09/07/2018

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Thank you for your interest in our website. Protecting your privacy is very important to us. Please see below for detailed information on how we handle your data.

### **I. Name and address of the controller**

Within the meaning of the **General Data Protection Regulation** and other national data protection laws of the member states as well as other data protection provisions, the controller is:

Naturana Dölker Gmbh & Co.  
Kommanditgesellschaft [limited partnership]  
Hinterweilerstraße 3  
72810 Gomaringen  
Germany

Tel.: +49 (0)7072 12-0  
Email: [info@naturana.de](mailto:info@naturana.de)

### **II. Name and address of the data protection officer**

Please contact our data protection officer for queries concerning the collection, processing, or use of your personal data, for access to, correction of, blocking or erasure of data and the withdrawal of granted consent.

You can contact our data protection officer at [datenschutzbeauftragter@naturana.de](mailto:datenschutzbeauftragter@naturana.de) or via post by including "data protection officer" in the address.

### **III. General information on the collection, processing and use of personal data.**

You can visit our web pages without providing any personal information. When a web page is accessed, the web server simply automatically saves a what is known as a server log file, which, for example, includes the name of the requested file, your IP address, the date and time of retrieval, the amount of data transferred and the requesting provider (access data), and documents the retrieval.

Why do we collect this data?

This access data is solely analysed for the purposes of ensuring unimpeded operation of the site and improving our offer. This serves to safeguard of our legitimate interests in the correct presentation of our offer which is predominant within the framework of balancing interests.

How long is the data stored?

All access data is erased at the latest seven days after you have visited our sites.

#### **IV. Hosting services through a third-party provider**

Within the framework of processing, a third-party provider provides the hosting and website display services for us. All data collected within the framework of the use of this website or in designated forms in the online shop, as described below, will be processed on its servers.

#### **V. Contacting us using the contact form or via email**

When contacting us using the contact form or via email, the information is stored for the purpose of processing the request, as well as in the event that there are follow-up questions. We do not pass on this data to third parties.

Why do we collect this data?

We use the data provided by you to process your requests.

How long is the data stored?

The personal data is erased after your request has been processed, unless you have expressly consented to the further use of your data.

#### **VI. Use of cookies**

Our website uses cookies. Cookies are small text files which are automatically stored on your device. This cookie contains a characteristic string which allows the browser to be clearly identified when the website is reopened.

Why do we collect this data?

We use cookies on various pages to make visiting our website attractive and to enable the use of certain features in order to display suitable products or for market research. This serves to safeguard our legitimate interests in the optimised presentation of our offer which is predominant within the framework of a balancing of interests.

How long are cookies stored?

Some of the cookies used by us will be erased when the browser session has ended, i.e. after your browser is closed (these are called session cookies). Other cookies will remain on your device and enable us to recognise your browser when you next visit (persistent cookies). The storage duration can be found in the overview in the cookies settings of your web browser.

How can I disable cookies?

You can set your browser so that you are informed of the insertion of cookies and individually decide to accept them or exclude the acceptance of cookies for certain individual cases or in general. This feature is described in the help menu of each browser, which explains how you can change your cookie settings. However, we would like to point out that the features of our website may be restricted if cookies are not accepted.

The settings for the respective browser can be found using the following links:

- Internet Explorer™: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>
- Safari™: [https://support.apple.com/kb/ph21411?locale=de\\_DE](https://support.apple.com/kb/ph21411?locale=de_DE)
- Chrome™: <http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>
- Firefox™: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

- Opera™ : <http://help.opera.com/Windows/10.20/de/cookies.html>

## **VII. Google services**

We use Google Inc. products and services on our web pages such as Google Maps and Google Fonts, as well as plug-ins from YouTube, LLC. which belongs to Google. In all cases, this is dependent upon the provider of this content (Google Inc.) reading the users' IP address as without the IP address, it cannot send the content to the browser of the respective user. The IP address is therefore required to display this content. When you visit one of our service-enabled pages, you will be connected to the appropriate Google servers. In doing so, the server is informed which of our pages you visited. If you are also logged in to your Google or YouTube account, Google allows your browsing behaviour to be directly linked with your personal profile. You can prevent this by logging out of your Google/YouTube account.

Why do we collect this data?

The data is processed on the basis of Article 6 (1) (f) GDPR due to our legitimate interest in the optimised presentation of our offer.

How long is the data stored?

In principle, the data is erased as soon as the purpose of its collection has been fulfilled. Please refer to Google's privacy policy for details on Google's website analytics services:  
<https://www.google.de/policies/privacy/>.

## **VIII. Your rights**

You have the right to access your personal data stored by us free-of-charge, and where necessary, the right to the correction, restriction of processing, data portability or the erasure of this data.

You have the right to object to the processing of your personal data for direct marketing purposes, without providing reasons.

If we process your data for the safeguarding of legitimate interests, you can object to this processing for reasons arising from your particular situation. We will then cease to process your personal data unless we are able to demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or the processing serves the establishment, exercise, or defence of legal claims.

For questions regarding the collection, processing, or use of your personal data, or if you wish to access, correct, block or erase your data, as well as revoke granted consent or object to a particular use of the data, please contact us directly using the contact details provided above. In addition, you have the right to lodge a complaint with the relevant data protection supervisory authority.

## **IX. Right to lodge a complaint with a supervisory authority**

You have the option to lodge a complaint with the abovementioned data protection officer or a data protection supervisory authority, if you believe that the processing of your data is unlawful. The data protection supervisory authority with jurisdiction for us is *Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit* [state representative for data protection and freedom of information] Baden-Württemberg Königstrasse 10 a 70173 Stuttgart.