

Data protection

The trust of our customers, the security of their data and the protection of their privacy are important to us. You can visit our websites without giving any personal information. We do not store any personal data in this context. In order to improve our offer, we only evaluate statistical data that does not allow any conclusion to your person. All information that you entrust to us about your person or your product interests, we use exclusively for the fulfillment and processing of your order.

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Data protection

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Using Google Adwords Conversion Tracking

We use the online advertising program "Google AdWords" at times and conversion tracking within Google AdWords. Google Conversion Tracking is an analytics service provided by Google Inc. (1600 Amphitheater Parkway, Mountain View, CA 94043, USA; "Google"). When you click on an ad served by Google, a conversion tracking cookie will be placed on your machine. These cookies have a limited validity, contain no personal data and are therefore not for personal identification. If you visit certain web pages on our website and the cookie has not expired, Google and we may recognize that you clicked on the ad and were redirected to this page. Each Google AdWords customer receives a different cookie. Thus, there is no way that cookies can be tracked through the websites of advertisers. The information obtained through the conversion cookie is used to generate conversion

statistics for AdWords advertisers who have opted for conversion tracking. It tells customers the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, they do not receive information that personally identifies users. If you do not want to participate in tracking, you can object to this use by preventing the installation of cookies by setting your browser software accordingly (Disable option). You will not be included in the conversion tracking statistics. For more information and Google's privacy policy, please visit: <http://www.google.com/policies/privacy/>

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This website uses Universal Analytics, a web analytics service provided by Google Inc. ("Google"). Universal Analytics uses so-called "cookies", text files that are stored on your computer and that allow an analysis of your use of the website. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, your IP address will be shortened by Google beforehand within member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator. The IP address sent by your browser as part of Universal Analytics will not be merged with other data provided by Google. You can prevent the storage of cookies by a corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this website to the fullest extent possible. In addition, you may prevent the collection by Google of the data generated by the cookie and related to your use of the website (including your IP address) as well as the processing of this data by Google by using the following link (<http://tools.google.com/dlpage/gaoptout?hl=en>) to download and install the available browser plugin. For more information about Terms of Use and Privacy, please visit <http://www.google.com/analytics/terms/en.html> or <https://www.google.com/intl/en/policies>. We point out that on this website Google Analytics has been extended by the code "anonymizeIp" to ensure an anonymous collection of IP addresses (so-called IP-Masking). This measure is designed to prevent Google from merging IP addresses with personal information.