



## **Data Privacy Policy**

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### **1. Terms and Conditions of Use**

Contents on the websites of Erlenbacher Backwaren GmbH are protected by copyright. Erlenbacher Backwaren GmbH permits the viewing and downloading of all the contents on its websites for private, non-commercial use only. The contents may not be copied, shown, distributed or used in any other manner for public or commercial purposes. The contents may not be modified and they may not be used on other websites or interconnected computers without the written approval of Erlenbacher Backwaren GmbH. However, the contents of the "Press" section of the Erlenbacher website may be downloaded for publication by journalists and published and reproduced for press purposes on other websites. When contents are reproduced, specific reference is to be made to the copyrights and property rights of Erlenbacher Backwaren GmbH. Any violation of these provisions shall result in the immediate destruction of all the printed and/or downloaded contents. We reserve the right to assert further claims for damages. Users of the website may not use it for illegal or criminal behaviour, nor may they use it to show or disseminate illegal and/or offensive material. Users shall in particular undertake not to post any pornographic, obscene, defamatory, slanderous, offensive, threatening, inciting or racist contents, information, software or other material or any such contents, information software or other material which may in any other form be to the detriment of Erlenbacher Backwaren GmbH. Erlenbacher Backwaren GmbH retains the right to simply delete prohibited contents without any delay. Erlenbacher Backwaren GmbH furthermore retains the right to exclude users who violate these Terms and Conditions of Use from the use of the services offered on the website. Erlenbacher Backwaren GmbH draws attention to the fact that entries made by users on the website do not reflect the opinion of Erlenbacher Backwaren GmbH. Some of the websites of Erlenbacher Backwaren GmbH have sections which are only accessible for registered users. Registered users may not disclose their user name and password for use by other users. We expressly reserve the right to exclude users who reveal their user name and password from the use of a section requiring registration.

#### **1.1 Links**

Erlenbacher Backwaren GmbH websites also contain links to the websites of other providers. Linked websites were tested for unlawful contents when first linked. Erlenbacher Backwaren GmbH is not responsible for external contents which are accessible by way of such links. When Erlenbacher Backwaren GmbH ascertains that an offer has an illegal content or when Erlenbacher Backwaren GmbH is informed of such content, the link will be removed provided that such removal is technically viable and reasonable.



## **1.2 Download**

Users download programs at their own risk. Erlenbacher Backwaren GmbH is not liable for damage or losses resulting from the installation and/or use of software from the download section insofar as this is permitted by law. In spite of up-to-date virus scanning, liability for damage and impairments due to computer viruses is excluded by legal provisions.

## **2. Data Protection Terms and Conditions/Law**

Information provided on the Erlenbacher Backwaren GmbH websites is created with utmost care. At the same time, Erlenbacher Backwaren GmbH endeavours to ensure that such information is always up-to-date. Erlenbacher Backwaren GmbH nevertheless assumes no guarantee for the completeness and/or suitability of such information for specific uses. Users are solely responsible for the use of content provided on the websites.

### **2.1 Liability**

Erlenbacher Backwaren GmbH liability arising from the use of the website or in connection with the use of the website, irrespective of legal grounds, is limited to damage brought about by Erlenbacher Backwaren GmbH or its vicarious agents or contractors intentionally, through gross negligence or through slight negligence in the case of a breach of material contractual obligations. In cases of slight negligence, the scope of liability of Erlenbacher Backwaren GmbH is limited to damage which is typical and foreseeable for comparable transactions of the type in question. Claims for damages on the basis of guarantees or under the German Product Liability Act shall remain unaffected. Should you, within the scope of using the services offered on the websites, make your mobile phone number and/or your email address generally available to the public, please note that Erlenbacher Backwaren GmbH is not responsible for any resulting consequences, in particular for the receipt of unwanted calls and/or emails, etc.

### **2.2 Trademark Rights**

Erlenbacher Backwaren GmbH is the proprietor of all the brands used on the Erlenbacher Backwaren GmbH website. Third parties are prohibited from the use or application of all the brands, logos and marks.

### **2.3 Data Protection Terms and Conditions**

We naturally handle your personal data responsibly when you use our websites and communicate with us electronically. We take all the measures required to protect the personal data you provide to us and to comply with valid national and European data protection legislation at all times.

These Data Protection Terms and Conditions provide information on how Erlenbacher Backwaren GmbH processes your data. The unit responsible for your personal data on our website is the company named in the Legal Notice of the respective website.

We have asked ourselves a number of important questions concerning the processing of your personal data, which we believe are of interest to you. The answers inform you of your rights in terms of your personal data and of measures taken by Erlenbacher Backwaren GmbH in order to protect this data. We hope you will find this information helpful.

Please contact us as shown below should you have any other questions:

In the internet: <https://www.erlenbacher.de/de/kontakt>, by email: [kontakt@erlenbacher.de](mailto:kontakt@erlenbacher.de), by post: erlenbacher backwaren gmbh  
Wasserweg 39, 64521 Groß-Gerau, Germany



### **3. Questions and Answers**

#### **Which details does Erlenbacher Backwaren GmbH collect through its websites and how does Erlenbacher Backwaren GmbH record these details?**

We only collect personal data that you wish to provide us with or which is essential for us to be able to make our service available. We record personal data such as your name, address and email address as well as information such as cookies, connection information and system information without any personal details.

You provide us with your email address, your name, your telephone number, etc. in order to receive information about our products, to take part in competitions or surveys, or simply to be up-to-date on erlenbacher products that are of interest to you. We assure you that Erlenbacher Backwaren GmbH takes all the necessary measures to ensure the confidentiality of your personal data and to protect this data.

When our websites are visited and free texts (for example in the form of comments) entered by our users and stored, our systems will store the internet protocol (IP) address. Erlenbacher Backwaren GmbH requires this information for security reasons, in order to prevent misuse and for other purposes concerning the avoidance of danger.

#### **How does Erlenbacher Backwaren GmbH protect your personal data?**

Erlenbacher Backwaren GmbH takes all the measures required to ensure the confidentiality of your personal data and to protect this data. Only authorised personnel of the company responsible within Erlenbacher Backwaren GmbH has access to your personal data. Persons with Erlenbacher Backwaren GmbH have all undertaken to comply with the Erlenbacher Backwaren GmbH Data Protection Terms and Conditions.

If necessary, authorised employees with our service organisation who process the data on behalf of the relevant Erlenbacher Backwaren GmbH company may also have access to this data. In this case, Erlenbacher Backwaren GmbH has concluded a "Commissioned Data Processing Contract" with the service organisation which provides for the service organisation guaranteeing to ensure the confidentiality of personal data and the protection of this personal data.

Erlenbacher Backwaren GmbH also has a secure IT environment to protect your personal data, and also takes the appropriate measures to prevent unauthorised access.

#### **How safe is it to make purchases in the webshops operated by Erlenbacher Backwaren GmbH?**

Your personal data is always encrypted before being transmitted. We use the Secure Socket Layer (SSL) security system and 128-bit encryption every time we transfer data. This technique provides maximum security. External parties are not able to read the encoded information for your order, your name, your address and/or your credit card. Your personal information is stored on a computer which is not connected to the internet, so it is impossible for external parties to access information by way of a network or modem. Your particulars are thus secured against access by third parties.

Payment transactions are also subject to the highest security requirements. Any data transmitted is encoded up to 256 bit SSL (Secure Socket Layer), so that it is protected against unauthorised access by third parties.

Your credit card details are also processed and stored according to the most stringent security requirements of the payment card industry, the Payment Card Industry Data Security Standard (PCI DSS), by the certified

Payment Service Provider. Personal and card-related data is thus protected according to the highest standard of security, also in terms of data protection.

#### **What does Erlenbacher Backwaren GmbH use your personal data for?**

Your personal information is only used for the purposes for which you provided it to Erlenbacher Backwaren GmbH. In the case of online shops this also includes the fulfilment and handling of your order. When you register for a newsletter, your email address will be used for our own advertising purposes until you cancel your subscription to the newsletter. This can be done at any time.



### **Who does Erlenbacher Backwaren GmbH disclose your personal data to and why does it do so?**

1. Under no circumstances does Erlenbacher Backwaren GmbH provide your personal data to other companies wishing to use your data for direct marketing activities, unless you have given specific permission for us to do so. Apart from this, Erlenbacher Backwaren GmbH provides your personal data to the following other units on a strictly limited basis: Our service organisations so that they can, for example, assist us in administering Erlenbacher Backwaren GmbH websites. We have bound these companies by contract to executing the same security measures as Erlenbacher Backwaren GmbH in terms of personal data, to ensure the confidentiality of this data and to process it only on explicit instruction from Erlenbacher Backwaren GmbH.
2. Public authorities when we are obliged to do so by the provisions of valid legislation.

### **How can you inform yourself about personal data of yours that has been transferred, and how can you check, modify, block or delete this data?**

Please contact us as shown below to get information about the personal data you have transferred to Erlenbacher Backwaren GmbH and to be able to check, modify, block or delete this data:

In the internet: <https://www.erlenbacher.de/de/kontakt>, by email: [kontakt@erlenbacher.de](mailto:kontakt@erlenbacher.de), by post: erlenbacher backwaren gmbh Wasserweg 39, 64521 Groß-Gerau, Germany

### **To which countries is your personal data transferred and why is it transferred?**

Your personal data may be transferred to other countries when an Erlenbacher Backwaren GmbH service organisation maintains its registered office abroad. In this case we conclude a "Commissioned Data Processing Contract" with the service organisation. This ensures that the same level of data protection and data security as in the country of origin is given. This is also guaranteed in that the service organisation is obliged to act only on the instruction of Erlenbacher Backwaren GmbH, and to continuously take all the technical measures required to protect your personal data the same as in the country of origin.

### **Cookies (tracking technology) – how does Erlenbacher Backwaren GmbH use them and why are they used?**

Erlenbacher Backwaren GmbH uses cookies to record types of browser and operating systems, relevant websites, paths to websites, etc. and to understand how these websites are used. Cookies help us to adapt these websites to the needs of our consumers and to provide specific services and functions, such as information targeted especially for you. We also use cookies on some of the Erlenbacher Backwaren GmbH websites to offer usage-based online advertising. You will find all the further relevant information here.

As a company we have also voluntarily subjected ourselves to the self-regulation of the German Privacy Policy Council for Online Advertising (DDOW).

You will find the self-regulation codex that is valid for us at [www.meine-cookies.org/ddow.html](http://www.meine-cookies.org/ddow.html). Cookies are transferred to the hard drive of your computer with the help of your web browser or other programs, and are then stored here beyond the scope of a single visit to our website.

Please make sure that your computer settings show whether or not you wish to accept cookies. You can set your browser so that it warns you against accepting cookies or so that it rejects cookies.

You will be able to get more information with the help function of your browser. You will not need any cookies to use many sections of this website and other Erlenbacher Backwaren GmbH websites or to navigate through these websites.

If you use different computers at different locations, you must make sure that each browser complies with your preferences for cookies. Erlenbacher Backwaren GmbH websites use Google Analytics as a web tracking tool. You will find all the further relevant details here: (<http://www.google.ch/intl/de/analytics/index.html>).



### **Are social plug-ins used on Erlenbacher Backwaren GmbH websites?**

Social bookmarks (e.g. Facebook, YouTube, etc.) are all integrated in the Erlenbacher Backwaren GmbH websites. Social bookmarks are internet bookmarks with which users of these types of service can collect links and news items. They have mainly been included on our websites as a link to the respective services. Clicking the respective diagram will take you to the list of relevant providers, i.e. only then will user information be transferred to the respective provider.

Should you wish to recommend an article / a product through WhatsApp, only a link with your mobile phone details will be made available for you to send your message.

Please refer to the respective provider's data protection regulations for information on the handling of your personal data when you use the websites of other providers.

### **E-Marketing – what is spamming and what is the opinion of Erlenbacher Backwaren GmbH concerning spam emails?**

Spamming means that you will receive unwanted emails containing advertising and marketing material without your approval. In many countries it is illegal to send emails without approval. Erlenbacher Backwaren GmbH does not send ANY spam emails. Erlenbacher Backwaren GmbH uses an anti-spam tool itself to protect employees from spamming.

Erlenbacher Backwaren GmbH does not use your personal information (including your email address) for direct marketing purposes unless you give us EXPLICIT approval to do so. This is referred to as opt-in.

Erlenbacher Backwaren GmbH does not make your data available to any other company which could use your personal information for spam emails. Should you have good reason to believe that you have received spam emails from Erlenbacher Backwaren GmbH, please inform us at the following addresses:

In the internet: <https://www.erlenbacher.de/de/kontakt>, by email: [kontakt@erlenbacher.de](mailto:kontakt@erlenbacher.de), by post: erlenbacher backwaren gmbh Wasserweg 39, 64521 Groß-Gerau, Germany

### **For how long does Erlenbacher Backwaren GmbH store your personal data?**

Erlenbacher Backwaren GmbH stores personal data you have sent to us from our websites in its databases.

The data is stored as long as necessary for the purpose for which you sent it to us or for compliance with legal provisions. This means for example that data is stored until we have responded to a question you asked us or until a competition has ended. If you have given us approval to store your personal data for marketing purposes, we will store it for as long as Erlenbacher Backwaren GmbH carries out marketing activities or until you revoke your approval. You can revoke any consent you may have given to receiving advertising at any time with future effect.

### **What is the position of Erlenbacher Backwaren GmbH with regard to children using our websites and transmitting personal data?**

We do not store any personal data received from minors or young adults. Anyone wishing to use/participate in campaigns (registration on websites, competitions, newsletter subscriptions, etc.) must be at least 18 years of age or older (if older, this will be specified in the terms and conditions). We firmly believe that it is very important to protect your privacy in the internet and we urge parents and legal guardians to supervise the online activities of their children, and in particular to ensure that children under 12 years of age do not enter any of their personal details.

### **Are Erlenbacher Backwaren GmbH websites linked to other companies, and what happens to my personal information when such a link is in place?**

Erlenbacher Backwaren GmbH websites are linked to other websites to give you the opportunity to receive related, interesting information on deep-frozen cakes, deep-frozen



gateaux, deep-frozen desserts and product-related service concepts. We have no control over these websites of companies other than Erlenbacher Backwaren GmbH and they are not subject to these Data Protection Terms and Conditions. The operators of these websites can record your personal data when you access other websites with the links provided. Make sure that you approve of the data protection terms and conditions of these websites maintained by other companies before you forward personal data.

Erlenbacher Backwaren GmbH endeavours as far as possible to ensure that the same measures are taken to protect your personal data for all the linked websites of other companies. We are, however, not able to assume any legal or other responsibility for the activities of other companies.

### **Can Erlenbacher Backwaren GmbH change provisions in these Data Protection Terms and Conditions?**

Erlenbacher Backwaren GmbH always keeps these Data Protection Terms and Conditions up to date. This means that this document is adapted to changing circumstances in Erlenbacher Backwaren GmbH data processing and, where appropriate, to legislative changes. We thus kindly ask you to regularly inform yourself of changes to these Data Protection Terms and Conditions.

### **Which addresses can I use to contact Erlenbacher Backwaren GmbH if I have any further questions concerning my personal data?**

In the internet: <https://www.erlenbacher.de/de/kontakt>, by email: [kontakt@erlenbacher.de](mailto:kontakt@erlenbacher.de), by post: erlenbacher backwaren gmbh Wasserweg 39, 64521 Groß-Gerau, Germany

### **Which specific terms involving legal definitions are used by Erlenbacher Backwaren GmbH in these Data Protection Terms and Conditions?**

Personal data is all the data relating to you as a natural person which serves as direct or indirect personal identification (for websites this information generally at least comprises your email address).

The processing of personal data refers to storing, altering, transmitting, blocking and deleting personal data.

The unit responsible is the company to which users transmit their data (i.e. Erlenbacher Backwaren GmbH, which operates this website and records your personal data). The relevant company is named in the Legal Notice of the respective website.

Other companies in these Data Protection Terms and Conditions are all the companies that neither directly nor indirectly belong to Erlenbacher Backwaren GmbH.

You can generally prevent cookies from being stored on your hard drive by selecting "Accept no cookies" in your browser settings. You can also set your browser so that it requests your approval before enabling any cookies. Besides, you can also delete cookies again after you have enabled them.

### **Private policy on the use of Google Analytics**

Erlenbacher Backwaren GmbH websites use Google Analytics, a Google Inc. ("Google") web analysis service: [www.erlenbacher.de](http://www.erlenbacher.de)

Google Analytics uses cookies, script files that are stored on your computer and enable you to analyse the use of the website. The information about your use of this website which is generated by a cookie is generally transferred to a Google server in the USA where it is stored. In the event of the activation of IP anonymisation on this website, Google will, however, abbreviate your IP address beforehand in European Union member states or in other states party to the agreement on the European Economic Area. Only as an exception will your full IP address be transferred to a Google server in the USA and abbreviated there.

Under the authority of the provider of this website, Google will use this information to analyse your use of the website in order to compile reports on website activities and to



render other services relating to the use of the website and of the internet to the provider of the website.

The IP address transmitted from your browser for Google Analytics is not merged with other Google data. You can prevent cookies from being stored by a corresponding setting in your browser software. We would, however, like to point out that if you do so, you may possibly not be able to make full use of all the functions of this website.

You can also prevent the recording of data generated by the cookie and obtained through your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plug-in provided, depending on the browser type.

Please note that Google Analytics has been extended by the "gat.\_anonymizeIp();" code on this website in order to guarantee that IP addresses are anonymised when entered (IP masking). Date: August 2016

Pursuant to §15 of the current version of the German Teleservices Act, you as a website visitor are entitled to object to the data storage of your (anonymously entered) visitor data for the future as well. To do so, please use the contact form (<https://www.erlenbacher.de/de/kontakt>)