

## **PRIVACY POLICY**

### **1. Introduction and contact details of the person responsible**

- 1.1. We are pleased that you are visiting our website and thank you for your interest. In the following, we will inform you about how we handle your personal data when you use our website. Personal data is all data with which you can be personally identified.
- 1.2. The controller in charge of data processing on this website, within the meaning of the General Data Protection Regulation (GDPR), is Antones GmbH, Burgenblick 4, 61462 Königstein, Deutschland, Phone: 06174 9159566, Fax: none, Email: mail@antones.de. The controller responsible for the processing of personal data is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data.

### **2. Data collection when visiting our website**

- 2.1. If you use our website for informational purposes only, i.e. if you do not register or otherwise provide us with information, we only collect the data that your browser transmits to our server (so-called "server log files"). When you visit our website, we collect the following data, which is technically necessary for us to display the website to you:
  - Our visited website
  - Date and time at the time of access
  - Amount of data sent in bytes
  - Source/reference from which you reached the page
  - Browser used
  - Operating system used
  - IP address used (if applicable: in anonymized form)

Processing is carried out in accordance with Art. 6 para. 1 lit. f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data is not passed on or used in any other way. However, we reserve the right to check the server log files retrospectively if there are concrete indications of unlawful use.

- 2.2. This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g. orders or inquiries to the controller). You can recognize an encrypted connection by the character string "https://" and the lock symbol in your browser line.

### **3. Hosting & Content Delivery Network**

For the hosting of our website and the presentation of the page content, we use a provider that provides its services itself or through selected subcontractors exclusively on servers within the European Union.

All data collected on our website is processed on these servers.

We have concluded an order processing contract with the provider, which ensures the protection of the data of our website visitors and prohibits unauthorized disclosure to third parties.

### **4. Contact us**

Personal data is collected when you contact us (e.g. by e-mail). This data is stored and used exclusively for the purpose of responding to your request or for contacting you and the associated technical administration.

The legal basis for the processing of this data is our legitimate interest in responding to your request in accordance with Art. 6 para. 1 lit. f GDPR. If your contact is aimed at

concluding a contract, the additional legal basis for the processing is Art. 6 para. 1 lit. b GDPR. Your data will be deleted after final processing of your request. This is the case if it can be inferred from the circumstances that the matter in question has been conclusively clarified and provided that there are no statutory retention obligations to the contrary.

## **5. Use of customer data for direct marketing**

### **5.1. Sending the e-mail newsletter to existing customers**

If you have provided us with your e-mail address when purchasing goods or services, we reserve the right to regularly send you offers for similar goods or services to those already purchased from our range by e-mail. In accordance with Section 7 (3) UWG, we do not need to obtain separate consent from you for this. In this respect, data processing is carried out solely on the basis of our legitimate interest in personalized direct advertising in accordance with Art. 6 para. 1 lit. f GDPR. If you have initially objected to the use of your email address for this purpose, we will not send you any emails.

You are entitled to object to the use of your email address for the aforementioned advertising purpose at any time with effect for the future by sending a message to the controller named at the beginning. You will only incur transmission costs for this in accordance with the basic rates. Upon receipt of your objection, the use of your e-mail address for advertising purposes will be discontinued immediately.

### **5.2. Advertising by letter post**

On the basis of our legitimate interest in personalized direct advertising, we reserve the right to store your first and last name, your postal address and - if we have received this additional information from you as part of the contractual relationship - your title, academic degree, year of birth and your professional, industry or business name in accordance with Art. 6 para. 1 lit. f GDPR and to use them to send you interesting offers and information about our products by post.

You can object to the storage and use of your data for this purpose at any time.

## **6. Tools and miscellaneous**

### **DATEV**

We use the cloud-based accounting software service of the following provider to handle our accounting: DATEV eG, Paumgartnerstr. 6-14, 90429 Nuremberg, Germany. The provider processes incoming and outgoing invoices and, if applicable, our company's bank transactions in order to automatically record invoices, match them to the transactions and create the financial accounting from this in a semi-automated process.

If personal data is also processed in this process, the processing is based on our legitimate interest in the efficient organization and documentation of our business transactions.

## **7. Rights of the data subject**

7.1. The applicable data protection law grants you the following data subject rights (information and intervention rights) vis-à-vis the controller with regard to the processing of your personal data, whereby reference is made to the legal basis stated for the respective exercise requirements:

- Right to information pursuant to Art. 15 GDPR;
- Right to rectification pursuant to Art. 16 GDPR;
- Right to erasure pursuant to Art. 17 GDPR;
- Right to restriction of processing pursuant to Art. 18 GDPR;

- Right to information pursuant to Art. 19 GDPR;
- Right to data portability pursuant to Art. 20 GDPR;
- Right to withdraw consent granted pursuant to Art. 7 (3) GDPR;
- Right to lodge a complaint pursuant to Art. 77 GDPR.

## 7.2. **RIGHT TO OBJECT**

**IF WE PROCESS YOUR PERSONAL DATA AS PART OF A BALANCING OF INTERESTS ON THE BASIS OF OUR OVERRIDING LEGITIMATE INTEREST, YOU HAVE THE RIGHT TO OBJECT TO THIS PROCESSING AT ANY TIME WITH EFFECT FOR THE FUTURE ON GROUNDS RELATING TO YOUR PARTICULAR SITUATION.**

**IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED. HOWEVER, WE RESERVE THE RIGHT TO CONTINUE PROCESSING IF WE CAN DEMONSTRATE COMPELLING LEGITIMATE GROUNDS FOR THE PROCESSING WHICH OVERRIDE YOUR INTERESTS, FUNDAMENTAL RIGHTS AND FREEDOMS, OR IF THE PROCESSING SERVES THE ESTABLISHMENT, EXERCISE OR DEFENSE OF LEGAL CLAIMS.**

**IF YOUR PERSONAL DATA ARE PROCESSED BY US FOR THE PURPOSE OF DIRECT MARKETING, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF PERSONAL DATA CONCERNING YOU FOR THE PURPOSE OF SUCH MARKETING. YOU CAN EXERCISE YOUR RIGHT TO OBJECT AS DESCRIBED ABOVE.**

**IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP PROCESSING THE DATA CONCERNED FOR DIRECT MARKETING PURPOSES.**

## 8. **Duration of storage of personal data**

The duration of the storage of personal data is determined by the respective legal basis, the purpose of processing and - if applicable - additionally by the respective statutory retention period (e.g. retention periods under commercial and tax law).

When processing personal data on the basis of express consent in accordance with Art. 6 para. 1 lit. a GDPR, this data is stored until the data subject withdraws their consent. If there are statutory retention periods for data that is processed within the scope of legal or similar obligations on the basis of Art. 6 para. 1 lit. b GDPR, this data will be routinely deleted after the retention periods have expired, provided that it is no longer required for contract fulfillment or contract initiation and/or we no longer have a legitimate interest in further storage.

When processing personal data on the basis of Art. 6 para. 1 lit. f GDPR, this data is stored until the data subject exercises their right to object in accordance with Art. 21 para. 1 GDPR, unless we can demonstrate compelling legitimate grounds for the processing that outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

When processing personal data for the purpose of direct marketing on the basis of Art. 6 para. 1 lit. f GDPR, this data is stored until the data subject exercises their right to object in accordance with Art. 21 para. 2 GDPR.

Unless otherwise stated in the other information in this declaration on specific processing situations, stored personal data will be deleted when it is no longer necessary for the purposes for which it was collected or otherwise processed.

## 9. **Our social media presence**

**This privacy policy applies to the following social media sites**

- **Instagram:** [https://www.instagram.com/antones\\_by\\_sarah\\_freise/](https://www.instagram.com/antones_by_sarah_freise/)

### **Data processing by social network operators**

We maintain publicly accessible profiles in social networks. The individual social networks we use are listed below.

Social networks such as Instagram can generally analyze your user behavior comprehensively when you visit their website or a website with integrated social media content (e.g. like buttons or advertising banners). Visiting our social media presences triggers a variety of data processing operations. Below we provide you with an overview of which of your personal data we collect, use and store when you visit our profiles.

#### **In detail:**

When you visit our profiles, your personal data is collected, used and stored not only by us, but also by the operators of the respective social network. This happens regardless of whether you are logged in to your social network or not, or even if you do not have a profile on the respective social network. In this case, this data collection takes place, for example, via cookies that are stored on your end device or by recording your IP address.

With the help of the data collected in this way, the operators of the respective social network can create user profiles in which your preferences and interests are stored. In this way, interest-based advertising can be displayed to you within and outside the respective social network. We would like to point out that social networks also process data based on your usage behavior within the respective platform or your other usage behavior on the Internet. If you have an account with the respective social network, interest-based advertising may be displayed on all devices on which you are logged in or have been logged in.

Please note that the individual data processing operations and their scope are not necessarily traceable for us. These differ depending on the operator of the respective social network. For details on the collection and storage of your personal data as well as the type, scope and purpose of its use by the operator of the respective social network, please refer to the terms of use and privacy policies of the respective operator.

### **Legal basis**

Data processing in the context of our social networks is intended to improve the user experience when visiting our fan pages in line with the target group and to ensure the most comprehensive presence possible on the Internet. The legal basis for data processing is therefore a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. The analysis processes initiated by the social networks may be based on different legal bases, which must be specified by the operators of the social networks (e.g. consent within the meaning of Art. 6 para. 1 lit. a GDPR).

### **Controller and assertion of rights**

If you visit one of our social networks (e.g. Instagram), we are jointly responsible with the operator of the respective social network for the data processing operations triggered during this visit. You can assert your rights (information, rectification, erasure, restriction of processing, data portability and complaint) both against us and against the operator of the respective social network (e.g. Instagram).

Please note that, despite the joint responsibility with the social media portal operators, we do not have full influence on the data processing operations of the respective social network. Our options are largely determined by the corporate policy of the respective provider.

### **Storage period**

The data collected directly by us via the social networks will be deleted from our systems as soon as you ask us to delete it, revoke your consent to storage or the

purpose for data storage no longer applies. Stored cookies remain on your end device until you delete them. Mandatory statutory provisions - in particular retention periods - remain unaffected.

We have no influence on the storage period of your data that is stored by the operators of social networks for their own purposes. For details, please contact the operators of the social networks directly (e.g. in their privacy policy, see below).

### **Your rights**

As a data subject affected by data processing, you have the rights set out in section 7 of this privacy policy.

### **Social networks in detail**

#### **Instagram**

We have a profile on Instagram. The provider of this service is Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland.

Details can be found here:

[https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum),  
<https://help.instagram.com/519522125107875> and <https://de-de.facebook.com/help/566994660333381>.

For details on how they handle your personal data, please refer to Instagram's privacy policy: <https://help.instagram.com/519522125107875>. Meta Platforms also transfers your personal data to third countries. For data transfers to the USA, the provider has joined the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission. Further information on this can be obtained from the provider at the following link: [www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt0000000GnywAAC&status=Active](https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt0000000GnywAAC&status=Active)

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