

## Privacy Policy

Below we inform you about the processing of your personal data within the scope of the use of our online offer.

### Responsible

Maytoni GmbH

Feldstige, 98  
48161 Münster

Phone: +49 (0) 2533 64 295200

E-mail: [info@maytoni.com](mailto:info@maytoni.com)

### Contact person

For any questions regarding privacy, please contact us using the contact information provided above.

### Data Storage Period

In general, we delete your personal data when it is no longer necessary for the purposes for which it was collected or otherwise processed.

If we have requested your consent and you have given it, we will delete your personal data if you withdraw your consent and there is no other legal basis for its processing.

We will delete your personal data if you object to processing and there is no predominant legal basis for processing, or if you object to processing for targeted advertising or related data profiling.

If deletion is not possible because of necessity to process the data in order to comply with a statutory obligation (statutory storage periods, etc.) which is binding for us, or in order to make, exercise or defend legal claims, we restrict the processing of your personal data.

Additional information on storage periods is also provided below.

### Your rights

Your rights in relation to your personal data are set out below:

- right to receive information
- right to make corrections
- right to delete
- right to restrict processing
- right to object to processing
- right to data communication

**You have the right to object at any time to the processing of your personal data for reasons arising from your particular situation, in accordance with the provisions of lit. e or f para. 1 Art. 6 of the General Data Protection Regulation (DS-GVO); this also applies to data profiling based on these provisions. Then we will stop processing your personal data, unless we can demonstrate convincing legitimate grounds for the processing data that override your interests, rights and freedoms, or the processing serves for making, execution or defense of legal claims.**

**In the event that your personal data is processed for the purpose of targeted advertising, you have the right to object at any time to the processing of your personal data for the purpose of such advertising; this also applies to data profiling to the extent that it is associated with such targeted advertising. In this case, we will stop processing your personal data for these purposes.**

You have the right to withdraw your consent to the processing of your personal data at any time if you have given us such consent. The withdrawal of consent does not affect the legality of data processing carried out on the basis of consent until the moment of withdrawal.

You have the right to lodge a complaint with a supervisory authority about our processing of your personal data.

## **Providing your personal data**

The provision of your personal data is generally not required by law or agreement and is not required for entering into a contract. In principle, you are not required to provide your personal data. If necessary, we will inform you about this separately when collecting your personal data (for example, by specifying required fields in the data entry forms).

Failure to provide your personal data periodically results in our inability to process it for one of the purposes described below and you cannot take advantage of the relevant data processing offer (for example, without providing your email address you will not be able to receive our mailing list).

## **Web hosting**

We use third party services for web hosting. These services may have access to personal data that is processed in the course of using our online offer.

## **Web server transaction files**

We process your personal data in order to enable you to familiarize yourself with our online offer and to ensure the stability and security of our online offer. Information (e.g., requested item, URL, operating system, date and time of request, type and version of browser used, IP address, protocol used, amount of data transferred, user agent, referrer URL, GMT time zone difference and/or HTTP status code) is stored in so-called transaction files (access log, error log, etc.).

If we have requested your consent and you have given it, the legal basis for the data processing will be lit. a , para. 1 Art. 6 of the General Data Protection Regulation. If we have not asked for your consent, the legal basis for data processing will be lit. f para. 1 Art. 6 of the General Data Protection Regulation. In this case, our legitimate interest is the proper display of our online offer and the guarantee of the stability and security of our online offer.

## **Security**

To secure and protect the transmission of your personal data and other sensitive content, we use encryption on our domain. In the browser string, this can be identified by the "https://" character string and the padlock symbol.

## **Contact**

When you contact us, we process your personal data in order to consider your request.

If we have requested your consent and you have given it, the legal basis for data processing will be lit. a, para. 1 Art. 6 of the General Data Protection Regulation. If we have not asked for your consent, the legal basis for data processing will be lit. f para. 1 Art. 6 of the General Data Protection Regulation. In this case, our legitimate interest consists in processing your request. If the processing is necessary for the performance of a contract concluded with you or for pre-contractual measures based on your request, the legal basis for the processing is also lit. b para. 1 Art. 6 of the General Data Protection Regulation.

We use third party services to provide and maintain our email accounts. These services may have access to personal data that is processed when you contact us.

## **User Account**

You have the option to create a user account on our website. In doing so, the contact details provided by you will be used by us to provide you with a user account. The legal basis for the processing of your data is lit. f para. 1 Art. 6 of the General Data Protection Regulation. Our legitimate interest in this case is to provide a user account and contact our customers directly.

## **Cookie-files and Similar Technologies**

We use cookie-files. A cookie is a piece of textual information that is stored on your terminal device. There are session cookies, which are deleted immediately after the browser is closed, and persistent cookies, which are deleted only after a certain period of time.

In addition to cookies, similar technologies (tracking pixels, web beacons, etc.) may also be used. Therefore, the following explanations regarding cookies also apply to similar technologies. These provisions also apply to further data processing in connection with the use of cookies and similar technologies (analysis and marketing, etc.). This also applies in particular to any of your consent to the use of cookies. This consent also extends to other technologies and to further processing due to the use of cookies and similar technologies.

Cookies may be used to enable certain features to be used. Cookies can also be used to measure the scope of our online offer, adapt it to the needs and interests of customers and thus optimize our online offer and marketing. Cookies may be used by us and third party services.

If we have requested your consent and you have given it, the legal basis for the data processing will be lit. a, para. 1, Art. 6 of the General Data Protection Regulation. If we have not asked for your consent, the legal basis for data processing will be lit. f, para. 1, Art. 6 of the General Data Protection Regulation. Our legitimate interest in this case consists in the management of the cookies used and the consents obtained in connection with this. Depending on the purpose of data processing, our other legitimate interests may be reflected in the following sections.

You can forbid the storage of cookies by setting your browser accordingly. Below we provide links to typical browsers where you can find more information on how to manage your cookie settings:

- Firefox: <https://support.mozilla.org/en/kb/cookies-erlauben-und-ablehnen>
- Chrome: <https://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>
- Internet Explorer / Edge: <https://windows.microsoft.com/en-EN/windows-vista/Block-or-allow-cookies>
- Safari: <https://support.apple.com/en-en/guide/safari/sfri11471/mac>
- Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>
- Yandex: <https://browser.yandex.com/help/personal-data-protection/cookies.html>

Other options for filing objections can be found at the following links: <https://www.youronlinechoices.eu/>,

<https://youradchoices.ca/en/tools>, <https://optout.aboutads.info> and <https://optout.networkadvertising.org/?c=1>.

If you forbid cookies, this may affect the proper functioning of our online offer. If you delete all cookies, the above settings will also be deleted and will need to be set again.

In addition, you can activate the "Do Not Track" feature in your browser to indicate that you do not want to be tracked. Below we provide links to typical browsers where you can find more information on setting up "Do Not Track":

- Firefox: <https://support.mozilla.org/en/kb/wie-verhindere-ich-dass-websites-mich-verfolgen>
- Chrome: <https://support.google.com/chrome/answer/2790761?co=GENIE.Platform%3DDesktop&hl=de>
- Internet Explorer / Edge: <https://support.microsoft.com/en-en/help/17288/windows-internet-explorer-11-use-do-not-track>
- Opera: <https://help.opera.com/en/presto/be-safe-and-private/>
- As of February 2019, the Safari browser no longer supports "Do Not Track" feature. To prevent cross-site tracking in the Safari browser, you can use the following link: <https://support.apple.com/en-en/guide/safari/sfri40732/12.0/mac>
- Yandex: <https://browser.yandex.com/help/personal-data-protection/do-not-follow.html>

## Analysis and marketing

We process your personal data in order to measure the reach of our online offer, to adapt it to the needs and interests of customers and thus optimize our online offer and marketing.

If we have requested your consent and you have given it, the legal basis for the data processing will be lit. a, para. 1, Art. 6 of the General Data Protection Regulation. If we have not asked for your consent, the legal basis for data processing will be lit. f, para. 1, Art. 6 of the General Data Protection Regulation. Our legitimate interest in this case consists in optimizing our online offer and marketing.

We use third party services for analysis and marketing. This may also include profiling (for advertising purposes, personalization of information, etc.). Data profiling can also be performed on various services and devices. Additional information on the services used, the scope of data processing, technologies and methods involved in the use of the respective services, as well as whether there is data profiling when using the respective services and, where appropriate, information on the logic involved, the scope and the expected consequences of such processing for you can be found in additional information on the services we use at the end of this section and by clicking on the links provided there.

You can forbid the storage of cookies by setting your browser accordingly. Below we provide links to typical browsers where you can find more information on how to manage your cookie settings:

- Firefox: <https://support.mozilla.org/en/kb/cookies-erlauben-und-ablehnen>
- Chrome: <https://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>
- Internet Explorer / Edge: <https://windows.microsoft.com/en-en/windows-vista/Block-or-allow-cookies>
- Safari: <https://support.apple.com/en-en/guide/safari/sfri11471/mac>
- Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>
- Yandex: <https://browser.yandex.com/help/personal-data-protection/cookies.html>

Other options for filing objections can be found at the following links: <https://www.youronlinechoices.eu/>, <https://youradchoices.ca/en/tools>, <https://optout.aboutads.info> and <https://optout.networkadvertising.org/?c=1>.

If you forbid cookies, this may affect the proper functioning of our online offer. If you delete all cookies, the above settings will also be deleted and will need to be set again.

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- Firefox: <https://support.mozilla.org/en/kb/wie-verhindere-ich-dass-websites-mich-verfolgen>
- Chrome: <https://support.google.com/chrome/answer/2790761?co=GENIE.Platform%3DDesktop&hl=de>
- Internet Explorer / Edge: <https://support.microsoft.com/en-en/help/17288/windows-internet-explorer-11-use-do-not-track>
- Opera: <https://help.opera.com/en/presto/be-safe-and-private/>
- As of February 2019, the Safari browser no longer supports Do Not Track. To prevent cross-site tracking in the Safari browser, you can use the following link: <https://support.apple.com/en-en/guide/safari/sfri40732/12.0/mac>
- Yandex: <https://browser.yandex.com/help/personal-data-protection/do-not-follow.html>

## Google Ads Conversion Tracking

Provider: In the European Economic Area (EEA) and Switzerland, Google services are provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, the USA.

Website: [https://ads.google.com/intl/en\\_de/home/](https://ads.google.com/intl/en_de/home/)

Additional information and privacy: <https://policies.google.com/?hl=de>

Transfer of personal data to Google services in third countries is subject to different EU standard contractual clauses, depending on the specific Google service. For more information on this and Google's liability, please visit the following link:

<https://privacy.google.com/businesses/compliance/#!/#gdpr>. You can request for a copy of the EU Standard Contractual Clauses.

## Google AdSense

Provider: In the European Economic Area (EEA) and Switzerland, Google services are provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, the USA.

Website: [https://www.google.com/intl/en\\_de/adsense/start/](https://www.google.com/intl/en_de/adsense/start/)

Additional information and privacy: <https://policies.google.com/?hl=de>

Transfer of personal data to Google services in third countries is subject to different EU standard contractual clauses, depending on the specific Google service. For more information on this and Google's liability, please visit the following link: <https://privacy.google.com/businesses/compliance/#!/#gdpr>. You can request for a copy of the EU Standard Contractual Clauses.

## Google Analytics

Provider: In the European Economic Area (EEA) and Switzerland, Google services are provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, the USA.

Website: <https://marketingplatform.google.com/intl/en/about/analytics/>

Additional information and privacy: <https://support.google.com/analytics/answer/6004245?hl=de> und <https://policies.google.com/?hl=de>

Transfer of personal data to Google services in third countries is subject to different EU standard contractual clauses, depending on the specific Google service. For more information on this and Google's liability, please visit the following link:

<https://privacy.google.com/businesses/compliance/#!/#gdpr>. You can request for a copy of the EU Standard Contractual Clauses.

## Google Tag Manager

Provider: In the European Economic Area (EEA) and Switzerland, Google services are provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, the USA.

Website: <https://support.google.com/tagmanager/answer/6102821?hl=de>

More information and privacy: <https://policies.google.com/privacy?hl=de&gl=de>

Transfer of personal data to Google services in third countries is subject to different EU standard contractual clauses, depending on the specific Google service. For more information on this and Google's liability, please visit the following link:

<https://privacy.google.com/businesses/compliance/#!/#gdpr>. You can request for a copy of the EU Standard Contractual Clauses.

## Social Media Presence

We maintain a social media presence through external services in order to be able to communicate with users on social media and thus optimize our online offer and marketing.

This privacy policy also applies to the following social media:

Facebook: <https://www.facebook.com/maytoniofficial>

Instagram: [https://www.instagram.com/maytoni\\_official/](https://www.instagram.com/maytoni_official/)

If we have requested your consent and you have given it, the legal basis for the data processing will be lit. a, para. 1, Art. 6 of the General Data Protection Regulation. If we have not asked for your consent, the legal basis for data processing will be lit. f, para. 1, Art. 6 of the General Data Protection Regulation. Our legitimate interest in this case consists in optimizing our online offer and marketing.

Data profiling may also be used as part of the external services (for advertising purposes, personalization of information, etc.). Data profiling can also be performed on various services and devices. Additional information on the services used, the scope of data processing, technologies and methods involved in the use of the respective services, as well as whether there is data profiling when using the respective services and, where appropriate, information on the logic involved, the scope and the expected consequences of such processing for you can be found in additional information on the services we use at the end of this section and by clicking on the links provided there.

### Facebook

Provider: Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. Facebook Ireland Limited is a subsidiary of Facebook Ireland Inc. (Facebook, Inc.), 1601 Willow Road, Menlo Park, CA 94025, United States of America.

Website: <https://www.facebook.com>

Additional information, collective responsibility and data protection:

[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum),

[https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data),

<https://envelopers.facebook.com/docs/plugins/>, <https://en-en.facebook.com/privacy/explanation>, <https://en-en.facebook.com/policies/cookies/> and <https://en-en.facebook.com/help/568137493302217>

Privacy Shield - available at:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

### Instagram

Provider: Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. Facebook Ireland Limited is a subsidiary of Facebook Ireland Inc., 1601 Willow Road, Menlo Park, CA 94025, United States of America.

Website: <https://www.instagram.com>

Additional information and privacy: <https://help.instagram.com/581066165581870> and

<https://help.instagram.com/519522125107875>

Privacy Shield - available at:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

## **Social Media Content/Plugins**

We use social media content/plugins from external services in order to be able to present you the content and functions of external services and thus optimize our online offer and marketing.

If we have requested your consent and you have given it, the legal basis for the data processing will be lit. a, para. 1, Art. 6 of the General Data Protection Regulation. If we have not asked for your consent, the legal basis for data processing will be lit. f, para. 1, Art. 6 of the General Data Protection Regulation. Our legitimate interest in this case consists in optimizing our online offer and marketing.

Data profiling may also be used as part of the external services (for advertising purposes, personalization of information, etc.). Data profiling can also be performed on various services and devices. Additional information on the services used, the scope of data processing, technologies and methods involved in the use of the respective services, as well as whether there is data profiling when using the respective services and, where appropriate, information on the logic involved, the scope and the expected consequences of such processing for you can be found in additional information on the services we use at the end of this section and by clicking on the links provided there.

### YouTube

Provider: In the European Economic Area (EEA) and Switzerland, Google services are provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Website: <https://www.youtube.eu>

Additional information and privacy: <https://policies.google.com/?hl=de>

Transfer of personal data to Google services in third countries is subject to different EU standard contractual clauses, depending on the specific Google service. For more information on this and Google's liability, please visit the following link:

<https://privacy.google.com/businesses/compliance/#!/#gdpr>. You can request for a copy of the EU Standard Contractual Clauses.

## **Fonts and scripts**

We use fonts and scripts from external services in order to be able to display our online offer to you and to ensure that the fonts and scripts are always up to date.

If we have requested your consent and you have given it, the legal basis for the data processing will be lit. a, para. 1, Art. 6 of the General Data Protection Regulation. If we have not asked for your consent, the legal basis for data processing will be lit. f, para. 1, Art. 6 of the General Data Protection Regulation. Our legitimate interest in this case consists in the proper display of our online offer and in ensuring that the fonts and scripts are up to date.

Data profiling may also be used as part of the external services (for advertising purposes, personalization of information, etc.). Data profiling can also be performed on various services and devices. Additional information on the services used, the scope of data processing, technologies and methods involved in the use of the respective services, as well as whether there is data profiling when using the respective services and, where appropriate, information on the logic involved, the scope and the expected consequences of such processing for you can be found in additional information on the services we use at the end of this section and by clicking on the links provided there.

### Google Fonts

Provider: In the European Economic Area (EEA) and Switzerland, Google services are provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, the USA.

Website: <https://fonts.google.com/>

More information and privacy: <https://policies.google.com/?hl=de>

Transfer of personal data to Google services in third countries is subject to different EU standard contractual clauses, depending on the specific Google service. For more information on this and Google's liability, please visit the following link:

<https://privacy.google.com/businesses/compliance/#!/#gdpr>. You can request for a copy of the EU Standard Contractual Clauses.

## Maps

We use maps from external services to help you determine our location and to enable you to use other map-related features of those external services.

If we have requested your consent and you have given it, the legal basis for the data processing will be lit. a, para. 1, Art. 6 of the General Data Protection Regulation. If we have not asked for your consent, the legal basis for data processing will be lit. f, para. 1, Art. 6 of the General Data Protection Regulation. In this case, our legitimate interest consists in making the cards easier to use.

Data profiling may also be used as part of the external services (for advertising purposes, personalization of information, etc.). Data profiling can also be performed on various services and devices. Additional information on the services used, the scope of data processing, technologies and methods involved in the use of the respective services, as well as whether there is data profiling when using the respective services and, where appropriate, information on the logic involved, the scope and the expected consequences of such processing for you can be found in additional information on the services we use at the end of this section and by clicking on the links provided there.

### Google Maps

Provider: In the European Economic Area (EEA) and Switzerland, Google services are provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, the USA.

Website: <https://www.google.en/maps>

More information and privacy: <https://policies.google.com/?hl=de>

Transfer of personal data to Google services in third countries is subject to different EU standard contractual clauses, depending on the specific Google service. For more information on this and Google's liability, please visit the following link:

<https://privacy.google.com/businesses/compliance/#!/#gdpr>. You can request for a copy of the EU Standard Contractual Clauses.

## Applying for a job

If you apply to us for a job, we process your personal data to carry out the application procedure and make a decision on the establishment of an employment relationship. Upon completion of the application process, we will restrict the processing of your personal data and delete or destroy it no later than 6 months after you receive the refusal notice, or return the application documents to you and delete or destroy any copies, unless you have consented to our continued use your personal data.

If we have requested your consent and you have given it, the legal basis for the data processing will be lit. a, para. 1, Art. 6 of the General Data Protection Regulation. If we have not asked for your consent, the legal basis for data processing will be lit. f, para. 1, Art. 6 of the General Data Protection Regulation. In this case, our legitimate interest consists in the proper conduct of the application process and, if necessary, defense against claims related to the rejection of the application. If the processing is necessary for a decision to establish an employment relationship, the legal basis for the processing is also Art. 1 para. 1 § 26 of the Federal Data Protection Act (BDSG).



## Captchas

We use captchas to protect our online offer from illegal, machine and/or automatic input (eg in forms) and to prevent any possible abuse.

If we have requested your consent and you have given it, the legal basis for the data processing will be lit. a, para. 1, Art. 6 of the General Data Protection Regulation. If we have not asked for your consent, the legal basis for data processing will be lit. f, para. 1, Art. 6 of the General Data Protection Regulation. Our legitimate interest in this case consists in the protection of our online offer and the prevention of abuse.

We use third party services to provide captcha. It can also lead to data profiling. Data profiling can also be performed on various services and devices. Additional information on the services used, the scope of data processing, technologies and methods involved in the use of the respective services, as well as whether there is data profiling when using the respective services and, where appropriate, information on the logic involved, the scope and the expected consequences of such processing for you can be found in additional information on the services we use at the end of this section and by clicking on the links provided there.

### Google reCAPTCHA

Provider: In the European Economic Area (EEA) and Switzerland, Google services are provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Website: <https://www.google.com/recaptcha/>

More information and privacy: <https://policies.google.com/?hl=de>

Transfer of personal data to Google services in third countries is subject to different EU standard contractual clauses, depending on the specific Google service. For more information on this and Google's liability, please visit the following link:

<https://privacy.google.com/businesses/compliance/#!/#gdpr>. You can request for a copy of the EU Standard Contractual Clauses.