

## Data protection declaration

Welcome to our website!

We attach maximum importance to protecting your data and safeguarding your privacy. Therefore, we provide information below regarding collection and use of personal data while using our website.

### Anonymous data collection

You can visit our websites without having to provide any personal details. We do not save any personal data in this connection. In order to improve our offer, we evaluate only the statistical data, which does not allow any inference of your personal details.

### Collection and processing while using the contact form

When using the contact form, we collect personal data (particulars of personal or objective relationships of a particular or definable natural person) only within the scope provided by you. We use your email address only for processing your request. Your data is deleted subsequently if you do not approve of the further processing and use.

### Collection, processing and use of personal data

We collect personal data (particulars of personal or objective relationships of a particular or definable natural person) only within the scope provided by you. Your personal data is processed and used for completing and processing your order and also for processing your requests. After the contract is processed completely, all the personal data is first saved taking into account the retention periods under fiscal and commercial law and then deleted after the expiry of the deadline, if you have not approved of the further processing and use.

### Use of the email address for sending the newsletters

Irrespective of the contract execution, we are using your email address exclusively for advertising purposes for sending the newsletter, provided that you have given your consent. Your consent declaration is given below: "I would like to subscribe to the Occhio newsletter".

You can use the corresponding link in the newsletter or send us a message to unsubscribe the newsletter anytime; the relevant contact details can be found in our Disclaimer. Your email address will then be deleted from the mailing list.

### Using an email address for sending a direct advertising

Provided that you have not disagreed, we shall use your email address, which we received as part of selling an item or service, for the electronic transmission of advertising for your own goods and services, which are similar to those that you have already purchased from us. You may object to the use of your email address at any time by sending us a message. You'll find the contact details for exercising your objection in our imprint. You can also use the link provided in the advertising email. This shall not result in any costs other than transmission costs in accordance with your basic rates.

### Forwarding personal data

Your data is not forwarded to third parties without your explicit consent. Only our service partners, which we require for handling the contractual relationship, are excluded from this. In these cases, we strictly adhere to the specifications of the Federal Data Protection Act. The scope of the data transfer is restricted to a minimum.

### Cookies

Our websites use so-called cookies at several places. Cookies are small text files, which are stored on your computer and which your browser saves. They help to make our offer more user-friendly, effective and reliable. In addition, cookies allow our systems to identify your browser and offer you services. Cookies do not contain any personal data.

## **Use of Google Analytics**

This website uses Google Analytics, a web analysis service by Google Inc. („Google“). Google Analytics uses so-called “cookies”, text files, which are saved on your computer and which allow analysing the use of the website by you. The information generated by the cookie about your usage of this website is generally transferred to a Google server in USA and saved there. If IP anonymisation is activated on this website, your IP address is however abbreviated by Google in advance within the member states of the European Union or in other contracting states of the Treaty on the European Economic Area. The complete IP address is transferred to a Google server in USA and abbreviated there only in exceptional cases. Google shall use this information on behalf of the operator of this website to evaluate your website use, to compile reports about the website activities and to provide additional services associated with the website use and Internet use as against the website operator. The IP address transferred from your browser within the scope of Google Analytics is not consolidated with the other data by Google. You can prevent cookies from being saved through a corresponding setting of your browser software; however, we would like to bring to your attention that you may not be able to use all the functions of this website entirely in this case. In addition, you can prevent the recording of data (including your IP address) generated by the cookie and based on your website use in Google as well as the processing of this data by Google by downloading the browser plug-in available on the following link and installing it: [<http://tools.google.com/dlpage/gaoptout?hl=de>].

## **Use of mouseflow**

Data for marketing and optimisation purposes is collected and saved on these webpages using the technologies of Mouseflow ApS Flaeskertorvet 68, 1711 Copenhagen Denmark (“mouseflow”). User profiles can be created from this data under a pseudonym. Incidentally, selected individual visits (only with an anonymised IP address) are recorded with the webtracking tool, mouseflow. A log of the mouse movements and clicks is generated here, with the intention of randomly selecting individual website visits and deriving potential improvements for the website. Without an explicit approval by the relevant person, the data collected with the mouseflow technologies is not used to personally identify the visitors of this website and is not merged with the personal data of the carrier of the pseudonym. If you do not wish your data recorded, you can globally deactivate the recording on all websites, which use mouseflow, for the browser currently in use at the following link: [www.mouseflow.com/opt-out/](http://www.mouseflow.com/opt-out/)

## **Information, correction, blocking and deletion of data**

At all times, you have the right to free information about your saved data as well as the right to correction, deletion and blocking of the same. Please contact us if required. You will find the contact details in our Legal Notice.

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