



Data Privacy Notice

Date: Januar 2018

The website found at www.medialine.ag is an offering provided by Medialine EuroTrade AG. Safeguarding your privacy and ensuring the protection of your personal data is of the utmost importance to us. Our practices relating to data privacy are therefore in compliance with the legal regulations on the protection of data. In addition, we do everything that we can to ensure the confidentiality of your data.

We believe it is important to inform you about the type of personal data we collect from you and what we use this information for. Therefore, kindly take a moment to read the information below.

1. What are personal data?

Personal data means any information that can be used to identify you. Personal data include, for instance, your name, address, IP address, telephone number or e-mail address. In contrast, information that is not directly linked to your identity (e.g. number of users of a website, favourite web pages) does not constitute personal data.

2. Why do we collect your data

The objective of our data collection activity is to maintain and strengthen our business relationship by making sure that you have easy access to our products and services. In addition, we want to offer you the greatest possible ease in carrying out your transaction (ordering, delivery, payment, etc.).

Furthermore, we use your data in an anonymised form in order to create an appealing shopping experience for you and to continuously improve it. For this purpose and to draw your attention to particularly interesting offers, we collect data in the online shop that we use to create affinity profiles. This enables us to see which pages you retrieve while visiting our online shop.

In order to be able to offer you various payment options, we will use your data – not least to protect you and us from misuse – also for checking your credit record. This information protects us from losses that will affect our pricing structure in the long term and ultimately also benefit you as our customer.

3. Which data do we collect, process and use?

If you visit our website without registering or logging in as a customer, we will only place a cookie (for more information please see point 4) for the so-called "session ID" and, as a standard, only collect information such as your IP address, time and duration of your visit, the web pages that you retrieve, your language selection as well as the browser type and your country of origin.

If you log in to our online shop as a customer and fill in the registration form, we will also collect your name, address, email address and telephone number. If you place an order, we will also collect the details regarding your payment type and the information relating to the particular order. In addition, we place additional cookies for your customer number and your name in an encrypted form.

Should you place an order, we store your order information in the context of the order history and send this information to the e-mail address you provide. If you have registered as a customer, you can see your order information under "My Account".

4. What are cookies?

Cookies are small files that are transmitted and stored on the computer's hard drive by the web server (www.medialine.ag) with the aid of the web browser. Their purpose is to exchange information. Placing cookies allows us to, for instance, personally welcome you when you next visit our website and notify you of information specially tailored to your needs and interests.

No security-related or personal data are stored in the cookies. They are also unable to transmit any viruses, Trojans or diallers or send e-mails unnoticed from your computer. In addition, each web server can only read the cookies that they themselves have placed.

If your browser setting permits the placement of cookies, we will place a test cookie to check whether cookies are allowed and a cookie for the session ID. The cookie used for the session ID is a session cookie and is only valid until the session is ended, i.e. until the web browser is closed. An expired cookie is not deleted automatically.

5. How do we collect, use and process your data?

Data economy and data avoidance are top priorities for us. For this reason, we collect, use and process only the data absolutely required for completing the order process, communicating with you and for maintaining our business relationship with you. In particular, this includes all the data we are legally obliged to process and retain for billing and accounting purposes.

We will store your personal data only if you provide the data when registering as a customer on our website. With your consent, we will store this data as your personal profile so that you can log in with your username and password at any time during future visits. This gives you the advantage of not having to enter your address details again for each new order.

You may object to the use of this data (for more information in this regard please see point 8). In this case, we will delete your personal data stored by us. However, you will have to register again in full for each order in that case.

6. Why do we pass your information onto

In principle, we do not pass your personal data to any third parties. We only pass such data on in exceptional cases. However, this is limited to service providers and/or partner companies ("partners") that support us in order fulfilment and the provision of customers with information. These partners may, however, only use the data for fulfilling the orders we have placed with them and they are obliged to strictly comply with the statutory data privacy regulations. On the other hand, the transmission of data is limited to cases in which the purchase price is financed by a third party. In this

case, the name, address and item of purchase as well as the purchase price is transmitted to Commerz Finanz GmbH with whom we work in these cases.

Please note that we may at times be obliged by law to disclose your data. Furthermore, we may disclose your personal information if it is in the public interest (e.g. in the case of credit card fraud).

7. How do we protect your data?

In order to collect and administer your data as securely as possible, we use a secure 256-bit SSL (Secure Socket Layer) protocol for data transmission between your computer and our server in the context of your order. This provides encrypted data transmission. Your personal data are stored exclusively in compliance with national legal regulations. Where we transmit data to our partners in the context of the procedures described in point 6, besides being bound to the mandatory legal regulations, they are also bound to our contractual stipulations regarding data privacy.

8. Your rights

In accordance with the regulations of the Federal Data Privacy Act, you have the right to obtain information regarding the data about you stored by us free of charge. Furthermore, you have the right to the correction, deletion and/or blocking of the data about you stored by us.

Should you have any questions regarding our data protection standards and/or wish to exercise your right to correction, deletion or blocking, please contact our Customer Service department. It can be reached via e-mail at: welcomed@medialine.ag.

9. Responsibility

The responsible entity within the meaning of the Federal Data Privacy Act is Medialine EuroTrade AG, Breitelstraße 43, 55566 Bad Sobernheim, Germany.

Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc. Google Analytics uses cookies (see above) that make it possible to analyse the use of the website. The information regarding your use of this website (including your IP address) generated by the cookie is transferred to a Google server in the United States and stored there. Google will use this information to analyse your use of the website, compile reports regarding website activities for the website operator and provide further services associated with the use of the website and the Internet.



Google will also transmit this information to third parties, where applicable, to the extent prescribed by law or if third parties process this data on behalf of Google. Under no circumstances will Google associate your IP address with other data of Google. You may prevent the installation of cookies by changing a relevant setting in your browser software. However, we wish to point out that, in this case, it is possible that you may not be able to use all the functions of this website in full. By using this website, you declare your agreement with the processing of the data collected about you by Google in the aforementioned manner and for the aforementioned purpose. You can find detailed information on Google Analytics [here](#).

You may object to the collection and use of your IP address by Google Analytics at any time with effect for the future. You can find further information in this regard [here](#).

Social Networks

Any liability of Medialine EuroTrade AG in this regard is limited to wilful intent or gross negligence. Medialine EuroTrade AG is not in a position to check or continuously monitor the behaviour of the services mentioned (Facebook, Twitter, Google+, YouTube and Pinterest) or their providers.

2-click buttons

In order to check your personal data, Medialine EuroTrade AG uses so-called "2-click buttons". If you have not specifically clicked on these, no data will be sent to social networks such as Facebook, Twitter or Google+.

facebook

The website of Medialine EuroTrade AG provides an option for interacting with the social network "Facebook", Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. The plug-in can be identified by the Facebook logo (white "f" on a blue background and/or a "thumbs up" symbol). An overview of the Facebook plug-in can be found here: <http://developers.facebook.com/docs/plugins/>

When you click on the plug-in, a connection is established to Facebook's servers in the United States and information about which websites you have visited are transmitted. If you are a member of Facebook and logged in, Facebook will assign this information to your personal Facebook user account. If you use the plug-in functions, e.g. by clicking the "Like" button or by posting a comment, this information is also transmitted and assigned to your Facebook account. You can prevent this interaction by logging out of your Facebook user account before clicking on the plug-in. Use of the Facebook plug-in is subject to Facebook's terms and conditions of use and data privacy. You can find information on the collection and use of your data in Facebook's data privacy regulations at <https://www.facebook.com/about/privacy>.

Twitter

Our website also uses the "Twitter" plug-in, Twitter Inc. 795 Folsom St., Suite 600, San Francisco, CA 94107, USA. The plug-in can be identified by the Twitter logo (white "t" on a light blue background and/or a white bird pictogram).

If you click on the plug-in, a connection to Twitter's service is established. If you are logged into your Twitter user account, a so-called "Tweet" will point to our website page – this transmits information to Twitter.

You can find further information on the collection and use of the data by Twitter and on the Tweet button in Twitter's data privacy regulations at <https://www.facebook.com/about/privacy>.

Google +

Our website uses a plug-in by "Google Plus", Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States. The plug-in can be identified by means of the "+1" button ("+1" on a white or coloured background). If you click on the button, a link to Google's service is established and information regarding your visit to the web page is transmitted. If you have a Google+ user account and do not want the transmitted information to be linked to your user account, you must log out of your Google+ account before clicking on the button. Data regarding your visit are stored by Google even if you do not have a Google+ user account.

You can find detailed information regarding the collection and use of the data by Google in Google+'s data privacy regulations at <http://support.google.com/plus/bin/answer.py?hl=de&answer=1047397&rd=1>

Pinterest

Medialine EuroTrade AG's website pages provide the option of interacting with the social network "Pinterest".

Use of the Pinterest plug-in is subject to Pinterest's terms and conditions of use and data privacy. You can find information on the collection and use of your data in Pinterest's data privacy regulations at <http://pinterest.com/about/privacy>.